



For Immediate Release

Experienced Healthcare Veteran Krista Drobac to Serve as Strategic Consultant to WellDoc®

Columbia, Maryland, April 28, 2017 – Digital health technology leader, WellDoc, announced today that Krista Drobac, a strategic market access consultant with nearly 20 years of experience in private and federal payer markets, will provide strategic counsel to the Company regarding market dynamics pertaining to Medicaid, Medicare, private insurers and general reimbursement strategy. Additionally, Krista will advise and support the team’s efforts in the outreach and retention of key payer accounts.

“We’re pleased to add Krista to our team of veteran consultants who share invaluable knowledge. Specifically, she will help guide our strategy within the payer space,” said Kevin McRaith, CEO of WellDoc. “With our recent FDA 510(k) clearance that now allows us to offer a non-prescription version of BlueStar® for people with type 2 diabetes, we want to be positioned as strongly as possible to facilitate new business avenues for BlueStar.”

Krista has experience working with a variety of clients including insurance companies, pharmacy benefit managers (PBMs), and healthcare providers, as well as other digital technology companies. She was previously the director of the Health Division at the National Governors Association’s (NGA) Center for Best Practices where she directed technical assistance for governors’ health advisors in the areas of health insurance exchanges, Medicaid, health IT, delivery system reform and public health programs. Prior to NGA, she was a senior advisor at the Center for Medicare and Medicaid Services where she worked in Medicaid and was one of the original members of the team that launched the Center for Consumer Information and Insurance Oversight (CCIIO). During her time at CCIIO, she was a senior member of the team that published the first rules related to the Affordable Care Act.

Krista also spent five years on Capitol Hill where she was a health advisor to Senate Majority Whip Dick Durbin, and Senator Debbie Stabenow, as a John Heinz Senate Fellow, facilitating discussions around medical malpractice, insurance reform for small businesses and dietary supplements.

“I’m looking forward to working closely with the executive team at WellDoc,” said Ms. Drobac. “Payers can benefit from integrating BlueStar into their patient population offerings to help those living with type 2 diabetes, as we promote the best strategies to make the biggest impact on healthcare and cost effectiveness.”

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 A1C reduction for adults living with type 2 diabetes who used BlueStar®. For more information, visit www.WellDoc.com and www.BlueStarDiabetes.com.

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Media Contact:

Juliette Bogus

PressComm PR

Tel: +410.980.5687

Email: juliette.bogus@gmail.com