



## American Autoimmune

Related Diseases Association, Inc.

[www.aarda.org](http://www.aarda.org)

A nonprofit association bringing a national focus to autoimmunity, the major cause of chronic disease

### **Strategic alliance will improve health of patients suffering from autoimmune disease by providing greater access to resources in the exam room.**



**July 17, 2019 - Eastpointe, Michigan / Toronto, Ontario**

The American Autoimmune Related Diseases Association (AARDA) announced today a strategic alliance with iMD Health Global that will help evolve communications between physicians and patients to improve health outcomes, focused on autoimmune and related diseases, which is estimated to affect over 50 million Americans.

iMD Health offers innovative technology that facilitates meaningful dialogue between physicians and patients inside the examination room. iMD's award winning platform enables healthcare professionals to instantly access thousands of educational graphics, videos and resources at the point of care, across Canada and now expanding across the United States.

"We believe the iMD platform will enhance how patients and physicians interact during a consult," says Virginia Ladd, Executive Director & President of AARDA in Eastpointe, MI. "With iMD, quick and easy access to a robust and visually appealing resource is now literally at the physician's fingertips. With a better understanding of their conditions, patients can make informed and responsible decisions about managing their health and the required steps to address their condition. We look forward to sharing our resources across North America, thereby providing physicians and patients greater access to the world class education by AARDA."

"We are very excited about our new multi-year strategic partnership with AARDA. This partnership is a major step forward to improving patient education "At the Point of Care" related to autoimmune disease, from the highly recognized AARDA. As we expand our platform across the United States, this partnership with AARDA brings industry leading, respected information from the experts to affected individuals and their families," says Kevin Delano, President and CEO of iMD Health Global.

#### **About AARDA**

For over 27 years, the American Autoimmune Related Diseases Association (AARDA, or "are-duh") is dedicated to the eradication of autoimmune diseases and the alleviation of suffering and the socioeconomic impact of autoimmunity through fostering and facilitating collaboration in the areas of education, public awareness, research, and patient services in an effective, ethical and efficient manner. [www.aarda.org](http://www.aarda.org)

#### **About iMD Health Global**

iMD Health Global is a Canadian-based award-winning software development company, focused on innovating healthcare education. Since 2010, iMD has grown its flagship product – app.imdhealth.com – into Canada's largest digital patient education and engagement platform, and currently expanding into the United States and certain countries in the Middle East. Centred "At The Point of Care"®, healthcare professionals use iMD's cloud-based platform to engage with their patients at a deeper level and optimize knowledge transfer surrounding a patient's condition and treatment plan. This is done through the seamless integration of over 50,000 images, booklets, and video resources (covering 1,800 medical topics) from trusted partners (such as; Health Associations, government



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health agencies and the world renown MAYO Clinic) into an award-winning user interface that makes patient education both efficient and effective. At the end of a patient's visit, a summary of all the discussed information can be emailed or printed for the patient to review and continue their learning journey at home, improving their health literacy and adherence to their treatment plan. The iMD Platform is utilized in doctors' clinic, hospitals, pharmacies, long-term care, infusion clinics and homecare environments. [www.imdhealth.com](http://www.imdhealth.com)

**For more information, please contact:**

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