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For Immediate Release

Dr. Art Papier to discuss the importance of visual diagnostic technology at AAD Conference

Co-founder of Logical Images will demonstrate how a powerful visual diagnostic decision support system can improve diagnostic accuracy and patient care

ROCHESTER, NY, March 5, 2009 – Logical Images, Inc., the expert source for visually based medical technology, today announced that Art Papier, MD, Chief Scientific Officer and co-founder, will be speaking about and demonstrating advanced diagnostic health information technology at the American Academy of Dermatology's 67th Annual Meeting in San Francisco.

Dr. Papier's presentation will be part of the Electronic Health Records workshop on Friday, March 6 from 3:00-5:00 p.m. in room 3018 West.

"Healthcare reform is a hot topic as President Obama calls for improving heath care quality by investing heavily in health care information technology," said Dr. Papier. "Visual diagnostic decision support developed by dermatologists is in use in over 1,000 hospitals in the United States. While the media and public perceive the specialty of dermatology to be mostly about cosmetics and lasers, over 50 dermatologists have been working on technology to improve medical care over the past decade. Diagnostic accuracy helps to eliminate unnecessary and inappropriate testing, treatments, specialist referrals and hospitalizations. Dermatology is a field that uses pattern recognition on a daily basis; we have developed a technology that advances pattern recognition and diagnosis."

Dr. Papier helped develop VisualDx, the most widely used diagnostic decision support system in healthcare today. VisualDx offers all health care providers, not just dermatologists, real-time access to clinical information and more than 17,000 medical images presenting diseases in variation of severity, skin type, age and passage of time.

Research indicates that nearly 20% of medical diagnoses by generalists are incorrect, costing millions of health care dollars and thousands of lives every year. With primary care physicians confronted with an ever-increasing amount of available medical data, too much to memorize, VisualDx gives them access to the specialist knowledge they need to diagnose patients quickly and accurately using visual clues. Thousands of doctors at hospitals, public health organizations, medical groups, and medical schools use VisualDx to improve care and diagnostic accuracy.

Clinicians simply enter the patient's clinical features, such as lesion morphology, body location, symptoms, and medical history, to build a customized pictorial differential diagnosis in seconds. VisualDx is the only point-of-care decision support system to merge medical images with clinical information to build a visual differential diagnosis for nearly 1,000 visually identifiable diseases, drug reactions, and infections based on actual patient findings. Dr. Papier will demonstrate VisualDx at the Electronic Health

Records workshop on Friday, March 6 from 3:00-5:00 p.m. in room 3018 West of the Moscone Center.
For additional product information, please visit http://www.visualdx.com.

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About Dr. Papier

Art Papier, M.D. is a practicing dermatologist, associate professor in Dermatology and Medical Informatics at the University of Rochester School of Medicine and Dentistry, and Chief Medical Officer and co-founder of Logical Images, a visual diagnostic decision support company in Rochester, NY.

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 system aiding in diagnostic accuracy, 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. For more information, please visit www.logicalimages.com.

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