



Press Contacts:

Kristy Throumoulos
Logical Images, Inc.
585.427.2790 x139
kristyt@logicalimages.com

Sheila Faith
Shorey Public Relations
518.587.1011 x229
sheila@shoreypr.com

Kim Becker
American Medical Student Association
781.223.4042
pr@amsa.org

FOR IMMEDIATE RELEASE
February 12, 2008

American Medical Student Association First to Provide Students New Information Technology to Teach Accuracy

VisualDx supplements heavy curriculums and initiates real-world practices

(Reston, VA and Rochester, NY) February 12, 2008 – The American Medical Student Association (AMSA), the nation's largest independent medical student organization, is leading efforts to bring information technology to the front lines of education by offering VisualDx to its over 68,000 members. VisualDx, an Internet-based visual diagnosis aid proven to increase diagnostic accuracy, gives students immediate access to areas of medicine that are typically underserved in today's heavy medical curriculums.

VisualDx readies students for real-world practices due to the influx of health information technology seen in daily medicine. The collaboration of bring a visual diagnosis educational resource to medical students is the first of its kind, and the recommendation given by the largest and oldest physician-in-training association, AMSA, shows their belief in VisualDx as a valuable asset and partner in education.

AMSA National President, Michael Ehlert MD, is proud of this new partnership. "Physicians interact with patients face-to-face, and visual clues and signs are the first in diagnosis and treatment. AMSA believes in using technology to revolutionize medical education, and we believe that VisualDx is part of the next generation of tools. With so many resources available, it is hard for students to shift through them, and we are excited to highlight and endorse such an innovative and useful tool."

With an estimated 15 percent of patient encounters having a skin or oral lesion complaint, there is a clear need to improve the ability of students to visually diagnose and recognize disease. Typically, specialty areas of medicine where visual diagnosis is key receive only 1 to 2 days of teaching during 4 years of medical curriculum. To help students from becoming overwhelmed with intense schedules, overloaded curriculums, and a plethora of information to be memorized, we must provide them with access to health information technologies that augment the traditional learning environment. Technologies like VisualDx not only assist students in developing lifelong learning skills but also help them feel more confident that they have considered all relevant conditions before concluding their diagnosis and treating their patient.

“We are seeing a transition in medical education from a memory-based environment to an information-technology–assisted environment. It is critical that IT resources such as VisualDx are instilled early in education to support the development of visual diagnostic skills. When these medical students get into the field, the result will be improved quality care through increased diagnostic accuracy,” said Art Papier, MD, Chief Scientific Officer at Logical Images, the creator of VisualDx, and Associate Professor in Dermatology and Medical Informatics at the University of Rochester School of Medicine and Dentistry.

AMSA members are now eligible for 3 free modules of VisualDx as well as additional discounted pricing on the program. Visit the Web site for more information at www.amsa.org/visualdx. Logical Images will be providing free demos of VisualDx at AMSA’s 58th Annual Convention, March 12-16, at the Hyatt Regency Houston in Houston, Texas. Visit us at Booth #13.

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 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. www.logicalimages.com

About the American Medical Student Association (AMSA)

The American Medical Student Association (AMSA), with more than a half-century history of medical student activism, is the oldest and largest independent association of physicians-in-training in the United States. Founded in 1950, AMSA is a student-governed, non-profit organization committed to representing the concerns of physicians-in-training. With more than 68,000 members, including medical and premedical students, residents, and practicing physicians, AMSA is committed to improving medical training as well as advancing the profession of medicine. To learn more about AMSA, our strategic priorities, or joining the organization, please visit us online at www.amsa.org.

###