

## VisualDxHealth Fact Sheet

According to a 2008 Harris Interactive poll, 68% of U.S. 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 to make better health care choices.

### **VisualDxHealth** *for patient/consumer health*

Launched in 2007, the award-winning site [VisualDxHealth](#) aims to promote skin health awareness and disease prevention so that consumers can make more informed health decisions.

VisualDxHealth was branched from the professional tool VisualDx, currently used in over 800 health care facilities globally. Recognized by other trusted health Web sites such as MedlinePlus and the TRIPP database, and having been selected as a finalist in the health category of the 2008 Webby Awards and the Consumer Health World awards, VisualDxHealth is quickly becoming a top source for trusted skin health information on the Web.

What differentiates VisualDxHealth 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 pictures, helping health consumers better identify and understand health concerns. This use of pictures and images is carried over to each of the specialized search tools developed by the VisualDxHealth team. Images are key in getting VisualDxHealth users to their desired content – physician-reviewed and credible health images and information.

Upon review of VisualDxHealth, *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 600,000 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. VisualDxHealth interactive tools include the following:

- Cutting-edge health care search engine based on Google search technology
- Easy-to-use health topics aimed at providing overviews on information like skin cancer and skin conditions associated with diabetes
- *Skin Condition Finder*, which helps users pinpoint conditions by providing disease information tailored to their actual input
- Web widgets including *The Skin Cancer Self-Exam*, *ABC's of Melanoma Identification*, *Recognizing Skin Cancer*, and *Skin Disease Location Body Search*.

###

Media Contact: Schwartz Communications  
Karen Sharma/Bill Donlan  
(781) 684-0770  
[logicalimages@schwartz-pr.com](mailto:logicalimages@schwartz-pr.com)