



EMPOWER  
CLINICS

# Empower Announces AI Pilot Program

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*Empower is commencing a pilot program with Datametrex AI to identify potential improvements and analyze efficacy in long-term patient care*

VANCOUVER, Feb. 5, 2019 /CNW/ - **EMPOWER CLINICS INC.** (CSE: EPW) (Frankfurt 8EC) ("**Empower**" or the "**Company**") today announces it intends to partner with Datametrex AI Limited ("**Datametrex**") and its subsidiary, Canntop AI Inc. ("**Canntop**"), to create a pilot program that uses Artificial Intelligence (AI) to analyze and gain insights about Empower patient data, physician treatment recommendations and overall long-term efficacy of patient care.

The Company further intends to use Canntop's AI platform to gain actionable insights on how consumer social data is generating nationwide interest in CBD based products, alternative pain management options and the use of cannabis-based therapies.

The pilot program is expected to utilize Empower patient data in a HIPAA compliant manner, to determine if normalized data can be generated using Datametrex AI solutions to understand how patient care and efficacy of physician-guided treatment recommendations are positively impacting serious qualifying conditions of patients.

"We believe using AI tools to analyze the substantial amounts of data in the Empower database and the additional data from the recently announced proposed Sun Valley acquisition can make Empower a data science leader in the cannabis industry," said Steven McAuley, Empower's Chief Executive Officer. "We believe the outcomes of our AI efforts, if successful, could position the Company as an educational leader and we plan to collaborate with the industry to ultimately improve patient care."

"Datametrex has already utilized its Nexalogy AI solution for Health Canada studies in the cannabis sector to understand consumer usage and patterns based on massive social insights generated through channels like Twitter, Facebook, Instagram and others," said Jeffrey Stevens, Datametrex President & COO. "We believe an AI pilot with Empower has the potential to provide disruptive insights about alternative care options that can be provided to people around the world."

## **EMPOWER TECHNOLOGY**

- **Patient EHR and Management System** Empower utilizes a market-leading patient electronic management and POS system that is HIPAA compliant and provides deep insight to patient care.
- **Tele-Medicine Platform** The Company supports remote patients using its tele-medicine portal, enabling patients who do not live near one of its clinic locations, or are disabled or unable to come to a location, to still benefit from a doctor consultation.
- **Website and e-commerce** Empower will be commencing the development of its new corporate website and e-commerce store to promote and sell its growing line of CBD based products under the Sollievo brand and other partner brands.

The Company also announces the resignation of Carly Krivanek as Chief Financial Officer. Mr. McAuley will act as interim Chief Financial Officer until such time as the Company has identified a suitable candidate to fill the position. The Company thanks Ms. Krivanek for her contributions and

wishes her well with her future endeavors.

## **ABOUT EMPOWER**

Empower is undertaking new growth initiatives to position itself as a diverse, vertically integrated health and wellness company, with an expanding network of physician-staffed clinics and a diverse cannabidiol (CBD) product strategy, and as a leader in hemp-derived CBD extraction, research and development. The Company's treatment solutions are focused on education, data and efficacy in combination with other modalities to support patients with serious qualifying conditions, such as chronic pain, PTSD, sleep disorders, opioid dependency, epilepsy and more. It is expected that Empower's proprietary product line "Sollievo" will offer patients a variety of delivery methods of doctor recommended CBD-based product options in its clinics, online and at major retailers. With over 120,000 patients, an expanding clinic footprint, a focus on new technologies, including tele-medicine, and an expanded product development strategy, Empower is ready to capitalize on the market growth expectations in the United States after the passing of US\$867 billion Agriculture Improvement Act (the Farm Bill).

## **ON BEHALF OF THE BOARD OF DIRECTORS:**

Steven McAuley  
Chief Executive Officer

## **DISCLAIMER FOR FORWARD-LOOKING STATEMENTS**

*This news release contains certain "forward-looking statements" or "forward-looking information" (collectively "forward looking statements") within the meaning of applicable Canadian securities laws. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Forward-looking statements can frequently be identified by words such as "plans", "continues", "expects", "projects", "intends", "believes", "anticipates", "estimates", "may", "will", "potential", "proposed" and other similar words, or information that certain events or conditions "may" or "will" occur. Forward-looking statements in this news release include, but are not limited to, statements regarding: the proposed pilot program with Datametrex and Canntop; the intended goals and objectives of the program; that the program will use patient data in a HIPAA compliant manner; that the use of AI could make the Company a data science leader in the cannabis industry and position the Company as an educational leader; that the program will help the industry improve patient care; the Company's proposed new website and e-commerce store; and the Company's ability to capitalize on market growth expectations. Such statements are only projections, are based on assumptions known to management at this time, and are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the forward-looking statements, including: that the Company may be unable to develop a program that is HIPAA compliant; cybersecurity risks; that the Company may not realize the expected benefits of the program; that the program may not cause the Company to become an educational or data science leader; that legislative changes may have an adverse affect on the Company's business and product development, including the Company's ability to launch the pilot program; that the Company may not be able to obtain adequate financing to pursue its business plan; general business, economic, competitive, political and social uncertainties; and other factors beyond the Company's control. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. Readers are cautioned not to place undue reliance on the forward-looking statements in this release, which are qualified in their entirety by these cautionary statements. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements in this release, whether as a result of new information, future events or otherwise, except as expressly required by applicable laws.*

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