

Company Overview

VisualDx was founded in 1999 and the current leadership team includes physicians, educators, and computer scientists dedicated to improving healthcare decision-making.

VisualDx is an award-winning, **point-of-care** clinical decision support system that has become a standard medical professional resource at more than 2,300 medical universities, hospitals, and other clinical sites worldwide. VisualDx combines **problem-oriented search** with the world's best curated medical image library of disease, expert knowledge, and sophisticated machine learning algorithms to aid with **differential diagnosis**, variation, treatment, and patient communication.

Core Competencies

- Professional **CME/CPD Accreditation** for (AMA PRA Category 1™)
- Interoperability: VisualDx **integrated into major EMR/ EHR systems** via HL7, FHIR & SMART on FHIR industry standards
- World's largest and best expert curated medical image library representing **variation of disease** in age, sex, skin pigmentation, severity of disease, body location, and more.
- Machine Learning and **AI technology for diagnosing skin lesions**
- Diagnostic pearls, management and therapy for over **3,100 diagnoses**
- Review over **49,000 medication reactions**
- Application in **multiple languages**
- Award Winning:** Frost & Sullivan 2018 Global Clinical Decision Support Systems Technology Innovation Leadership Award

Return on Investment

VisualDx has been proven to save time, improve patient outcomes, and enhance diagnostic accuracy.

- Generalists receive an average of just 21 hours of training in dermatology and other specialty areas of medicine
- Over 65% of skin conditions are seen by non-dermatologists
- 48% of non-dermatologists misdiagnose skin conditions

Accurate: Increase of 120% in accurate diagnosis for non-dermatologists with just 4 minutes of training on VisualDx.

Efficient: Clinicians report saving up to 26 minutes per day when using VisualDx.

Value: 97% of clinicians believe VisualDx improves patient care

Impact Vision & Context

“Nearly every person will experience a diagnostic error in their lifetime.” – Institute of Medicine, 2015

The number of healthcare workers in LMICs are exploding. There are more trainees than the system can support via traditional interventions. There are also not enough specialists. Digital solutions and new training guidelines are needed.

Medical care is transforming from a memory-based to a memory-assisted paradigm. Visual and curated representation of medical knowledge is the best way to efficiently understand and communicate complex information.

Relevant Experience

1. U.S. Veteran's Health Administration (VHA)

VisualDx partnered with the U.S. Department of Veterans Affairs (VA), the largest integrated health care system in the U.S. The VA subscription grants VisualDx access to all clinical staff in more than 1,200 facilities nationwide, including the DermExpert add-on feature.

2. NASA - VisualDx Clinical Decision Support in Space

VisualDx was contracted to modify its artificial intelligence (AI)-driven diagnostic support system to work under the conditions of deep space exploration missions and provide diagnostic support specifically tailored to medical conditions that may occur in space.

3. University of Maryland Medical System (UMMS)

UMMC has about 6,500 employees and 1,000 attending physicians. The VisualDx program involved the deployment of software across the entire organization and included marketing and training activities to ensure successful adoption. Further, the program involved development of a custom module targeting the specific condition of cellulitis with the goal of reducing the diagnostic error rate.

4. Gates Foundation

VisualDx received a grant from the Bill & Melinda Gates Foundation to improve and extend knowledge of front-line clinicians in remote, underserved areas. The grant will initially focus on providing healthcare workers in Africa with a smart-phone based, offline mobile decision support tool.

