



Press Contacts:
Rory Burrill
Logical Images, Inc.
585.427.2790 x140
rburrill@logicalimages.com

Karen Sharma
Schwartz Communications
781.684.0770
logicalimages@schwartz-pr.com

FOR IMMEDIATE RELEASE
March 10, 2009

Blogs Add Personal Touch to Skin Health Web Site VisualDxHealth

Newly launched blogs extend invitation for consumers to join skin health community

ROCHESTER, NY, March 10, 2009 – The leading [online skin health destination VisualDxHealth](#) is adding blogging functionality to its growing list of online resources. Written by health experts, VisualDxHealth blogs were created to provide users with a trusted place online to read about and discuss important skin health issues. VisualDxHealth blogs allow users to participate in a community that focuses on skin health topics ranging from ethnic skin care to beauty and aging concerns.

Dr. Andrea Pennington is leading a team of medical experts in developing and writing blogs that focus on the latest skin health issues. Dr. Pennington has appeared on *CNN*, *Fox News*, *The Today Show*, and *The Oprah Winfrey Show*. She has also served as medical director and spokesperson for Discovery Health Channel and Discovery Health Online. “Paying attention to our skin is not just about beauty; skin is the body’s largest organ, and its health is often a reflection of our overall well-being,” Dr. Pennington said. “I look forward to connecting VisualDxHealth visitors with some of the world’s best skin health experts. We invite everyone to interact with these knowledgeable and personable doctors and surgeons.”

“VisualDxHealth blogs give consumers a more personal and engaging way to explore skin health issues than was available before,” said Rory Burrill, Director of Consumer Health at Logical Images, Inc. “The VisualDxHealth team is excited to provide users a trusted community where they can openly discuss topics from cosmetic procedures to skin rashes and everything in between.”

Created by Logical Images, Inc., VisualDxHealth provides consumers with high-quality and current health information on more than 190 skin diseases and conditions. A trusted online source of information with the best medical image collection on the Web, VisualDxHealth includes a cutting-edge health care search engine and content that is reviewed and managed by an editorial board of more than 100 physicians.

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, and VisualDxHealth, an online consumer wellness and health care 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

###