



**Innovating in pandemic times**

**LAUNCH OF THE MEDICART VIRTUAL CLINIC**  
**NOW OFFERED AT EPIDERMA**

QUEBEC, October 1, 2020 – A mere three months after reopening its network of aesthetic medicine clinics, Medicart announces a revolutionary concept: the Medicart Virtual Clinic. The result of an ingenious collaboration with Quebec technology company Illuxi, this virtual option will make its debut at Epiderma’s 31 clinics. This Virtual Clinic gives Medicart clients the option of obtaining an appointment for an online information session with an expert technician, right from the comfort of their homes.

This brand-new concept gives those who are interested in Epiderma's services the advantage of automatically and easily setting up an appointment to obtain professional and personalized information that they will then be able to review online at their leisure. Thanks to this technological platform compatible with cell phones, tablets and computers, the technician can also easily place all relevant documentation in the client’s own virtual file as a follow-up to the consultation, thereby facilitating all appropriate follow-ups. Upon booking an appointment, clients immediately receive a confirmation e-mail and also receive a reminder 15 minutes before their scheduled consultation.

“For some time now, we have been considering equipping our network with a high-performance technological tool that meets the highest cyber security standards and can facilitate both client interaction and follow-up management, stated Julie Bédard, President of Medicart Corporation. The pandemic has accelerated the process in this regard, and we are indeed very proud to see this innovative Medicart virtual clinic project, which is so dear to my heart, become a reality. This initiative is part of a digital shift through which we seek to optimize safety and reassure our clients while providing a user-friendly solution for both health and business issues.”

“Illuxi was born in 2013 out of an idea to create a technological platform that could be used for immersive and interactive training that fosters learning while also reducing training costs. COVID has made us realize that we have a tool that is an incredible asset. As such, we decided to make this platform available to other companies so that they can design, share, host and develop content, explained Geneviève Desautels, President of Illuxi. We are thrilled that our technology is able to benefit Medicart by giving them the possibility of offering certain professional services remotely.”

Illuxi, whose proven technology has been adopted by countless prestigious institutions, both at home and abroad, is in the process of obtaining ISO 27001 certification for cybersecurity.

Medicart also intends to use the Illuxi platform as part of the ongoing training it provides to its personnel. The Medicart Virtual Academy will greatly facilitate logistics for the company and for its expert technicians who will be able to perfect their knowledge according to the schedule that best suits their needs.

To mark the launch of the Virtual Clinic, Medicart will be offering a free Vital-Radiance face care product to anyone who purchases a laser hair removal, microdermabrasion, peeling, body contouring or cellulite treatment package through the virtual clinic between October 1 and 31, 2020.

For more information on the new Medicart Virtual Clinic, powered by Illuxi, go to:

[epiderma.ca/virtual-clinic](http://epiderma.ca/virtual-clinic)

This year marks the 20<sup>th</sup> anniversary of Epiderma medical aesthetic care clinics, renowned for the effectiveness and safety of their treatment as well as the quality of their ongoing training.

### **About Medicart**

Medicart, owned by Walter Capital Partners and Pierre Montminy, was created to offer consumers the most complete range of beauty and wellness treatments delivered in a safe and accessible manner by experienced healthcare professionals and technicians under the same multidisciplinary brand. Medicart is committed to bringing together various categories of complementary clinics specializing in dermatology, phlebology and esthetic medicine. The umbrella brand now owns the network of 31 Epiderma clinics in Quebec and Ontario—with over 250,000 clients and over 2.5 million treatments carried out since 2000—as well as the *Medicart dermatologie esthétique clinic* in Ville Saint-Laurent, the *Medicart phlébologie* clinics in Montreal and Ottawa.

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