



**FOR IMMEDIATE RELEASE**

**WellDoc, AADE Jointly Launch “The Diabetes Digital Health Learning Network” at AADE17  
to Provide Technology-Enabled Education and Support**

**Indianapolis, Indiana, August 4, 2017** – WellDoc® and the American Association of Diabetes Educators (AADE) announce the collaborative launch of “The Diabetes Digital Health Learning Network” at the AADE17 conference. The goal of this Learning Network is to assist diabetes educators in gaining next-generation skills in using digital health therapeutics to improve clinical care and outcomes cost-effectively.

“As a digital health leader, WellDoc is proud to launch ‘The Diabetes Digital Health Learning Network’ in collaboration with AADE to support its members who are on the front lines of diabetes care and management,” said WellDoc President and CEO Kevin McRaith. “This is a natural progression of our already-established partnership with AADE that began with our collaboration to incorporate *The AADE Diabetes Education Curriculum* into our FDA-cleared digital therapeutic platform, BlueStar®.”

The Learning Network includes self-identified AADE members who will develop best practices to incorporate technology-enabled solutions for diabetes self-management education and support. The objective is to define the leadership role for diabetes educators in population health and to leverage patient-generated health data to improve outcomes. Recognized diabetes educator, AADE Past President and WellDoc Vice President of Clinical Advocacy Malinda Peoples, RN, MS, CDE, FADE is leading the network.

“Educators are at the epicenter of technology and patient care, and are poised to be leaders in this era of value-based healthcare,” said AADE CEO Charles (Chuck) MacFarlane, FACHE, CAE. “We are taking a proactive approach through this Learning Network collaboration with WellDoc to enable our members to create a future in which they utilize technology to improve the care of and support to people with diabetes.”

In June of this year, WellDoc and AADE engaged a select group of AADE members to begin onboarding their patients with type 2 diabetes onto BlueStar. BlueStar is an FDA-cleared, digital therapeutic with clinically demonstrated<sup>1</sup> improvements in care that provides real-time and timely individualized coaching and support, as well as educational tools that are actionable and personal. Also earlier this year, WellDoc and AADE announced a partnership that incorporated the AADE curriculum in BlueStar, marking the first time AADE has partnered with an organization to convert its curriculum into a consumer-friendly digital format. **AADE17 attendees are encouraged to visit WellDoc at Booth #714 to learn more about BlueStar and to receive access to the network’s application process.**

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<sup>1</sup> Quinn CC, Shardell MD, Terrin ML, Barr EA, Ballew SH, Gruber-Baldini AL. [Cluster-randomized trial of a mobile phone personalized behavioral intervention for blood glucose control](#). *Diabetes Care*. 2011 Sep;34(9):1934-42. Erratum in: *Diabetes Care*. 2013 Nov;36(11):3850.



AADE17 attendees can also learn about BlueStar at the “BlueStar®, An In-App Diabetes Coach: Supporting the Delivery of Technology-Enabled Diabetes Education and Support” presentation by Janice Macleod, MA, RDN, CDE, FADE, WellDoc Director of Clinical Innovation, on Friday, August 4 at 9:15 a.m. ET in the Special Event Pavilion. Educators are also encouraged to attend the “Connected Health and Digital Connections: A Look into the Future” panel on Friday at 9:45 a.m. ET, where Ms. Peebles will participate with other digital health experts as a panelist.

#### **About WellDoc®**

WellDoc® is a leading digital health company revolutionizing chronic disease management to help transform lives. Our groundbreaking technology is guiding individuals through the complicated journey of living with chronic diseases, with a goal of improving their health and helping them to be more balanced. We are the first digital health company based on a life science business model, and our foundation is built on randomized clinical trials that demonstrate significant clinical outcomes. We have mastered diabetes management by taking an aggressive and innovative approach that utilizes sophisticated logic and precise algorithms, and integrates the most advanced mobile technology, behavioral insight, and diabetes education for those living with type 2 diabetes. Our FDA-cleared, proven digital therapeutic, BlueStar®, provides real-time and timely individualized coaching and support, as well as diabetes educational tools that are actionable and personal. Our clinical evidence shows a 1.7 to 2.0 point mean A1C reduction for adults living with type 2 diabetes who used BlueStar®. For more information, visit [www.welldoc.com](http://www.welldoc.com) and [www.BlueStarDiabetes.com](http://www.BlueStarDiabetes.com)

#### **About American Association of Diabetes Educators (AADE)**

AADE is a multi-disciplinary professional membership organization dedicated to improving diabetes care through innovative education, management and support. With more than 14,000 healthcare professional members including nurses, dietitians, pharmacists, exercise specialists, and others, AADE has a vast network of practitioners working with people who have, are affected by or are at risk for diabetes. Learn more: [www.diabeteseducator.org](http://www.diabeteseducator.org).

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##### **AADE**

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