



ANNOUNCEMENT  
October 17, 2007

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## **GNYHA Services, Inc. Enters Into Group Purchasing Agreement for VisualDx**

*Agreement with Logical Images gives GNYHA members access to affordable resource to improve diagnostic accuracy*

Logical Images, Inc. is pleased to announce a group purchasing agreement with GNYHA Services, Inc., to offer the members of the Greater New York Hospital Association VisualDx, visual clinical decision support software. VisualDx merges medical images with specialist knowledge to guide diagnosis, treatment, and management of visually presenting conditions. It provides clinicians instant access to close to 16,000 images that aid in the diagnosis of nearly 900 visually identifiable diseases, drug reactions, and infections.

GNYHA Services, Inc. is the wholly-owned subsidiary of GNYHA Ventures, Inc., the business arm of the Greater New York Hospital Association (GNHYA). Among other functions, GNYHA Services operates a regional group purchasing program for GNYHA, which is a one-of-a-kind trade association comprising nearly 300 hospitals and continuing care facilities, both voluntary and public, in the metropolitan New York area and throughout the State, as well as New Jersey, Connecticut, and Rhode Island. As advocates for the interests of hospitals, health systems, and other health care providers, GNYHA has made VisualDx easy and affordable for its members to obtain.

Developed by clinicians, for clinicians VisualDx is organized to match the way clinicians think about symptoms and diagnoses. By entering patient symptoms, signs, medical history, and other clinically relevant findings, the system refines a patient-centric differential diagnosis. VisualDx presents this visually so health care professionals can actually see the differential allowing them to evaluate and analyze in direct comparison to the patient and feel confident that they have considered all relevant diagnostic possibilities.

VisualDx is used in a growing number of hospitals, clinics, public health institutions, and education centers to reduce medical error and improve patient quality of care. Steve Cutrona, Vice President of Sales and Marketing for Logical Images, stated "Being a New York based company we are excited to be partnering with Greater New York Health Association and providing its members with new technology needed to drive quality care and increase diagnostic accuracy right here in our home state."

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### **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 <http://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. <http://www.logicalimages.com>

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