

Skinsight Fact Sheet

According to a 2008 Harris Interactive poll, 68% of US adults have gone online to search for health-related information. People are increasingly seeking out and expecting current and credible online health information backed by trusted resources that will help them make better health care choices.

Skinsight *for patient/consumer health*

Formerly known as VisualDxHealth, the award-winning site [Skinsight](#) aims to promote skin health awareness and disease prevention so that consumers can make more informed health decisions.

Skinsight is a branch from the professional tool VisualDx, currently used in over 1,000 health care facilities nationwide. Recognized by other trusted health Web sites such as MedlinePlus and TRIP Database, and having been selected as a finalist in the health category of the 2008 Webby Awards and the Consumer Health World awards, Skinsight is quickly becoming a top source for trusted skin health information on the Web.

What differentiates Skinsight from other online consumer health resources is a defined focus on skin health and the extensive use of images throughout the site. Each disease or condition is represented by multiple high-quality medical photographs, helping health consumers better identify and understand health concerns. This use of images and photographs is carried over to each of the specialized search tools developed by the Skinsight team. Images are key in getting Skinsight users to their desired content – physician-reviewed and credible health images and information.

Upon review of Skinsight, *New York Times* health journalist Tara Parker-Pope wrote, “If medical pictures make you queasy, this site isn’t for you. But for people who have a concern about their skin, these pictures are worth far more than words alone.”

A trusted online source with over 900,000 visitors each month, the site currently includes over 2,000 medical images depicting more than 190 skin diseases and conditions ranging from acne to zoster.

Skinhealth interactive tools and features include the following:

- *Skin Condition Finder*, which helps users pinpoint conditions by providing disease information tailored to their actual input
- Cutting-edge health care search engine based on Google search technology
- Resource Centers on skin health topics from Skin Rash and Itch to Beauty and Aging
- Expert-written blogs
- Web widgets including *Performing a Skin Cancer Self-Exam*, *ABCs of Melanoma Identification*, *Recognizing Skin Cancer*, and *Body Location Disease Search*.

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