



Arthritis Month “Goes Mobile”

Two Free Canadian Apps, ArthritisID and ArthritisID PRO

Now Available on iTunes

Canadian arthritis research centre and arthritis patient advocacy group collaborate to develop most comprehensive health apps available for consumers and healthcare professionals

(Vancouver, B.C.) **September 12, 2011** – Just in time for Arthritis Month in Canada, [Arthritis Consumer Experts \(ACE\)](#) and the [Arthritis Research Centre of Canada \(ARC\)](#) are pleased to announce today’s launch of two free arthritis apps for the public and healthcare professionals - **ArthritisID** and **ArthritisID PRO** – on Apples’ iTunes App Store.

“I am personally thrilled to release these apps – this new platform is an incredible opportunity to inform the public and health care professionals about arthritis. We know the key to controlling arthritis is early diagnosis and prompt intervention. These apps put best practice information and the latest treatment strategies on arthritis within the reach of everyone who needs to know – anytime, anywhere” says Dr. John Esdaile, Scientific Director of Arthritis Research Centre of Canada.

The **ArthritisID** and **ArthritisID PRO** apps were developed by ACE and ARC and include a unique interactive arthritis screening tool and questionnaire to help detect and improve treatment of the most common forms of arthritis. The **ArthritisID** and **ArthritisID PRO** apps provide the most relevant evidence-based and unbiased information about osteoarthritis, rheumatoid arthritis, ankylosing spondylitis, psoriatic arthritis, juvenile arthritis, lupus, and gout.

For Cheryl Koehn, President and Founder of Arthritis Consumer Experts, who lives with rheumatoid arthritis, the release of the **ArthritisID** apps are an exciting new way to expand the conversation about arthritis. “Although it affects 1 in 6 people in Canada, arthritis is one of the most misunderstood chronic diseases today. I am so excited to have been a part in the development of an easy-to-use app that will help people detect arthritis, learn about the importance of treatment and self-care information, and reach out and connect with the broader arthritis community.”

ArthritisID PRO is targeted at healthcare professionals. It features an interactive screening tool and questionnaire to help identify seven common forms of arthritis, including “red flag” disease indicators, and the latest treatment information and strategies. **ArthritisID PRO** also includes five essential short instructional joint exam videos for family physicians, pharmacists, physio- and occupational therapists, and a special Continuing Medical Education section where licensed physicians can earn credits while building their arthritis knowledge in the palm of their hand.

ArthritisID is tailored to people living with arthritis and the general public to assist in early disease detection, and provides “best practice” medical, treatment and self-care information about seven of the most common types. It includes the first-ever interactive screening tool developed specifically for



smartphone use by arthritis patients and the public, including the ability to regularly monitor their health status and save records for future reference. ArthritisID also includes the essential information about seven common types of the disease, treatment strategies and self care information such as diet, nutrition and exercise.

ArthritisID and **ArthritisID PRO** apps are currently available for the iPhone and iTouch, in English and French, at no charge. Although not specifically designed for the iPad, iPad users can also download and use the **ArthritisID** and **ArthritisID PRO** apps. They are provided as part of the "Arthritis is cured! (if you want it)" National Arthritis Awareness Program (NAAP), which is designed to expand the conversation on arthritis with the public and healthcare professionals.

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About "Arthritis is cured! (if you want it)" National Arthritis Awareness Program

The **National Arthritis Awareness Program** (NAAP) is the first comprehensive national arthritis awareness program in Canada. With the program slogan "[Arthritis is Cured! \(if you want it\)/Guerir l'arthrite! \(la solution vous revient\)](#)" NAAP's objective is to stimulate interest and conversation about arthritis and its impact among the Canadian public and healthcare professionals. Co-led by [Arthritis Consumer Experts \(ACE\)](#) and the [Arthritis Research Centre of Canada \(ARC\)](#), and joined by key national arthritis community partners across Canada, NAAP is defining new channels to expand the conversation about arthritis. To access tools or for more information about arthritis and the national program, please visit <http://www.ArthritisIsCured.org>.

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