



## **WellDoc Appoints Former U.S. Department of Health and Human Services Chief Information Officer Frank Baitman as Strategic Advisor**

**Columbia, Maryland, September 20, 2016** – Digital health technology leader [WellDoc](#) announced today that former U.S. Department of Health and Human Services (HHS) Chief Information Officer (CIO) and Deputy Assistant Secretary for Information Technology Frank Baitman will serve as a strategic advisor to the company. Mr. Baitman, whose information technology (IT) expertise is in the healthcare and government sectors, will assist WellDoc, the developer of the first FDA-cleared digital therapeutic, BlueStar®, in reimbursement strategy development, as well as in strengthening existing revenue streams and evaluating diverse technology partnerships.

“We are excited to add Frank as a strategic advisor to WellDoc with his extensive background and experience. His insights will broaden our ability to understand the regulatory and IT changes that may impact the federal government and payer sectors in the coming years,” said Kevin McRaith, CEO of WellDoc. “With the recent finalization of our commercial agreement with LifeScan Inc., a Johnson & Johnson Diabetes Care Company, we are focused on scaling now with BlueStar, and thus, it is critical that we consider every angle in our reimbursement strategy.”

Mr. Baitman is currently a consultant and advisor for several technology firms across the U.S., and sits on a number of advisory boards. Between 2012 and 2015, while he was with HHS, Mr. Baitman was responsible for leading the strategic direction and management of IT for the nation’s second largest cabinet agency with ten operating divisions. He was also responsible for developing a unified approach to cybersecurity and privacy for the agency, by consolidating incident response and leading the Department’s privacy incidence response team. Mr. Baitman was also a champion for utilizing cloud-based services; through his efforts HHS led the federal government in securing multiple cloud service providers, and in establishing a cloud-based innovation platform that is employed at HHS’ operating divisions.

Prior to joining HHS, Mr. Baitman was a White House Entrepreneur-in-Residence (EIR) at the U.S. Food and Drug Administration (FDA), and the chief information officer at the U.S. Social Security Administration from 2009 to 2011. Before holding these positions of leadership with the U.S. government, he was the President of Petards Inc., Research Director for the Institute for the Future, and Director of Corporate Strategy with IBM, where he created new business units in the Life Sciences and Pervasive Computing, and commercialized emerging technologies.

“Digital health offers the potential to empower patients to better manage their chronic conditions, and WellDoc has built a remarkable platform to do just that,” said Mr. Baitman. “BlueStar is leading the way for other digital health solutions. Through clinical evidence WellDoc has demonstrated that a well-



conceived mobile medical application can deliver positive and measurable health outcomes through personalized, patient-centered care.”

**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](http://www.WellDoc.com) and [www.BlueStarDiabetes.com](http://www.BlueStarDiabetes.com).

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**Media Contact:**

Juliette Bogus  
PressComm PR  
Tel: +410.980.5687  
Email: [juliettebogus@presscommpr.com](mailto:juliettebogus@presscommpr.com)