



FOR IMMEDIATE RELEASE

NEBGH President & CEO Laurel Pickering to Join Leading Digital Health Company, WellDoc, as Chief Revenue Officer

Ms. Pickering Brings More Than Two Decades of Experience Working with Employers, Health Plans and Health Systems

Columbia, Maryland, October 3, 2017 – WellDoc®, a leading digital health company, announced today the appointment of Laurel Pickering, president and CEO of Northeast Business Group on Health (NEBGH), as the Company's new Chief Revenue Officer (CRO). Ms. Pickering selected WellDoc as her next opportunity after spending nearly 25 years at the helm of NEBGH, an employer-led coalition of healthcare leaders and other stakeholders. Ms. Pickering will join the WellDoc team in October.

"At this stage in WellDoc's evolution, it's important that we continue to work with key decision makers in health systems, health plans and employers to increase access to our proven Blue Star® digital therapeutic for those with type 2 diabetes. With Laurel's in-depth understanding of how healthcare purchasers and health plans integrate coverage of innovative healthcare technologies, her role at WellDoc is instrumental in our growth and success," said WellDoc President and CEO [Kevin McRaith](#). "As a respected visionary who led NEBGH during a time of great accomplishment, Laurel brings significant value to both the company and to our strategic partners."

In her role as CRO, Ms. Pickering will be responsible for furthering relationships with key stakeholders to expand use of WellDoc's FDA-cleared, proven BlueStar® digital therapeutic. The WellDoc team has produced more than 18 peer-reviewed publications and presentations based upon use of BlueStar®, demonstrating significant outcomes that include a 1.7 to 2.0 mean A1C reduction. Ms. Pickering will also help lead the integration of BlueStar® into the healthcare ecosystem to drive population management and reduce costs.

"WellDoc is an innovative and rapidly evolving digital health company with positive clinical results," said Ms. Pickering. "WellDoc's digital therapeutic has demonstrated an impressive ROI, and the Company's partnerships with [LifeScan, Inc.](#), part of the Johnson & Johnson Diabetes Care Companies, and with Samsung Electronics are exciting—making it an obvious choice for me at this stage in my career. I am very thankful for my time with NEBGH and the opportunities I had through my experience as president and CEO. I'm now ready to focus on advancing the digital health revolution to impact population health in a significant and positive way – and WellDoc is the perfect place for me to accomplish this."

During her tenure as president and CEO of NEBGH, Ms. Pickering had many key achievements, such as:

- creating and launching a health insurance exchange for small businesses,
- mobilizing the business community to use its leverage as purchasers of healthcare to improve quality,
- motivating health plans in the NY Metro area to collaborate on quality improvement projects,
- spearheading the first report cards on individual physicians in New York and New Jersey through aggregated health plan data, and



- serving as Chair of the Board of Directors of The Leapfrog Group, and on the Board of the National Quality Forum and the National Alliance of Health Care Purchaser Coalitions.

Prior to her influential role at NEBGH, she held positions within the U.S. Centers for Disease Control and Prevention (CDC) and on the staffs of two New York State assemblymen.

“While Laurel will be greatly missed, the NEBGH Board is very happy for her as she moves into a rapidly evolving and transforming space—digital health,” said NEBGH Board Chair Michelle Martin. “For more than two decades, Laurel has been an incredible beacon—leading the organization in ways that we never could have imagined. We wish her only the very best as she embarks on this remarkable new opportunity.”

About WellDoc®

WellDoc® is the 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.

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