



FOR IMMEDIATE RELEASE

Brain Tumour Foundation of Canada and IMD Health announce partnership to improve the quality of patient education

London, ON – July 12, 2022 – Brain Tumour Foundation of Canada is pleased to announce an important new partnership with IMD Health. IMD Health is the largest digital health educational platform in Canada. IMD offers innovative technology that facilitates meaningful dialogue between healthcare professionals and patients inside the examination room, hospital bedsides, pharmacy consultations and during virtual consultations. IMD's award-winning platform enables healthcare professionals to instantly access over 110,000 media-rich educational graphics, videos, and resources during consults as well as by patients at home.

IMD curates medical diagrams, patient brochures, and educational videos from over 100 non-profit health organizations and pharmaceutical manufacturers and puts them at the fingertips of healthcare professionals via an easy-to-use tool. Content is securely emailed to patients for later review, increasing patient understanding of their condition and treatment plan, ultimately improving their health outcomes. In addition, they host thousands of HCP-facing resources, including information about medications, clinical practice guidelines, and providing culturally competent care.

Brain Tumour Foundation of Canada's resources are now available on IMD. IMD's established healthcare provider network can send patients home with resource packages containing facts about brain tumours, signs and symptoms, personal stories of hope, caregiver support, and more.

Patients can self-educate and become active participants in their care with IMD's [patient site](#). Access medically vetted, reliable, and engaging resources from 100+ health associations.

Learn more about IMD Health at imdhealth.com.

For more information, contact Alice Haidau, Medical Content Manager, at alice.haidau@imdhealth.com.

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Learn more about Brain Tumour Foundation of Canada at www.braintumour.ca.

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