



WellDoc® CEO Kevin McRaith to Present at Digital Medicine Showcase 2017

Columbia, Maryland, January 4, 2017 – Digital health technology leader [WellDoc](#) announced today that CEO Kevin McRaith will present at the [Digital Medicine Showcase 2017](#), which takes place concurrently with the JP Morgan 35th Annual Healthcare Conference in San Francisco. Mr. McRaith’s presentation will occur at 11:00 a.m. PST on Tuesday, January 10, 2017, at the Parc 55 San Francisco – Union Square (Track A – Davidson, 4th Floor).

In his presentation, Mr. McRaith will cover WellDoc’s digital therapeutic, BlueStar®, which guides patients living with Type 2 diabetes with lifestyle and behavioral support to self-manage this challenging condition. With BlueStar, patients enter specific information, such as their blood glucose levels and carbohydrate intake, as well as have their health and wellness data synchronized from wearables. Through the application, they then receive customized guidance, messages, educational tips, and motivation – in real time (whether their phone or tablet is connected to Wi-Fi or not). The combination of patient self-management and clinical decision support can contribute to positive clinical outcomes and potential cost savings for the U.S. healthcare system.

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 BlueStar®, a digital therapeutic, for adults with type 2 diabetes. This therapeutic is designed to fill the support gap between patients and providers during the 8700 hours that individuals live their lives outside the healthcare system each year. WellDoc has a proven track record of contributing published, peer-reviewed clinical evidence since 2008 and presented real-world patient engagement and clinical outcomes at the American Diabetes Association’s (ADA) 76th Scientific Sessions. 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. In a recently published *Forbes* blog, WellDoc was named among one of five healthcare tech companies to watch in 2016. For more information, visit www.WellDoc.com and www.BlueStarDiabetes.com.

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