
CONVERSIO HEALTH SUPPORTS THE COPD FOUNDATION'S #GOORANGE CAMPAIGN

Conversio Health is promoting COPD Awareness Month and supporting the COPD Foundation's #GoOrange campaign.

THE WOODLANDS, Texas November 11, 2016 – 300 million people worldwide have Chronic Obstructive Pulmonary Disease (COPD) and 30 million of those are U.S. adults.

Conversio Health is promoting COPD Awareness Month and supporting the COPD Foundation's #GoOrange campaign. As a pharmacy that focuses on respiratory diseases, Conversio Health is very familiar with the challenges associated with COPD. "Unfortunately," notes Kirk Clove, Chief Executive Officer for Conversio Health, "it's largely an unnoticed disease. Most Americans don't realize that every four minutes someone dies from COPD or that COPD is the third leading cause of death in the U.S."

Clove explained, "Medications are the most common intervention used to limit COPD exacerbations. However, more research is needed to identify prevention and cures. The COPD Foundation's #GoOrange social media campaign will spread greater awareness and increase efforts towards education, research and improvements in patient care."

During the #GoOrange campaign, the Conversio team will promote COPD awareness on social media sites, upload team photos of employees wearing orange, and encourage employees, patients and partners to participate and engage virtual communities in a fundraising campaign. "Fostering COPD awareness is part of our responsibility," said Lisa Mast, Conversio's Chief Growth Officer. "We're excited to join the competition, will donate any winnings to the COPD Foundation and hope to achieve our fundraising goals."

[Join Conversio Health's COPD Fundraising Campaign.](#)

About Conversio Health

Conversio Health is a high-touch pharmacy focused on the treatment of patients with complex chronic conditions, such as asthma and chronic obstructive pulmonary disease (COPD) diabetes and other co-morbidities. The company's unique pharmacy-based model drives improvements in care and cost of care savings through the delivery of



targeted medical therapies as well as supplies, home delivery services and care coordination. Conversio's RITeMed™ Care Coordination provides a multidisciplinary team, including pharmacists, nurses, respiratory therapists, and nutritionists, designed to assist health plans and healthcare providers in the care of their patients. For further information on Conversio Health visit www.conversiohealth.com.

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