

MedX Launches Strategic Artificial Intelligence Initiative

MISSISSAUGA, Ontario--(BUSINESS WIRE)--November 14, 2018--MedX Health Corp. ("MedX") (TSX-V: MDX) announces that it is initiating the development of an Artificial Intelligence Engine with leading dermatologists and its technology partner, Blanc Labs, that will work in conjunction with its existing DermSecure™ screening platform. MedX has an opportunity to leverage Artificial Intelligence to create a unique assessment support tool allowing Dermatologists to more accurately assess suspicious moles and lesions from remote locations.

MedX's advanced SIAscopy imaging technology lends itself to AI because of the specialized image capture above and below the skin's surface. "SIAscopy is the only imaging technology that provides a dermoscopic image along with four additional proprietary pathophysiology views 2 mm below the skin's surface, produced in a consistent format, and we believe this large amount of data will increase the accuracy of our AI engine" said Scott Spearn, MedX's President and CEO.

MedX has been working closely with its Scientific Medical Advisory Board ("SMAB") to launch an AI strategy that will complement DermSecure™ and current assessment protocols. Dr. Trevor Champagne commented, "MedX has got the AI questions right. The question that AI needs to address is not what is a melanoma, but what is not a melanoma? What do we need to concentrate on with our biopsies and diagnosis? What can we safely exclude from this pool of potentially dangerous lesions? MedX's thinking around AI is extremely important and I look forward to collaborating with them on this important advancement in the field of Dermatology."

Dr. Joe Walls, also on MedX's SMAB further noted "I wrote my thesis on SIAscopy and have been deeply involved in analyzing SIAscopic images in my professional practice. I think the advanced standardized images that SIAscopy produces will deeply enhance the AI process. AI only works when you have quality input and SIAscopy produces unique images not found in other imaging technologies," noted Dr. Walls.

MedX looks forward to taking the next step with Blanc Labs on this important strategic initiative. "Adding AI features to the DermSecure™ platform is a natural evolution for this advanced medical imaging solution," noted Dariush Zomorodi, Blanc Lab's Chief Innovation Officer, who has been collaborating with MedX on the development of DermSecure™. "We will apply Machine Learning technology to a collection of images and diagnostic data. With the increase of data size, over time, the Deep Learning algorithm will enable the platform to deliver a highly accurate assessment tool to Dermatologists, and we are very excited to continue innovating with MedX, pushing the boundaries, and making an impact on the early detection of skin cancer."

About MedX

MedX, headquartered in Mississauga, Ontario, is a leading medical device and software company focused on skin cancer with its DermSecure™ telemedicine platform, utilizing its SIAscopy technology. SIAscopy is also imbedded in its products SIAMETRIC™, SIMSYS™, and MoleMate™, which MedX manufactures in its ISO 13485 certified facility. SIAMETRIC™, SIMSYS™, and MoleMate™ include hand-held devices that use patented technology utilizing light and its remittance to view up to 2 mm beneath suspicious moles and lesions in a pain free, non-invasive manner, with its software then creating real-time images for physicians and dermatologists to evaluate all types of moles or lesions within seconds. These products are Health Canada, FDA (US), ARTG and CE cleared for use in Canada, the US, Australia, New Zealand, the European Union and Turkey. MedX also designs, manufactures and distributes quality photobiomodulation therapeutic and dental lasers to provide drug-free and non-invasive treatment of tissue damage and pain. www.medxhealth.com

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