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Massachusetts Academy of Dermatology Uses VisualDxHealth Web Widgets to Educate Consumers and Patients about Skin Cancer

Interactive Web tools aid in the prevention and early detection of most common cancer

(BOSTON, MA and ROCHESTER, NY) January 29, 2008 – The Massachusetts Academy of Dermatology has chosen to use Web widgets from VisualDxHealth to provide more value to its Web site visitors. VisualDxHealth (www.visualdxhealth.com) is a unique online consumer health resource developed by the doctors and health care professionals at Logical Images. The Massachusetts Academy of Dermatology (www.massacademyofdermatology.org) now hosts a number of interactive Web widgets created by VisualDxHealth, including the “ABCs of Melanoma Identification” and “Skin Cancer Self-Exam.” The interactive widgets help consumers recognize early signs of skin cancer.

The Massachusetts Academy of Dermatology is the professional society for more than 300 practicing dermatologists in the Commonwealth of Massachusetts. It is committed to enhancing the practice of dermatology and improving patient care for healthier skin. With skin cancer as the most common form of cancer in the United States and more than one million people diagnosed with the disease each year, quality skin care information and certified dermatology specialists are needed now more than ever.

“We came to VisualDxHealth because we wanted to provide more value to our Web site visitors,” said Kathryn Bowers, MD, President of the Massachusetts Academy of Dermatology, “More and more people use the Web to find health information, and VisualDxHealth widgets are the perfect qualified resource for educating our audience. This partnership is especially exciting for us considering that the current shortage of dermatology specialists makes this information in high demand.”

Logical Images’ mission is to enhance perception and the ability to see, understand, and recognize health conditions. The company was founded by a dermatologist, Art Papier, MD, and has Lowell Goldsmith, MD, MPH, a Master of Dermatology in the American Academy of Dermatology, as chairman of the editorial board. It is clear that Logical Images is expertly suited to augment the information provided by the Massachusetts Academy of Dermatology.

Rory Burrill, Director of Consumer Health at Logical Images, said, "Now that VisualDxHealth has partnered with the Massachusetts Academy of Dermatology to deliver informational Web widgets, we can further our goal of educating consumers in an effort to prevent serious skin conditions and to increase early detection and accuracy of diagnosis. VisualDxHealth is excited to collaborate with the Massachusetts Academy of Dermatology, and we look forward to the continued development of a wide variety of educational widgets."

About Logical Images

Based in Rochester, NY, Logical Images develops visual health care tools to elevate diagnostic accuracy, enhance medical education, and heighten patient knowledge. Logical Images is a company of digital imaging experts, leaders in computer-based design and knowledge management, skilled image archivists, and practicing physicians. The company's products include VisualDx, visual clinical decision support software, and VisualDxHealth, online consumer wellness and health care resources located at www.visualdxhealth.com. Logical Images has developed the most comprehensive digital medical image library with over 50,000 images including all age ranges and skin types. This extensive collection is the foundation for both the VisualDx professional tool and the VisualDxHealth consumer tool – designed to speed disease recognition for faster, more accurate decision making and patient understanding. www.logicalimages.com

About Massachusetts Academy of Dermatology

The Massachusetts Academy of Dermatology is the professional society for more than 300 practicing dermatologists in the Commonwealth. It is committed to advancing the diagnosis and medical, surgical, and cosmetic treatment of the skin, hair, and nails, advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin. www.massacademyofdermatology.org