



Contact:

Mary E. Nava, MBA
Director of Public Affairs
210-301-4395 ofc
210-382-6137 cell

September 1, 2011

FOR IMMEDIATE RELEASE

Bexar County Medical Society (BCMS) Advances Clinical Technology Resources to its Members

DocBookMD and Visual DX collaborations recently launched

Bexar County Medical Society (BCMS) announced it has entered into arrangements with *DocBookMD* and *Logical Images, Inc.* to offer cutting-edge technology, namely, a HIPAA-compliant directory and communication tool for portable devices and a web-based, comprehensive medical image library that allows for efficient and accurate medical diagnoses. These services will be offered at no cost to BCMS members.

DocBookMD is a smartphone directory of medical society colleagues and directory of pharmacies. *DocBookMD* provides an exclusive HIPAA-compliant professional network where physicians can connect, communicate and collaborate. Features include: on-demand messaging, multi-media collaboration in which images of X-rays, EKGs or wounds can be exchanged. *DocBookMD* is provided to members of the Texas Medical Association, statewide, including local BCMS members, through a generous corporate sponsorship from Texas Medical Liability Trust (TMLT).

Visual DX is web-based and offers a comprehensive medical image library organized by symptoms rather than by diagnoses, thus making it an efficient tool for physicians to make an accurate diagnosis. In

Advocating for physicians, patients, and our community since 1853.

partnership with Logical Images, Inc., the software developer, San Antonio Metropolitan Health District (SAMHD) and Southwest Texas Regional Advisory Council for Trauma (STRAC), physician members can now access this software through a new, BCMS-secure website portal, located at www.bcms.org.

Bexar County Medical Society, the organized voice for medicine in Bexar County, is at the forefront of the physician clinical technology resources trend and many other issues that pertain to the physician practice of medicine. “BCMS is keeping a watchful eye on the changing technology landscape and the impact these advances have or will have on physicians and their practice,” said Jesse Moss, Jr., MD, president of BCMS. Moss added, “Physicians look to the Bexar County Medical Society for input, education and services on such matters so that physicians can make informed decisions for their practice.”

The Bexar County Medical Society, established in 1853 is the oldest county medical society in Texas and the eighth largest in the U.S. With a membership of more than 4,200 physicians representing all recognized medical specialties, the Bexar County Medical Society (and its subsidiaries) provides products, services and programs and operates 6 corporations for physicians and their patients ranging from an online physician referral service, and a medical credentialing service to permanent and temporary medical staffing services. The purpose of the Bexar County Medical Society is to foster and maintain high standards of medical practice in the community and to promote the best interest of patients and the public. Bexar County Medical Society members are active in physician and patient advocacy at the local, state and national levels.

###