



## Patient Engagement *Pulse Check*

iMD Fall 2017 Update / 2018 Planning



# Looking back at the year so far...

To our potential new partners,

As the summer winds to a close, and many of you are already planning for 2018, I wanted to provide a quick update on what has been happening at iMD so far this year, so that you may consider us as part of your marketing plans for the remainder of Q4'17 and for 2018.

iMD continues as the largest digital patient engagement platform in Canada. We have shown continued growth in our Doctor market (both GP's and Specialists), have expanded into Pharmacy (with great partners like McKesson, Lovell Drugs and Costco) and are now expanding into Hospitals (we are launching on 5,000 bedsides' this month), Our focus remains on providing the best digital solution to help patients understand their condition and all the possible treatment options available (which includes prescription drugs, over the counter medications and everyday consumables).

We continue to develop new and exciting features for our cloud platform to address opportunities within clinics, pharmacies and hospitals across the country (as an example, in partnership with Costco Pharmacy, we have launched a multi-media eLearning course on administering immunizations to prepare pharmacists for the upcoming flu season). Additionally, iMD has added functionality that allows for the administering of surveys. Using this new feature, our iMD users and partners can create a variety of interactive forms (patient exit surveys, HCP opinion polls, patient enrolment forms).

Data on how the iMD Platform is being used every day continues to tell an encouraging story about the growing importance of patient education as part of patients' treatment plans. Overall iMD User growth continues to be strong; lead by our continued focus on pushing the accessible-anywhere iMD cloud platform.

We are fortunate to have so many great clients (that include, Rx companies, OTC and CPG brands) that provide their branded, informative information to the healthcare professionals to use while counseling their patients...but our Doctors and Patients want MORE products, MORE options, MORE education.

We hope you find this brief update beneficial. I would be delighted to set up a webex or face to face meeting to show you how we can grow your brand in the healthcare space.

Sincerely,

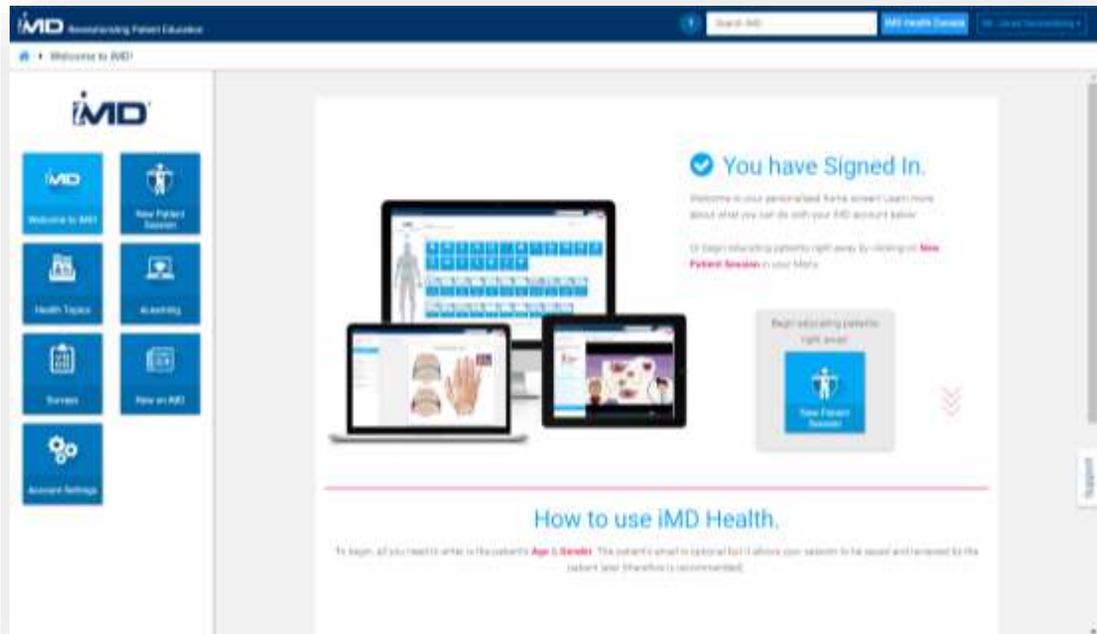
**Kevin Delano**  
President & CEO  
iMD Health

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# iMD Continues to Innovate

Over the past 6 months, we have been busy adding several new features to the iMD Health Platform. In addition to a new interface that greets our Users once they log in, many new options have been added for supporting and engaging with the doctors, nurses, and pharmacists using the platform every day.



New User Home Screen



## eLearning

**eLearning.** A repository of multi-media training modules, complete with progress tracking and testing/scoring features.

*The Opportunity:* Host your organization's web seminars or professional learning series on iMD and in return you'll get data on who is watching what.



## New on iMD

**New on iMD.** A place to feature what's new and exciting on iMD. As the platform grows, users can keep themselves up-to-date here.

*The Opportunity:* Make iMD's community of healthcare practitioners aware of any news you may have: new products, new packaging or anything new and exciting at your organization.



