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**Logical Images' New iPhone App "Has an Image of That" –
The Only Medical App to Display Variation in Disease Presentation**

Company launches its first medical app at HIMSS 2010 to increase diagnostic accuracy

ROCHESTER, NY, March 1, 2010 – [Logical Images, Inc.](#), the expert source for professional visual diagnostic decision support, has released [VisualDx Mobile](#), its first medical app for the iPhone and iPod Touch. The release will formally be announced at HIMSS 2010 in Atlanta at the show's [Innovative Technology Pavilion](#), a spotlight on new innovations developed from smaller companies in the health care IT industry. Current VisualDx subscribers can download VisualDx Mobile for free at Apple's App Store. Nonsubscribers can request a free trial or purchase a VisualDx subscription in order to access the app.

VisualDx Mobile serves as a decision support tool that addresses the challenges many health care professionals face when diagnosing dermatologic and other visual conditions. The app integrates physician-reviewed clinical information with more than 18,000 medical images from renowned physician and institutional collections showing the variation in disease presentation through age, stage, and skin type – a feature unique to VisualDx. Clinicians can compare these images to their patient's presentation to visually validate a diagnosis or quickly access must-know clinical information such as next steps in management and patient care, diagnostic pearls, best tests, and ICD-9 codes on the spot. The app's flexible interface gives clinicians the option to quickly search by diagnosis name or build a list of relevant diagnoses based on a patient's symptoms. Accessibility to such knowledge at the point of care increases diagnostic accuracy – positively impacting our nation's health care costs and quality of care.

"I am very impressed that VisualDx Mobile has the same superior image quality that I have now come to expect with the desktop version," said Dr. Steven Howard of Cross Keys Internal Medicine, LLP and VisualDx Mobile user. "VisualDx Mobile is a reliable resource to quickly access disease information that I can share with my patients to educate them on their condition. When I have a patient with a visual presentation I'm uncertain of, I enter relevant findings to see a list of the best possible diagnoses, including a nice corresponding array of images, all in just a matter of seconds."

VisualDx Mobile is built upon the features of VisualDx, the company's visual decision support system desktop product, which is in use at more than 1,300 clinical sites, including hospitals, public health organizations, government agencies, medical groups, and medical schools. Health care professionals worldwide rely on VisualDx at the point of care to improve diagnostic accuracy, medical education, and patient outcomes.

“Our customers have wanted the ability to take VisualDx with them anywhere they go – from a patient's bedside to a consultation with a colleague – but still have access to the tool's unique features, and VisualDx Mobile does just that,” said Dr. Art Papier, chief scientific officer and co-founder of Logical Images. “Branching VisualDx into the realm of mobile medical apps is an exciting new avenue for Logical Images and an integral step in advancing the accuracy and quality of health care.”

On March 3rd, Dr. Papier will present two case studies at HIMSS' Innovative Technology Pavilion that further highlight clinical decision support as a driving force for quality in health care. He will also provide an overview demonstration of VisualDx Mobile at each of these sessions:

- **Meaningful Use that Physicians Embrace: A Case Example of Clinical Decision Support in a Busy South Dakota Community Health Clinic**
Booth 2959 12:00 – 12:45 p.m.
- **Clinical Decision Support for Medication Adverse Events: Beyond Drug-Drug Interactions**
Booth 2959 3:15 – 4:00 p.m.

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. Selected by *Modern Healthcare* Magazine as one of the “Best Places to Work in Healthcare” in 2009, 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, a visual clinical decision support system for diagnostic accuracy, VisualDx Mobile, a new medical app for the iPhone and iPod Touch, and Skinsight, an online consumer skin health and wellness resource. Logical Images has developed the most comprehensive digital medical image library including 60,000 images representing all ages and skin types. This extensive collection is the foundation for the VisualDx and VisualDx Mobile professional tools and the Skinsight consumer tool – designed to speed disease recognition for faster, more accurate decision making and patient understanding. www.logicalimages.com

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