



The North West Company and iMD Health Global announce an important partnership to provide trusted education resources to physicians, pharmacists and their patients.

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The North West Company is pleased to announce an important integration partnership with Health Products and Services Division and iMD Health Global (a CloudMD Software & Services company) (iMD) to provide trusted pharmacist, physician and patient education resources during telephone and virtual patient consultations. North West Health Care providers will now have an integrated connection to the iMD platform [iMD platform](#) enabling access to the iMD Health education library.

“The integration of the iMD health library will allow our pharmacist and physician providers to be able to access the industry leading iMD library to help educate themselves and their patients with trusted resources during their tele-consultations,” said **Laurie Kaminsky, Vice President Health Products & Services, North West Company**. “We are excited to be able to offer this new educational feature to our providers, increasing their access to high-quality educational resources and improving the patients understanding, adherence and experience with North West.”

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, pharmacy consultations, hospital bedsides and during virtual-tele consultations. iMD's award winning platform enables healthcare professionals to instantly access 110,000 educational graphics, videos and resources at the point of care.

“We are thrilled to be integrated with North West’s Health Products and Services Division expanding our overall Health Care solutions across the west and northern regions of Canada” said **Kevin Delano, President & CEO of iMD**, “providing our peer-reviewed / trusted educational resources to their pharmacists, physicians and their patients, improving understanding, their service experiences and general health literacy.”

About The North West Company

The North West Company is a leading retailer to underserved rural communities and urban neighbourhood markets in the following regions: Northern Canada, Western Canada, rural Alaska, the South Pacific islands and the Caribbean. North West has a rich enterprising legacy as one of the longest continuing retail enterprises in the world. The company traces its roots back to 1668 with many of our store locations in Northern Canada and Alaska having been in operation for over 200 years. Our pharmacies are the provider of choice for accessible, local healthcare solutions to rural, remote, Indigenous, or otherwise underserved communities in Canada. Our team of highly trained pharmacy professionals, in collaboration with our patients and local health team, help northern communities live better. Our pharmacists directly impact and improve the health and lives of the people in the communities we provide service to. North West Telepharmacy provides remote pharmacy services to over 45 facilities, ranging in size from outpatient family health teams to hospitals exceeding 400 beds and employs over 100 hospital trained pharmacists. We provide services to primary care, long term care, and hospitals. Our services include providing pharmacist services for order review, Pharmacy & Therapeutics participation and initiatives, promotion of medication safety across an organization, and 24/7 on-call services. AMDoc’s physicians deliver high quality health services to indigenous people through an approach focused on innovation, excellence and First Nation values. www.northwest.ca

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About iMD Health Global

iMD Health Global is a Toronto-based eHealth software development company, focused on innovating healthcare

education. Since 2010, iMD has grown into Canada's largest digital patient engagement platform. Centred "At The Point of Care" ®, healthcare professionals use iMD's cloud-based platform (in clinic or virtual consults) 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 110,000 images, booklets, and video resources, (covering 2,100 medical topics) into an award-winning user interface that makes patient education both efficient and effective. At the end of a patient's consult, a summary of all the discussed information can be emailed to 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 by over 11,000 practitioner's (doctor's, nurses and pharmacists) in, clinics, hospitals, pharmacies, infusion clinics and in homecare settings. For more information please visit: www.imdhealth.com and <https://app.imdhealth.com> iMD Health is a subsidiary of CloudMD Software & Services (TSXV: DOC)

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About CloudMD Software & Services

CloudMD is digitizing the delivery of healthcare by providing a patient centric approach, with an emphasis on continuity of care. By leveraging healthcare technology, the Company is building one, connected platform that addresses all points of a patient's healthcare journey and provides better access to care and improved outcomes. Through CloudMD's proprietary technology, the Company delivers quality healthcare through a holistic offering including hybrid primary care clinics, specialist care, telemedicine, mental health support, educational resources and artificial intelligence (AI). CloudMD currently services a combined ecosystem of over **7,000** psychiatrists, approximately **4,500** therapists and counsellors, approximately **4,000** psychologists, over **22,000** family physicians, over **34,000** medical specialists, over **1,500** allied health professionals, over **500** clinics, and over **5 million** individuals across North America. CloudMD's Enterprise Health Solutions Division includes one of the top 4 Employee Assistance Programs in Canada and offers one comprehensive, digitally connected platform for corporations, insurers and advisors to better manage the health and wellness of their employees and customers. For more information visit: www.cloudmd.ca

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