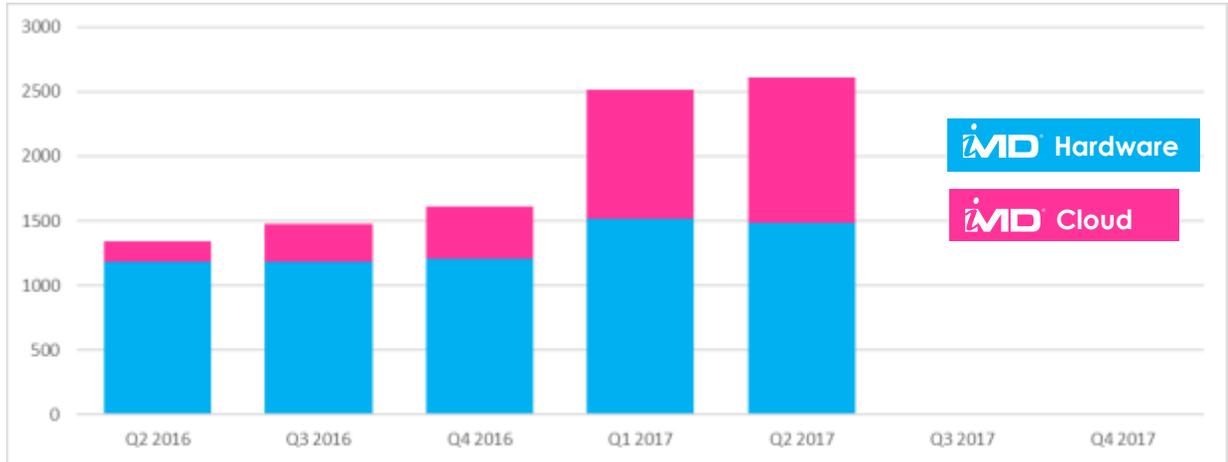
## Surveys

**Surveys.** Digital surveys can be made available to either/or HCP's or Patients to fill out. The data is collected and securely stored on iMD servers.

*The Opportunity:* Need feedback to help design your next outreach campaign or brochure? iMD can target the specific audience you desire with a digital survey directly on the iMD platform.

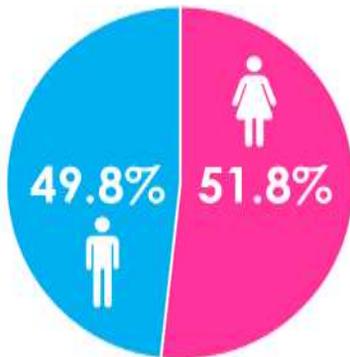
# The Numbers

## HCP User Growth by Platform

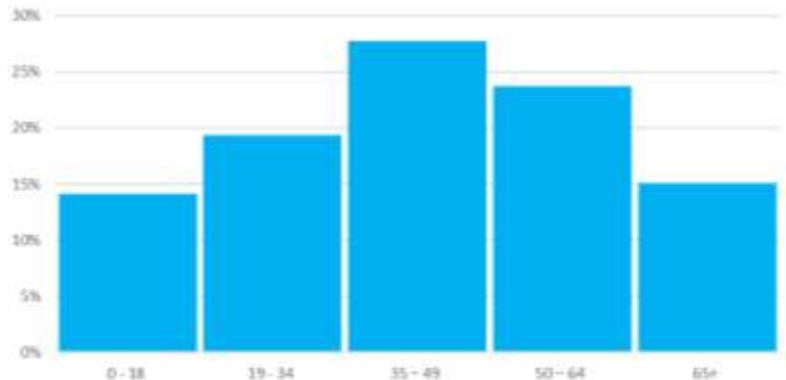


## Usage Metrics (Breakdown of Patients Educated using iMD Health)

Patient Gender



Patient Age



Total Number of Sessions



Top 20 Topics Discussed

Condition Categories	Q1 2017	Q2 2017	TOTAL
Digestive	89,345	77,041	166,386
Diabetes	76,955	64,733	141,688
Female Reproductive	59,051	50,755	109,806
Rheumatology	57,115	49,724	106,839
Arthritis	48,134	45,620	93,754
Dermatology	47,108	45,428	92,536
Ear	47,521	44,860	92,381
Respiratory	47,460	44,681	92,141
Male Reproductive	42,302	45,811	88,113
STIs	46,277	39,733	86,010
Skin	41,030	42,975	84,005
Nutrition	45,018	38,022	83,040
Knee	38,566	41,076	79,642
Feet	38,786	36,842	75,628
Back / Spine	38,606	31,569	70,175
Liver	36,721	29,608	66,329
Urogenital	32,171	28,615	60,786
Cardiac	29,680	26,308	55,988
Neurological	29,332	26,578	55,910
Hand	27,508	24,649	52,157

# Working Together to improve Patient Engagement

One of the primary goals at iMD is to put the best materials in the hands of healthcare professionals (and by extension, their patients) when and where they need it most. We believe your organization's materials achieve that standard and – when delivered via our award-winning digital platform – engaging and educating patients becomes both quick and effective.

That's why we want to make sure that the healthcare professionals who benefit most from your resources, have access to them on the iMD Health Platform!

## Promote your brands directly to healthcare professionals AND their patients, “at the point of care”™:



Healthcare Professional AND Patient advertising spot on iMD hardware



Healthcare Professional advertising spot on web app.



Branded resources used during the consult, emailed home.

## ...and iMD will help you engage with targeted Patients like never before!



Targeted banner ads on the email sent to Patient from iMD



5 second ad spot 'while waiting for content to load'



Targeted banner ad. Branded resource emailed

Ask us how we can help you **Create Awareness** to either /both **Healthcare Professionals** and **Patients**, (through advertising, branded educational resources, CRM weblinks to your site, etc.)