**WellDoc Validates Potential of Its Digital Therapeutic, BlueStar®,
to Significantly Reduce Healthcare Costs**

Columbia, Maryland, January 4, 2018 – WellDoc®, a leading digital health company, announced today that its clinically proven hemoglobin A1C reductions for users of its BlueStar® digital therapeutic with type 2 diabetes can translate into significant healthcare cost savings.

Truven Health Analytics®, part of the IBM Watson Health™ business, conducted an analysis for WellDoc using the MarketScan® Research Databases, a family of research data sets that fully integrate de-identified patient-level health data, productivity, laboratory results, health risk assessments, hospital discharges, electronic medical records (EMR) and morbidity data into data available for healthcare research. Data are contributed by large employers, managed care organizations, hospitals, EMR providers, and Medicare and Medicaid programs. Findings are based on an analysis of commercial and Medicare consumers within the MarketScan Databases.

Truven Health researchers created a complex custom algorithm and applied it to the MarketScan data, resulting in quantified total costs broken down by A1C levels in a way that was comparable between ages, stability and degree of glycemic stability/control.

By WellDoc applying these new Truven Health findings to previous research it conducted about BlueStar's ability to lower and control A1C, the data show that BlueStar can save on average a range of $254 to $271 per user per month. A commercially covered patient living with type 2 diabetes costs the healthcare system annually an average of $13,000 to $20,000, depending on his or her A1C measurement.[1]

"The data translate the clinical outcomes seen for BlueStar users into real-world savings in healthcare costs," said WellDoc President and CEO Kevin McRaith. "Many employers, health plans and health systems are looking to integrate coverage for innovative healthcare technology solutions to help contain, avoid, or save on costs for their members or employees with chronic diseases, such as diabetes. The analysis helps to inform payers in making more precise decisions about which patients can benefit the most from a digital therapeutic."

WellDoc's U.S. Food and Drug Administration-cleared, proven digital therapeutic, BlueStar, provides real-time individualized coaching and support, as well as diabetes educational tools that are actionable and tailored for adults living with type 2 diabetes. It supports lifestyle changes and all medication regimens prescribed to individuals with diabetes. Additionally, the resulting patient-generated health data is summarized and shared with healthcare providers for focused conversations and timely clinical decision-making.

WellDoc is the first digital health company to conduct randomized clinical trials that demonstrate significant clinical outcomes, which were published in multiple peer-reviewed

journals and presented at leading industry conferences. The clinical evidence shows a 1.7 to 2.0-point mean A1C reduction for individuals living with type 2 diabetes who used BlueStar.[2]

WellDoc and IBM Watson Health are working together on additional analyses.

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 with a foundation that 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®. In November 2017, the IQVIA Institute for Human Data Science (formerly Quintiles/IMS) named BlueStar the "top app" in clinical diabetes treatment. For more information, visit **www.welldoc.com.**

Media Contact:
Juliette Bogus
PressComm PR
Tel: +410.980.5687
Email: juliettebogus@presscommpr.com

---

[1] Based on MarketScan data and analysis for well-controlled patients with type 2 diabetes (A1C of 6-7) and not well-controlled patients with type 2 diabetes (A1C above 9)

[2] Quinn CC, *et al*. Diabetes TechnolTher.2008 ;10(3) :160-168. Quinn CC, *et al*. Diabetes Care. 2011: 34(9): 1934-1942.
Richard Katz, MD; George Washington University Medical Center; Journal of Health Communication, December 2011.
Quinn, CC, *et* al. Glycemic Control: Impact on Physician Prescribing Behavior, Presentation ADA 72ndScientific Sessions, 2012.
Tang PY, *et al*. eHealth-Assisted Lay Health Coaching for Diabetes Self-Management Support American Diabetes Association
76th Scientific Sessions Poster Presentation 2016 Presented at AADE San Diego 2016.