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## **New Web Widget from VisualDxHealth Released for National Skin Cancer Awareness Month**

*One-of-a-kind tools from VisualDxHealth promote early recognition that can save lives*

**ROCHESTER, NY, May 28, 2008** – The growing online consumer health resource VisualDxHealth, [www.visualdxhealth.com](http://www.visualdxhealth.com), is helping to promote National Skin Cancer Awareness Month with its release of the Recognizing Skin Cancer widget. This new Web widget helps consumers identify different types of skin cancer and includes a visual identification quiz that tests the user's skin cancer knowledge. VisualDxHealth is the first and only developer of widgets dedicated to skin cancer education.

VisualDxHealth's newest widget, Recognizing Skin Cancer, is available on the Health Care Widgets & Tools page of the VisualDxHealth Web site ([www.visualdxhealth.com/tools](http://www.visualdxhealth.com/tools)). Other widgets available from VisualDxHealth include the ABCs of Melanoma Identification, an interactive guide through the key visual signs of melanoma, and the Skin Cancer Self-Exam, which leads users through a monthly examination everyone should conduct to screen for precancerous moles or skin cancer. VisualDxHealth widgets are hosted by professional sites such as the Massachusetts Academy of Dermatology to help educate visitors in an interactive and engaging manner.

There are several types of skin cancer, including melanoma, Basal cell carcinoma, and squamous cell carcinoma. Early detection is critical in helping to identify and treat skin cancer. In one melanoma study, over half (55%) of the patients seeking treatment discovered the cancer themselves.\* During its early stages, melanoma is thin and easier to remove than later stages, when the tumors thicken and deepen. Melanoma is the most deadly type of skin cancer. The National Cancer Institute estimated in 2007 nearly 60,000 people would be diagnosed with melanoma and over 8,000 would die from the disease.

Rory Burrill, the Director of Consumer Health at Logical Images, stated, "Skin cancer is a very treatable condition when identified early. The VisualDxHealth team is always working to raise awareness about skin cancer. Developing a widget that helps consumers recognize skin cancer with the powerful images from VisualDxHealth's database seemed like an obvious way to play a part in National Skin Cancer Awareness Month."

Developed by Logical Images, experts in visual diagnosis, VisualDxHealth focuses on visually identifiable diseases and provides its users with over 2,000 medical quality images and information on over 180 diseases. Visitors to the site have access to tools such as the Skin Disease Finder, [www.visualdxhealth.com/myDiseaseFinder.htm](http://www.visualdxhealth.com/myDiseaseFinder.htm), and a Health Topics page, [www.visualdxhealth.com/diseaseGroups/index.htm](http://www.visualdxhealth.com/diseaseGroups/index.htm).

\* Epstein DS, Lange JR, Gruber SB, Mofid M, Koch SE. Is physician detection associated with thinner melanomas? *JAMA* 1999;281:640–643.

#### **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](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. [www.logicalimages.com](http://www.logicalimages.com)

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