

FOR IMMEDIATE RELEASE

Manage Asthma on the go with Asthma Buddy for iPhone

Melbourne – 03/09/2012

If you're one of the 2 million Australians living with asthma, it's now easier than ever to check your symptoms and get personalised, on-the-spot advice, all from the palm of your hand.

Launched this week by Melbourne digital agency Evolution 7 on behalf of client, National Asthma Council Australia, [Asthma Buddy for iPhone](#) promises to simplify asthma management by channelling information to patients at lightning speed anytime, anywhere.

Asthma Buddy replaces your written [asthma action plan](#) with an interactive app, empowering patients to take charge of their health and respond immediately to danger signs.

Founder of [Evolution 7](#), Mack Nevill said, "We jumped at the chance to work with our good friends at NAC on this exciting project. Conceptualising and developing this app was a very rewarding collaboration for us, and we're hoping it will be exceptionally useful to the many Australians who have asthma."

Upload your personal action plan for day-to-day reminders of your preventer and reliever medications. Whether you're feeling well, unwell, worse or in an emergency, Asthma Buddy helps you to recognise the symptoms early and guides you on what to do in response. Jot down emergency contacts, access first aid on the go, and email your action plan to your doctor, all from the mobile interface.

"Mobile represents a new frontier in improved access to care, and apps like Asthma Buddy can reduce the complexity of medication management down to a single tap," Mr. Nevill said.

Mobile apps are opening new ways for technology to improve health. While they don't replace the all important doctor-patient relationship, many health professionals support the virtual delivery of healthcare services to assist with daily management of chronic conditions.

Kristine Whorlow, the CEO of [National Asthma Council Australia](#), said, "We are very excited about the launch of our new iPhone app, Asthma Buddy.

"It has been a pleasure working with the Evolution 7 team, whose creativity, expertise and hard work have turned our vision into a vibrant, interactive app that will help to improve the lives of people living with asthma."

Asthma Buddy for iPhone is [available for free](#) from the App Store.

About the National Asthma Council Australia

The National Asthma Council Australia (NAC) is a not-for-profit organisation working to improve health outcomes for people with asthma. As the national authority on asthma, NAC is committed to promoting public awareness and advocacy, sharing the latest information, and contributing to research and policy development to facilitate improvement in the standards of asthma care and management.

<http://www.nationalasthma.org.au>

About Evolution 7

Evolution 7 is a Melbourne digital agency bringing together talented creatives and developers to produce stunning, innovative and inspiring work. We bring brands to life by crafting exceptional websites, custom applications and digital strategy. Our clients range from boutique firms to well-known Australian companies and international brands. With a proven track record and over ten years of experience, we consistently deliver work at the highest standard with diligence, passion and skill.

<http://www.evolution7.com.au>

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Media enquiries

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