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NATIONAL
PSORIASIS
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Remedy Health Media Announces Relationship with National Psoriasis Foundation (NPF)

Agreement will offer supportive content and tools to psoriasis and psoriatic arthritis patients

New York, NY — Remedy Health Media (Remedy), a leading digital health platform specializing in inspirational video based storytelling and award-winning digital brands, announced today that it has entered into a collaboration agreement with the National Psoriasis Foundation (NPF) to develop and curate interactive content that will engage and educate the more than 8 million Americans who live with the condition.

Through this agreement, NPF and Remedy will develop cobranded materials (e.g., infographics, video) featuring personal patient stories recommended by NPF and Remedy patient experts. All content and personal stories will be curated by Remedy editors and experts to align with the NPF's strategic plan goals.

Hallmarks of the agreement include seamless integration of NPF expert content into Remedy's platforms including Remedy's [Live Bold, Live Now™ empowerment initiative on HealthCentral.com](#). The award-winning Live Bold, Live Now initiative informs and inspires users, through a beautifully produced multi-media experience with engaging content and tools, to advocate for themselves as patients and to take action to improve their health.

Content will also be supported via Remedy's social media sites, website promotions, content sharing and email newsletters. NPF will share featured content included cobranded video via its digital, email and social platforms. Remedy will continue to connect with patients through NPF's extensive patient network at select NPF events as part of the collaboration.

"Strengthening patient empowerment is at the heart of our cobranded campaign with NPF," said Mike Cunnion, CEO, Remedy Health Media. "NPF is the leader in driving awareness and offering real support to its patient community and this is a terrific opportunity for Remedy to tell our moving and informative patient stories and help make a difference with Psoriasis patients and caregivers."

"Through this collaboration, we hope to greatly expand our reach—well beyond the nearly 4 million people who come to us annually for information and education," said Randy Beranek, President and CEO, National Psoriasis Foundation. "We are confident that this collaboration will continue to drive the message that individuals with psoriatic disease have more safe and effective treatment options than ever before, and that living fully with the disease is possible."

About Remedy Health Media

Remedy Health Media (Remedy), is a leading digital health platform that provides content, tools and real stories in an emotionally engaging way to inspire millions of patients and caregivers to live healthier and more fulfilled lives. Remedy is improving consumer health engagement and outcomes through the development of authentic communities of health information seekers who can interact and learn from relatable physician, pharmacist, public health and patient experts.



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Remedy currently helps over 200 million health consumers annually through various digital, mobile and point of care information products and technologies. To learn more about Remedy, please visit www.RemedyHealthMedia.com.

About the National Psoriasis Foundation

Serving its community through more than 50 years of patient support, advocacy, research funding, and education, the National Psoriasis Foundation (NPF) is the world's leading nonprofit fighting for individuals with psoriasis and psoriatic arthritis. The NPF mission is to drive efforts to cure psoriatic disease and dramatically improve the lives of more than 8 million Americans affected by this chronic immune-mediated disease. As part of that effort, NPF created its [Patient Navigation Center](#) to offer personalized assistance to everyone with psoriasis or psoriatic arthritis. To date, NPF has funded more than \$17 million in research grants and fellowships that help drive discoveries that may lead to more and better treatments and ultimately a cure. Learn more at www.psoriasis.org.