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VisualDxHealth Goes Live to Promote Wellness and Prevention

New Online Health Resource Uses Medical Images and Information to Educate Consumers

ROCHESTER, NY, October 1, 2007 – The search for medical answers has been advanced by the launch of VisualDxHealth, <http://www.visualdxhealth.com>, a unique online consumer health resource developed by the doctors and health care professionals at Logical Images, Inc. Much more than the typical health Web site, VisualDxHealth provides consumers with image-based health tools that pinpoint disease information and promote prevention through early detection. VisualDxHealth gives viewers current health information on a variety of topics, from skin cancer to bug bites and more.

Turning to the Internet for health answers is increasingly common among adults in the U.S. According to a poll by Harris Interactive, 71% of people have used the Internet to search for health-related information this year. VisualDxHealth is dedicated to providing consumers quality, trusted health information online. Branched from the expert knowledge base of Logical Images' professional tool VisualDx, VisualDxHealth visually presents health conditions from a database of over 2,000 medical images. "Having actual disease images for the consumer to compare to helps them better identify and understand their health concerns, a visual 'that's me' experience," said Dr. Art Papier, Chief Scientific Officer for Logical Images..

VisualDxHealth has a growing number of easy-to-use, innovative health tools including *My Disease Finder*, the trusted health search based on Google's custom search engine technology, and a series of interactive Web widgets. These tools give the consumer medically reviewed and managed information tailored to their actual input. Additionally, blogs or other health care Web sites can add the VisualDxHealth widgets to their site by visiting <http://visualdxhealth.com/tools.htm> – providing readers expert disease information right on their site.

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, a visual clinical decision support software system, and VisualDxHealth, an online consumer wellness and health care resource located at www.VisualDxHealth.com. Logical Images' comprehensive digital medical image library is the foundation for both the VisualDx professional tool and the VisualDxHealth consumer tool. Both products are designed to speed disease recognition for faster, more effective decision-making and understanding. <http://www.logicalimages.com>

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