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uHealth to distribute AirSonea in Australia

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Singapore: US-based medical technology company iSonea has collaborated with the Sydney-based digital health organization uHealth to develop sales and distribution opportunities for its headline AirSonea wheeze rate monitoring device.

Under the terms of the partnership agreement, uHealth will explore new commercial pathways for sales of AirSonea in pharmacies around the country, as well as educate pharmacists on AirSonea and the mobile health opportunity. In addition, uHealth will establish a GP education program to ensure doctors treating asthma patients are aware of the technology and confident recommending its use.

iSonea chief executive officer Mr Michael Thomas said this partnership was pivotal to continue aggressively promoting the technology and its availability. He commented, "We launched our AirSonea device as an online and e-commerce product for the Australian market at the end of
September. This is only the first step. This partnership will help to maximize the commercial opportunity presented by this first in class technology and substantially increase access to patients suffering from asthma via the pharmacy channels. This partnership will enhance pharmacist engagement with asthma patients to ensure they are properly educated about how our technology can transform asthma management in Australia as well as globally."

uHealth director Mr Jeff Reid said his company had strong track record of successful digital health product commercialization and would work with peak bodies, government institutions and industry groups to incorporate AirSonea into pharmacy based asthma management programs. Both companies committed to conducting new research into the benefits of AirSonea "with a view to establishing the technology as a standard of care for all asthmatics." "We look forward to aggressively pursuing new sales channels for the innovative AirSonea product by harnessing our strengths and connections in the national pharmacy arena," Mr Reid said.

uHealth will also be responsible for overseeing the local ordering process and management of device distribution in Australia.