Company Snapshot

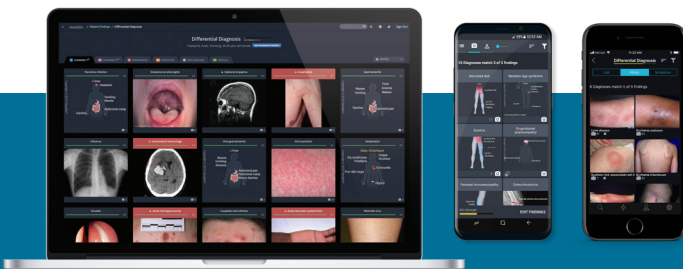
Corporate Name: Logical Images, Inc. d.b.a. VisualDx

DUNS CODE: 094151417

CAGE CODE: 1TZE4

Websites: <https://visualdx.com>; <https://askaysa.com>

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Quality Care Begins with an Accurate Diagnosis

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Customer Pedigree



Key Partners



Supportive Information

Company Website: visualdx.com, www.visualdx.com/how-it-works

Leader in Diagnostic Accuracy: [youtube.com/watch?v=MDPbQunJ8Mo](https://www.youtube.com/watch?v=MDPbQunJ8Mo)

Building a Differential Diagnosis: [youtube.com/watch?v=vBz5XhXPbkU](https://www.youtube.com/watch?v=vBz5XhXPbkU)

Interpret Differential Results: [youtube.com/watch?v=D9P-TvJ8PSc&t=70s](https://www.youtube.com/watch?v=D9P-TvJ8PSc&t=70s)

Search for a Diagnosis: [youtube.com/watch?v=jzrtVoxoKUK](https://www.youtube.com/watch?v=jzrtVoxoKUK)

VisualDx® DermExpert™: [youtube.com/watch?v=Q9j64qJ4F9o](https://www.youtube.com/watch?v=Q9j64qJ4F9o)

Technical Overview

1. Data Privacy & Security

- VisualDx uses Amazon Web Services for cloud-hosting
- No confidential, (patient, employee, or company), PII, (Personally Identifiable Information), (e.g. social security numbers, financial, legal, etc.), data be created, transferred and/or stored in VisualDx
- VisualDx meets the Data In Motion minimum requirements as defined by HIPAA, HITECH and OCR.
- All traffic to and from the site is via HTTPS.
- VisualDx login information is stored using the blowfish hash algorithm
- Data traffic is encrypted with TLS 1.2 or better

2. Interoperability – Electronic Medical Record (EMR) Integration

VisualDx supports the Health Level 7 (HL7) Infobutton standard, with a focus on the problem list and medication list. Infobuttons allow users to retrieve information from a health system without having to retype data from a medical record.

VisualDx supports FHIR integration.

VisualDx also supports SMART on FHIR integration.

3. UpToDate Integration

Hundreds of thousands of physicians rely on UpToDate, and VisualDx is the only diagnostic clinical decision support system seamlessly integrated with UpToDate. VisualDx & UpToDate offer two-way communication between the resources.

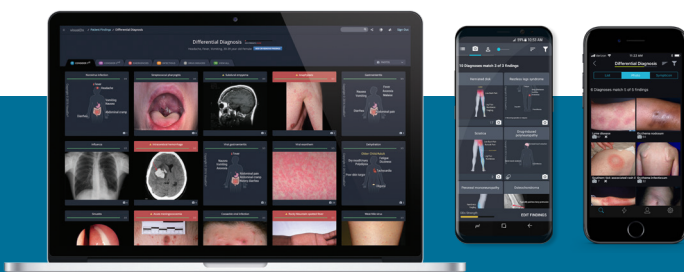
4. Medical Education & CME/ CPD Accreditation

VisualDx directly enhances education by helping develop clinical reasoning skills. VisualDx assists with pattern recognition and problem-based learning (PBL). Providers can earn a 1/2 *AMA PRA Category 1 Credit™* with each activity in VisualDx. In 2018, there were:

- Over 30K indications of improved and reinforced treatment plans
- Over 40K CME credits claimed in 2018

5. Implementation & Deployment

- VisualDx requires no additional hardware, software or technical expertise.
- VisualDx is accessible via browser and native iOS or Android Apps.
- VisualDx can be deployed via Named User's, IP-Authenticated Access and Single Sign-On requirements
- VisualDx is a mainly a cloud-hosted solution and includes regular content updates. VisualDx can also be offered as a stand-alone (offline) version.
- VisualDx system generates accessible usage analytics



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