

## **AI-powered app Clara launches to transform arthritis support for millions of Australians**

The Arthritis Movement has launched Clara, an AI-powered app designed in collaboration with health professionals, to help Australians living with arthritis take control of their condition.

With approximately 3.7<sup>1</sup> million Australians living with arthritis and many facing delays in accessing specialist care, Clara provides trusted, on-demand support by offering curated, expert-backed advice to help people manage their condition with confidence between medical visits.

The Arthritis Movement Chief Executive Officer, Alex Green, said Clara was developed in response to the growing demand for safe, credible and accessible information, rather than using 'Dr Google', ensuring people with arthritis can get the support they need, when they needed it.

"The people we work with have told us there was a gap in the support they were receiving and that they were facing significant challenges with accessing the right advice at the right time," he said.

"We saw the potential of technology to bridge this gap at scale, so we developed Clara to provide reliable, trusted and accessible support for people living with arthritis.

"We can support thousands of people with arthritis to better navigate their condition and daily challenges."

Mr Green said Clara allows users to ask questions about arthritis and receive curated easy-to-understand answers through AI-powered engine.,

Unlike unverified online searches, Clara's responses come from a verified knowledge base pre-approved by The Arthritis Movement ensuring users receive reliable, evidence-backed information instead of relying on 'Dr Google'.

Arthritis is the leading cause of chronic pain and the second-most common cause of disability and early retirement due to ill-health in Australia.

By 2040, the number of Australians living with arthritis is projected to grow to 5.4 million<sup>2</sup>, an increase of 31 per cent.

Given the imperative for people with arthritis to keep moving or lose function, Clara is designed for an active audience who want to stay on top of their arthritis management.

When users sign up for the free app, they complete a short health screening survey that allows Clara's AI to curate recommendations to their unique needs.

Features such as voice-to-text input and user-friendly navigation enhance usability, making it easier for individuals to engage with the platform.

Clara's privacy-first approach ensures that all personal data stays on the user's device and is never stored by The Arthritis Movement.

Clara's AI integration can enable other related content or questions to be raised which enables a deeper dive into a topic and makes the interaction with the app more dynamic.

The app links with self-help information which allows users to locate available programs in their region or helpful online material.

The “Self-Care” feature helps users better understand information, strategies and access existing quality resources to support them to improve their self-management.

It concentrates on six core lifestyle themes, developed in consultation with health professionals, to provide users with information on self-care.

These include issues around medication such having better conversations with your GP; nutrition and how it impacts on arthritis, strategies to manage pain beyond medication; exercise and movement; mental wellbeing and stress reduction and improving sleep quality.

The Arthritis Movement plans to expand this function to include new advances in arthritis research.

The free app is available for download from the [APP Store](#) or [Google Play](#)

For information on Clara visit [askclara.com.au](http://askclara.com.au)

Appendix:

- A. Clara user quotes and profiles – approved for media use
- B. Clara product overview

<sup>1</sup> National Health Survey: <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/national-health-survey/2022>

<sup>2</sup> The Future Burden of Arthritis in Australia: Projections to the year 2040: <https://arthritisaustralia.com.au/wordpress/wp-content/uploads/2024/02/Arthritis-projection-2040-web-version.pdf>

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