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## VisualDxHealth Web Traffic Hits 1 Million Visitors, Surpassing '09 Business Goals

Leading Skin Health Web Site Reaches Monthly Web Traffic Goal Well Ahead of Schedule

ROCHESTER, NY, June 15, 2009 – For the first time since its launch in 2007, the leading [online skin health destination VisualDxHealth](#), [www.visualdxhealth.com](http://www.visualdxhealth.com), has experienced over 1 million visits in a 30-day period (source Google Analytics). VisualDxHealth's growth in Web traffic can be attributed to the site's newly launched blogs and resource centers as well as coverage from leading sites such as MSNBC's The Body Odd, The Wall Street Journal, and The New York Times' Well blog. But a recent influx of Web traffic from Microsoft's new search engine, Bing, is what drove this month's Web traffic to surpass the company's 2009 growth goals.

VisualDxHealth's millions of users have access to extensive information and images on skin health conditions. Users can research skin diseases, join blog conversations, and submit questions to an expert panel of writers. Skin health news, widgets, and free resources on MRSA and skin cancer are also available on VisualDxHealth.

"Surpassing 1 million visits in a month was a major goal for the team this year, which we were able to do six months ahead of schedule," said Rory Burrill, Director of Consumer Health at Logical Images, Inc. "We are excited to reach so many consumers and provide expert-driven skin health information that helps consumers make better health care choices."

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, visual clinical decision support for diagnostic accuracy](#), and VisualDxHealth, an online consumer skin health and wellness resource 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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