

## Information Mediary Corp Joins Medopad Global Digital Health Platform

London, UK and Ottawa, Canada – 22 October 2018 – [Medopad](#), a health technology company with partners such as Apple (NASDAQ: AAPL) and Tencent, is today announcing partnerships with leading health tech companies, including Medtronic (NYSE:MDT), [Information Mediary Corp.](#) and FibriCheck, to unite the fragmented digital health ecosystem. Medopad aims to partner with the world's top mobile health companies and clinicians who can tailor solutions and treatments to the needs of every patient with rare and chronic diseases.



“Medopad’s modular platform design makes it easy to combine our smart packaging solutions with their drug adherence module to deliver a medication monitoring and behavioral coaching system that is accurate, flexible and reliable. This exciting partnership will also be instrumental in giving us access to new markets beyond clinical trials with hospitals and care teams where Medopad has forged strong relationships”, says Michael Petersen, co-founder and Chief Operating Officer of Information Mediary Corp..

With Medopad, patients have one app to access for sharing health data, accessing information about their conditions and connecting to their care teams. Medopad’s platform gives care teams access to patient data in real-time in one place to enable better patient outcomes. Doctors can configure the Medopad app for patients in minutes to create condition-specific apps for patients and their connected devices to share information.

According to the OECD, EUR 125 billion in Europe and USD 105 billion in the United States per year are spent on avoidable hospitalizations, emergency care, and outpatient visits. Up to 50% of patients do not take their medications regularly.

“Information Mediary Corp. (IMC) is excited to partner with Medopad Ltd., the global leader in connected health care, to further develop the digital health ecosystem with the addition of our market-leading electronic adherence-monitoring products and artificial intelligence expertise”, states Prof Allan Wilson MD PhD, a leading addiction specialist and co-founder of IMC. “Working with Medopad also creates a strong position from which to deploy solutions to the opioid crisis. Furthermore, our collaboration will transform clinical trials by using patient adherence data to increase statistical power, reduce trial sizes and timelines, and bring drugs to market faster.”

Joining forces with technology companies at the forefront of health tech innovation is central to Medopad's strategy to solve some of the biggest problems in rare, chronic and complex disease monitoring. Medopad's goal is to help extend the lives of more than 1 billion patients.

### **About Medopad**

Medopad is a global health technology company that aims to use data and technology to give everyone the full picture of patients' health to help people live longer. Medopad partners with the world's largest healthcare systems, pharma companies, research institutes, insurers and technology companies like Apple and Tencent to create a connected health ecosystem that empowers patients, improves clinical outcomes and enables the future of healthcare. Medopad was named a \$1 billion health tech company in the making by KPMG. [www.medopad.com](http://www.medopad.com)

### **About Information Mediary Corp. (IMC)**

IMC is the global leader in smart medication packaging and medication adherence solutions, having supplied over a million units to the clinical trials and research markets. IMC manufactures iOS and Android NFC-enabled Med-ic Smart Blister Packages, eCAP Smart Medication Bottles and the temperature aware Med-ic Coolblue Syringe Pack. IMC is active in the AI-enabled digital health field and offers its own HIPAA compliant, secure CertiScan adherence cloud. IMC's latest Lilipond AI project is aimed at detecting opiate abuse early to avoid dependence and addiction. [www.informationmediary.com](http://www.informationmediary.com)

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