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**FOR IMMEDIATE RELEASE**

## **AZMA.COM LAUNCHES NEW FEATURES TO HELP ASTHMA SUFFERERS**

### ***Site content organized by audience; asthma diary tracks symptoms***

**Plymouth Meeting, Pa., Sept. 15, 2011**— [Azma.com](http://Azma.com) is launching enhanced site content that will help asthma sufferers take control of and manage their condition. The enhancements include better-organized content to help users quickly find relevant information about asthma and a My Azma diary to help them track their symptoms and medication usage.

Asthma-related site content has been organized into three distinct categories: for parents of children who have asthma; for adults suffering from asthma; and for children with asthma. Clicking on any of these areas will bring up asthma-related news articles specifically geared toward the different interests of each of these audiences.

“Organizing the content by audience takes the information users have come to expect from Azma.com and helps them find that which is relevant to them more quickly,” says Jody Fisher, Vice President of Marketing for SDI, the company behind Azma.com.

Another site feature, the My Azma diary, allows registered site users to track their asthma symptoms and medication use. By clicking on a specific date, users can enter information such as their peak flow reading, asthma symptoms, and medications taken that day. Morning and evening values can be stored in the system, which is important to many asthma sufferers.

Based on the information entered, Azma.com will code the day with a color that correlates to the severity of the symptoms. The information is automatically stored and can be accessed at any time.

“According to the American Lung Association, asthma affects 7 million children and teenagers in the United States and accounts for more than 14 million missed school days

each year,” says Fisher. “We created Azma.com to help manage the disease by providing a resource for asthma sufferers and their families for up-to-date, relevant information that they can turn to 24 hours a day for advice and instruction.”

Azma.com offers consumers additional expert advice and tools, including:

- Four-day air quality asthma forecasts
- 30-day history for all U.S. ZIP codes
- Opt-in asthma alert e-mails
- Access to current and archived asthma and allergy news
- Desktop add-ons that provide 1-day and 4-day asthma forecasts for your ZIP code

For more information, visit [www.azma.com](http://www.azma.com).

### **About SDI**

SDI is a leading healthcare market insight and analytics firm. It provides the industry’s most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. SDI counts the world’s top 50 pharmaceutical and biotech firms as its clients.