



Press Contacts:
Kristy Throumoulos
Logical Images, Inc.
585.272.2639
585.943.7382 (cell)
kristyt@logicalimages.com

Amy Burnis
Schwartz Communications
781.684.0770
logicalimages@schwartz-pr.com

FOR IMMEDIATE RELEASE
June 19th, 2008

Facebook Users Beware! “Patient Zero” Game To Spread Pandemic Among Facebook Users

VisualDxHealth Targets Expanding Social Network Audience With Health Education Application

ROCHESTER, NY, June 19, 2008 – Logical Images, the expert source for diagnostic decision support technology and consumer health care information, announced the launch of Patient Zero.

An interactive Web application, Patient Zero was developed for Facebook® users in an effort to bring health education to its expanding audience in a format with which they are increasingly more familiar.

Branded from the epidemiological term for the person linked to the start of an outbreak of disease, Patient Zero allows Facebook users to create viral infectious diseases, vaccinate against infections developed by friends, and track how quickly and pervasively a virus spreads, all while gaining valuable knowledge on common health concerns as well as conditions they may not be familiar with. Patient Zero can be added to any Facebook profile by searching for the term “Patient Zero” in the Applications section of Facebook or by clicking the following link: <http://apps.facebook.com/patient-zero>.

“The VisualDxHealth team has embraced Web 2.0 technologies in our efforts to find new ways to provide quality health information,” said Rory Burrill, Director of Consumer Health at Logical Images, “we have seen great success with our health care widgets, and transitioning our trusted health knowledge into the Facebook application format was the most logical step to entering the growing social network atmosphere.”

Competition and creativity are key elements of Patient Zero, but knowledge and curiosity to learn are what power it. The strength of a virus within the game is determined by the number of people infected and by the number of health-related questions answered correctly during the creation of the virus. In order to cure themselves of the virus and vaccinate against future infection by it, users must correctly answer an equal or greater amount of questions than the initiator of the virus, or “patient zero.” Throughout the game, users are provided hints referencing information available on VisualDxHealth (www.visualdxhealth.com) to power up their viruses and build immunity by accurately answering health questions.

“It is a challenge to reach multiple audiences in an effort to educate about health care risks, conditions, and prevention,” said Richard Cohan, CEO of Logical Images. “The VisualDxHealth team created Patient Zero to promote awareness about common and rare health conditions ranging from avian influenza to STDs. The Internet is a great resource for information, but it is not easy to identify medical sources that are credible and educational. We want the Facebook audience to have fun and learn at the same time. Education is the cornerstone of this interactive game.”

VisualDxHealth provides consumers with high-quality and current health information on more than 170 diseases and conditions exhibiting skin and visual 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 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 software, and VisualDxHealth, online consumer wellness and health care resources 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

###