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FOR IMMEDIATE RELEASE - FINAL

Dr. Andrea Pennington Joins Logical Images to Raise National Awareness about Diagnostic Accuracy and Quality Care

Former Medical Director for Discovery Health Channel will help educate country on need for accurate diagnosis as the first step in improving health care quality

Rochester, NY – January 26, 2009 - [Logical Images, Inc.](#), the expert source for visual diagnostic decision support technology and consumer skin health information, today announced that Dr. Andrea Pennington has joined the company as Chief Medical Officer. In this role, Dr. Pennington will serve as a physician ambassador responsible for educating the country on the important role that accurate diagnosis and information at the point of care plays in improving health care quality, reducing medical error, and cutting health care costs.

Research indicates that 20% of medical diagnoses are incorrect, costing millions of health care dollars and thousands of lives every year. With a myriad of prescription drug interaction possibilities and hundreds of illnesses and diseases affecting people in different ways, today's general practitioners are expected to process and memorize far too much information. Dr. Pennington will lead a national outreach initiative to educate policy makers, the medical community, and the public on the need for diagnostic accuracy and quality care for all.

"Logical Images has worked very hard to educate people on the critical need for accurate diagnosis, an issue that is at the heart of any talk about health care reform and health care quality," said Art Papier, MD, Chief Scientific Officer of Logical Images. "Dr. Pennington – a respected medical expert and voice for health empowerment – has the experience and passion to get this message out to the country at an important time. With President Obama's call for improving health care quality through health information technology, Logical Images provides a simple, quick, and inexpensive solution that already answers an important health care challenge."

"Logical Images is well ahead of its time in sounding the alarm and educating the public about the need for diagnostic accuracy," said Dr. Pennington. "Millions of dollars are wasted, and people unfortunately die because of inaccurate diagnosis. Logical Images is helping the medical community recognize and address this issue while also helping consumers be more aware, informed decision makers in their own health care. If we are truly going to improve the quality of health care in this country, it all has to start with an accurate diagnosis."

As CMO of Logical Images, Dr. Pennington will also work to raise awareness about the issue of diagnostic disparities among patients of color and how they are grossly underrepresented in medical resources.

With the growing diversity of the US population, physicians are treating a more ethnically diverse population than ever before. Logical Images offers the largest collection of ethnic skin images to help doctors make the right diagnosis at the point of care.

Thousands of doctors at hospitals, public health organizations, medical groups, and medical schools use Logical Images professional tool, [VisualDx](#), to improve care and diagnostic accuracy. VisualDx has been deployed at more than 1,000 sites, including primary health care practices, hospitals, teaching institutions, government agencies, and other public health entities.

In addition to VisualDx, Logical Images licenses [VisualDxHealth](#), a targeted skin health Web resource serving more than 700,000 health care consumers every month. VisualDxHealth uses medical pictures combined with the expertise of more than 100 physician specialists to help consumers learn about specific health conditions and take a more active role in their well being. One of the fastest growing consumer health sites on the Web, VisualDxHealth has been recognized by the *New York Times* and *Wall Street Journal* as a top consumer health site.

Dr. Pennington is a respected and sought-after medical expert who has appeared on *CNN*, *Fox News*, *The Today Show*, *The Early Show*, *The Oprah Winfrey Show*, and many more national television and radio programs. She also served as medical director and spokesperson for Discovery Health Channel and Discovery Health Online. Her book, *The Pennington Plan*, is based on a 5-step motivational plan for achieving optimal health and vitality, and it has helped thousands of people embrace better overall health and lose weight.

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 diagnostic decision support system, and [VisualDxHealth](#), an online skin health and wellness resource 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

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