



WellDoc®, Samsung® and Ontario Telemedicine Network Announce Innovative Program to Help Ontarians Manage Type 2 Diabetes and Improve Health & Fitness

The world leaders in diabetes self-management, mobility and telemedicine come together to deliver an innovative healthcare program

Baltimore, MD – August 19, 2015 – Digital health technology leader [WellDoc®](#) today announced the launch of an innovative demonstration program with Samsung Electronics in Ontario, Canada through the Ontario Telemedicine Network ([OTN](#)), a world leader in telemedicine. The goal of the program is to demonstrate the clinical and economic value of integrating a clinically proven self-management tool and lifestyle tracking into the type 2 diabetes treatment standard of care. The program will include a minimum of 300 people living with type 2 diabetes who will receive a prescription of BlueStar-S from their healthcare provider.

“By working with Samsung, WellDoc has an opportunity to make a real impact in bettering the lives of the millions of people that are living with type 2 diabetes each day,” said Kevin McRaith, CEO of WellDoc. “We look forward to collaborating with Samsung on innovative and life-changing programs such as this. Our goal is to improve self-management, which ultimately leads to better outcomes as demonstrated in our clinical trials.”

WellDoc and Samsung have teamed up to enhance WellDoc’s type 2 diabetes self-management technology, BlueStar®. BlueStar, the first FDA-cleared mobile prescription therapy, will integrate with Samsung S Health® by offering OTN program participants a solution that integrates lifestyle tracking and self-management improvement. BlueStar® enables adults with type 2 diabetes to improve self-management through real-time guidance based on blood glucose levels and their medication treatment plan. The combined offering, called BlueStar-S, will empower OTN participants to feel confident in their management of type 2 diabetes by also integrating personal fitness goals and health metric tracking with S Health®. The tool can be used to track eating, exercise, and sleep to help maintain a healthy lifestyle. Unlike other apps in the market, BlueStar® is unique in its ability to deliver a customized diabetes self-management program that is tailored to each patient based on his or her provider’s treatment plan.

"We understand that managing type 2 diabetes is not just about medical treatments but also influenced by one's lifestyle. As mobility and lifestyle become more closely tied than ever, Samsung is committed to develop and simplify mobile healthcare solutions," said Injong Rhee, EVP of Enterprise Business at Samsung Mobile. "We are pleased to work with industry leaders like WellDoc and OTN to empower consumers and improve the health of individuals living with diabetes and other chronic conditions."

As reported by Allied Market Research, the mHealth (or mobile health) market is expected to grow at a compounded annual growth rate (CAGR) of 33.5 percent from 2015 to 2020. The partners' deep understanding of how people utilize mobile technology positions this program uniquely as a model for progress in type 2 diabetes self-management and in the healthcare industry. As such, WellDoc views this innovative partnership as a model for global expansion. The success of this program will demonstrate that integration of BlueStar-S in the treatment paradigm will improve engagement, self-management and outcomes.

"At OTN, we firmly believe guided self-management can change outcomes for people living with type 2 diabetes," said Dr. Edward M. Brown, CEO of OTN. "By leveraging a clinical and behavioral science framework and pairing it with best-in-class lifestyle tracking, mobility and telemedicine, Samsung, WellDoc and OTN will demonstrate a new standard for treating diabetes."

About WellDoc®

WellDoc is a digital health technology company that develops mobile solutions to drive behavioral and clinical change in chronic disease. WellDoc's goal is to improve patient self-management and help physicians overcome gaps in the delivery system to improve clinical outcomes and decrease cost. WellDoc has commercialized the first mobile prescription therapy, BlueStar®, for adults with type 2 diabetes. Mobile prescription therapy fills the support gap between patients and providers during the 8700 hours that individuals are living their lives outside the healthcare system. WellDoc has a proven track record of contributing published, peer-reviewed clinical evidence since 2008 and as recently as June 2015 has presented real-world patient engagement and clinical outcomes at the American Diabetes Association's (ADA) 75th Scientific Session. BlueStar is recognized by the ADA on its website as the first and only in the new class of diabetes treatment known as Mobile Prescription Therapy. For more information, visit www.WellDoc.com and www.BlueStarDiabetes.com.

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