



**FOR IMMEDIATE RELEASE**

**ATA AND DiMe ANNOUNCE NEW STRATEGIC PARTNERSHIP TO ADVANCE  
TELEHEALTH ADOPTION AND DEMONSTRATE THE PROMISE OF DIGITAL MEDICINE**

WASHINGTON, DC, AND BOSTON, March 25, 2020 -- [ATA](#), the premier organization working to accelerate the adoption of telehealth, and the [Digital Medicine Society \(DiMe\)](#), the professional society serving the digital medicine community, today announced a new strategic partnership to demonstrate the value of connected technologies in solving some of today's most pressing challenges to health, healthcare and health research.

"The coronavirus pandemic has brought to light the critical role telehealth can play in care delivery -- improving access to care and enabling the timely and effective treatment of patients outside of a healthcare setting," said Ann Mond Johnson, CEO, the ATA. "Telehealth will fast become the workhorse of our healthcare system as we come out of this health crisis, creating a more patient-centered, personalized and convenient level of care. We are pleased to partner with DiMe to advance awareness, galvanize stakeholders and promote the widespread acceptance for this important care modality."

The ATA and DiMe represent two leading organizations that share a common philosophy and engage in complementary efforts. Their collaboration will focus on thought leadership activities, including efforts to measure and improve how antibiotics are prescribed via a virtual visit and used by patients; policy initiatives and research projects to establish priorities and promote best practices.

"Telehealth and digital medicine are not the promise of the future, they are already here. However, there still exists a gap in our ability to demonstrate that digital tools are worthy of the trust we are asking society to place in them," added Jennifer Goldsack, Executive Director, DiMe. "By combining our applied research focus with the ATA's significant industry voice and the practical and diverse expertise of our collective membership, we can unlock the full potential of telehealth and digital medicine to improve the lives of the patients we exist to serve."

**About the ATA**

As the only organization completely focused on advancing telehealth, the [ATA](#) is committed to ensuring that everyone has access to safe, affordable, and appropriate care when and where they need it, enabling the system to do more good for more people. ATA represents a broad and inclusive member network of technology solution providers and payers, as well as partner organizations and alliances, working to advance industry adoption of telehealth, promote responsible policy, advocate for government and market normalization, and provide education and resources to help integrate virtual care into emerging value-based delivery models. @americantelemed #gotelehealth

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### **About the Digital Medicine Society**

The [Digital Medicine Society \(DiMe\)](#) is the professional organization for experts from all disciplines comprising the diverse field of digital medicine. Together, we drive scientific progress and broad acceptance of digital medicine to enhance public health. From regulators to white-hat hackers, ethicists to engineers, and clinicians to citizen scientists, we are a community at the intersection of the global healthcare and technology communities dedicated to advancing digital medicine to optimize human health. [@ DiMeSociety](#)

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