

FOR IMMEDIATE RELEASE



News

Abbott Laboratories launches My Health My Future

The new interactive digital resource centre tackles top-of-mind questions identified by patients

MONTREAL, Quebec, December 7, 2010 – Abbott Laboratories launches today a new interactive digital resource centre called MyHealthMyFuture.ca for people living with inflammatory diseases including rheumatoid arthritis, psoriatic arthritis, and ankylosing spondylitis. The focus of the site is to provide information, resources and support for patients as well as for family and friends of those living with these diseases.

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After conducting extensive research with the people who live with these conditions, Abbott identified that emotional issues were predominant amongst those suffering from inflammatory diseases. As a result, the company developed an interactive and comprehensive resource that introduces visitors to a rheumatologist, a registered nurse, a psychologist and patients that guide them to the appropriate information.

Rheumatologist – Guides visitors to the testing and diagnosis section of the website.
Psychologist – A psychologist provides insight on the emotional pressures of managing a chronic inflammatory disease. This section of the site is also a great tool for family and friends of those living with these conditions.
Registered Nurse – Directs visitors to the component of the site that provides information on protecting your joints, therapy and managing symptoms.
Patients – Guides visitors to the section of the site that houses patient testimonials, blogs and videos.

To ensure that the site remains relevant and up-to-date, content will be added on a regular basis. To view the new website and explore its many features please visit MyhealthMyfuture.ca.

According to the Public Health Agency of Canada, more than 4.2 million Canadians live with one or more of the 100 conditions that comprise arthritis.

Quotes

“While there is a lot of information available to educate people on how to manage the physical aspects of inflammatory disease, our research showed that what people were really looking for was a comprehensive resource that would help them manage all the changes in their lives as a result of their condition. That means everything from how to protect their joints, to how to deal with the increased stress in their lives caused by the illness, to the impact of the disease on their families,” states Jeff Devlin, General Manager of Abbott International, Canada. “MyhealthMyfuture.ca addresses the issues that patients told us would be most helpful. We hope that Canadians living with inflammatory disease will find it a valuable resource.”

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“Having lived with an inflammatory disease for a number of years, I can tell you that when you are diagnosed, you have a lot of questions about how it is going to affect your life, and there aren’t many places to get that kind of information,” says Michael Groper, who has Psoriatic Arthritis. “I hope that people with inflammatory disease learn about this resource centre early on, so they have a place to turn to for information, and to hear from other people who have the same conditions so they don’t feel they are suffering alone.”

"Learning that you have a chronic disease is daunting for many people. This resource will be so helpful for people to learn how to manage all aspects of their inflammatory disease – beyond just understanding the physical impact," said Dr. Michel Zummer, rheumatologist at Maisonneuve-Rosemont Hospital in Montreal. "I will definitely recommend it to my patients."

“Patients who are diagnosed with chronic diseases are affected not only physically but emotionally as well,” said Dr. Ann Gamsa, Ph.D., Director of Psychological Services, Alan Edwards Pain Management Unit, McGill University Health Centre. “It’s important for them and their families to know they are not alone and that there are resources out there like MyHealthMyFuture.ca to assist in their day to day lives.”

About Abbott

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs nearly 90,000 people and markets its products in more than 130 countries.

Abbott has been operating in Canada since 1931 and its Canadian operations are headquartered in Montreal, Quebec. Abbott Canada employs more than 2,000 people.

Abbott’s news releases and other information are available on the company’s Web sites at www.abbott.ca and www.abbott.com.