

## **ImagineCare and Cohero Health Merge Digital Technologies for COPD Management**

*Companies collaborate to improve customer engagement and increase respiratory medication adherence*

LEBANON, NH ([PRWEB](#)) October 04, 2016 -- ImagineCare, a holistic health experience platform devoted to improving customer engagement, is excited to partner with Cohero Health, a digital health company leading the way in the development of connected health technologies that empower respiratory patients. As part of its suite of remote sensors designed to track and control a range of chronic diseases, ImagineCare welcomes Cohero Health's wireless medication inhaler sensor, HeroTracker™, for use by customers enrolled in ImagineCare's COPD service.

“Empowering customers and raising adherence while preventing adverse events and lowering health costs is a vision that ImagineCare and Cohero Health wholeheartedly share,” said ImagineCare CEO Chuck Toye, “and the HeroTracker offers an innovative solution essential to fulfilling that vision.”

“We are excited to announce our collaboration with ImagineCare,” said Cohero Health CEO Melissa Manice PhD MPH. “This partnership combines the strengths of two leading industry innovators, and together we will impact and improve care for patients living with COPD and the care community that serves them.”

Combining the latest clinical evidence in health and chronic disease management with patent-pending cloud-based technologies, ImagineCare offers a highly secure and engaging end-to-end digital health service. Just as vital to ImagineCare's mission to improve customer engagement is its 24/7 support team of Health Navigators and Registered Nurses, who utilize cutting-edge customer relationship management tools to provide proactive, personalized care. In this way, ImagineCare is setting out to prove that these “smart” tools can enhance the overall care experience and yield better health outcomes—without replacing traditional human-to-human contact.

With a dedicated focus on transforming respiratory care through smart mobile devices, Cohero Health has demonstrated a 2.5 times increase in medication adherence over standard of care, and 100% reduction in hospitalizations in previous deployments. Leveraging this pedigree and dedicated focus, ImagineCare is pleased to extend its capabilities to COPD customers.

“ImagineCare benefits from the integration of Cohero's seamless technology and thoughtful design. When paired with ImagineCare's consumer focused health delivery, we have the opportunity to empower millions of people living with COPD towards better health,” Toye said. “We're proud to be aligned with a company like Cohero, who value better health outcomes above all else.”

In addition to Cohero Health, ImagineCare has partnered with other wearable and remote sensor manufacturers, including Microsoft, whose Band 2 syncs activity-tracking and health data with the ImagineCare app, and A&D Medical, who provide the blood pressure cuffs and scales for customers managing Hypertension and CHF. Early results among a group of ImagineCare customers diagnosed with hypertension has shown a 50% reduction in poorly controlled high blood pressure.

About ImagineCare, Inc.



ImagineCare, developed by Dartmouth-Hitchcock, is a health experience system that focuses on the customer experience, integrating behavior change design into mobile apps, remote sensors, and new clinical web applications. Pairing the latest evidence in health and chronic disease management with cloud-based data-mapping capabilities, along with a 24/7 human support team, ImagineCare offers a highly secure and engaging end-to-end digital health service.

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About Cohero Health, Inc.

Cohero Health is a digital health company developing innovative tools and technologies to improve respiratory care, reduce avoidable costs, and optimize medication use. The company's connected devices and mobile applications actively engage and empower respiratory patients by measuring lung function and tracking adherence. Based in New York City, the company is a member of StartUp Health, Springboard Enterprises, and Grand Central Tech.

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