



Strategic alliance will improve health of 20 million Canadians suffering from digestive disorders by changing how physicians and patients interact in the examination room

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(Oakville, ON) -- The Canadian Digestive Health Foundation (CDHF) announced today a strategic alliance with iMD Health Canada that will help evolve communications between physicians and patients to improve health outcomes.

iMD Health Canada offers innovative technology that facilitates meaningful dialogue between physicians and patients inside the examination room. The company's award winning touch screen enables healthcare professionals to instantly access thousands of educational graphics, videos and resources at the point of care.

"We believe the iMD system will fundamentally change how patients and physicians interact," says Catherine Mulvale, Executive Director of the Canadian Digestive Health Foundation. "With iMD, quick and easy access to robust and visually appealing resources is now literally at a physician's fingertips. With a better understanding of their condition, patients can make informed and responsible decisions about managing their health. We are proud to be the exclusive providers of information for the digestive health and disease modules of the iMD solution."

"We are very excited about our new five year strategic partnership with the CDHF," says Kevin Delano, President and CEO of iMD Health Canada. "This partnership is a major step forward to improving patient education 'at the point of care.' With CDHF on board, physicians can now deliver trusted, respected information from the experts to more of the millions of Canadians who suffer from digestive health disorders."

About the Canadian Digestive Health Foundation

Over 20 million Canadians suffer from digestive disorders every year. The Canadian Digestive Health Foundation believes this is unnecessary and unacceptable. We reduce suffering and improve quality of life by empowering Canadians with trusted, up to date, science-based information about digestive health and disease.

As the Foundation of the Canadian Association of Gastroenterology, we work directly with leading physicians, scientists, and other health care professionals to help Canadians understand and take control of their digestive health with confidence and optimism. Through education and research, we strive to:

- REDUCE the incidence and prevalence of digestive disorders
- IMPROVE understanding of digestive health issues
- SUPPORT those suffering from digestive disorders
- ENHANCE quality of life for those living with digestive disorders

About iMD Health Canada

iMD Health Canada is the leader in providing services that help Physicians, Pharmaceuticals, Patients and healthcare providers navigate the complexity of the healthcare literacy system.

iMD is an interactive multimedia health system which uses a touch-activated interface to visually display specific regions of the human body, along with conditions and illnesses. Our Terminals help Physicians & Pharmacists more clearly and effectively communicate the health issues that concern their Patients, while allowing our healthcare partners to deliver and access medical information directly in the Physician's examination rooms, and at retail Pharmacy, "At The Point of Care"®.

For more information, please contact:

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