

NEW YORK, NY, September 27, 2013 **/24-7PressRelease/** -- MedTera, a global healthcare marketing service firm, is proud to announce a new strategic partnership with healtheo360, a leading global healthcare social media firm focused on longitudinal patient insights.

With the rapid expansion of social media throughout a variety of business environments, the healthcare industry has embraced many of these platforms, designed to promote their products and services to healthcare professionals. Healtheo360 was founded with the patient and caregiver in mind for the purpose of connecting patients with similar chronic conditions, their caregivers, family members and friends to each other.

David Duplay, Founder and CEO of MedTera founded healtheo360, in 2012 after his sister-in-law was diagnosed with stage IV breast cancer and his mother began to experience the crippling effects of Alzheimer's disease. After experiencing less than great results with traditional support groups, due in part by generational gaps as well as the geographical location of some groups, Duplay turned to his background in healthcare and technology to build a community that leverages the best of physical and virtual support.

"Through the MedTera and healtheo360 partnership, we will now be able to provide our clients with an enhanced integrated solution which brings together the most important stakeholders in the healthcare delivery continuum: Patients, caregivers and healthcare professionals," said Duplay. "Based on the insights gathered from the healtheo360 community about how patients are living with and managing their chronic condition, MedTera can better position our clients brands through our award winning Dimensional-2-Digital Solutions ."

Today, healtheo360 offers a wide range of services, including Virtual Social Therapy , peer counseling, support groups, educational publications and access to hundreds of videos on a variety of topics. All of these materials are available free of charge and new content is continually added to the site each day. The partnership between MedTera and healtheo360 is the perfect opportunity for pharmaceutical and other health related companies to post their own support pages, which allow patients and caregivers to play a more active role in managing their healthcare. In addition to building brand awareness, pharmaceutical companies gain a better understanding of the patient journey through the longitudinal view of the patient's condition.

"The partnership between MedTera and healtheo360 will give our clients a better understanding of patients living with and managing a chronic condition through the eyes of their caregivers, family members, friends and themselves", added Duplay.

MedTera Forms Strategic Partnership with healtho360

Written by Australian Business

MedTera Solutions is a leading global healthcare marketing services firm whose mission is to execute innovative and integrated solutions that optimize our client's investment in healthcare promotion, education and information. Through the use of real-time and historical campaign data and analytics, strategic partnerships, Dimensional and Dimensional-to-Digital (D2D) solutions and other forms of integrated marketing. MedTera follows campaigns to segment, target, track and measure to maximize return on investment and continually evolve to improve a client's marketing efforts. Visit <http://www.medterasolutions.com>.