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FOR IMMEDIATE RELEASE

Logical Images Launches Newest Version of VisualDx: New Features Aim to Enhance Clinician Communication, Diagnostic Accuracy

Powerful visual diagnostic decision support system allows medical professionals to share information and improve medical efficiency

ROCHESTER, NY, July 20, 2009 – Logical Images, Inc, the expert source for visually based medical technology, today announced the launch of its most recent version of VisualDx, its flagship visual diagnostic decision support system, which helps clinicians improve diagnostic accuracy at the point of care. Aimed to provide clinicians with a convenient, easy-to-use tool, VisualDx 6.08 features Share This Page, a new capability that allows clinicians to immediately share information and images they are currently viewing with others.

By facilitating a convenient means of communication and consultation among medical professionals, the Share This Page feature directly answers the call for health care reform by increasing the quality of care and saving time and money misspent on unnecessary or excessive medical testing.

Share This Page allows users to e-mail links to a Diagnosis Text page, an All Images page, a Large-Image page, or a Differential Diagnosis page in VisualDx to other health care professionals. E-mail recipients do not have to be current VisualDx customers to open these links.

“Communicating with other medical professionals efficiently and accurately is a crucial step in improving the quality of health care delivery,” said Dr. Art Papier, Chief Scientific Officer of Logical Images. “The Share This Page feature in VisualDx allows clinicians to share a visual and textual differential diagnosis in seconds with their colleagues. The efficiency and quality of this process means patients get better care and clinicians receive point-of-care education. VisualDx also reduces health care costs because its use can eliminate excessive or unnecessary testing.”

Additional new features in VisualDx include a Click To Zoom Image option on the Diagnosis Text, Differential Diagnosis and All Images pages, as well as an optimized All Findings menu for when clinicians want to build a differential diagnosis.

VisualDx offers health care providers 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. Such enhanced diagnostic accuracy improves health care quality and helps to eliminate unnecessary and inappropriate testing, treatments, specialist referrals, and hospitalizations. It 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. For additional product information, please visit <http://www.visualdx.com>.

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 for 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. www.logicalimages.com

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