



**WellDoc, American Association of Diabetes Educators (AADE) Partner to Incorporate
AADE Diabetes Self-Management Education Curriculum into the
BlueStar® Digital Therapeutic Platform**

Collaboration Designed to Bring Top Diabetes Education Material into a Digital Platform to Provide Best-in-Class Content and “Guided Experience” to Individuals Living with Type 2 Diabetes

Columbia, Maryland, January 4, 2017 – Digital health leader [WellDoc](#) and leading diabetes healthcare organization, the [American Association of Diabetes Educators](#) (AADE), announced today they will partner to incorporate the “AADE Diabetes Education Curriculum: A Guide to Successful Self-Management” in the BlueStar® digital therapeutic platform. BlueStar® is an FDA-cleared digital therapeutic used to help adults living with type 2 diabetes self-manage their condition.

This partnership marks the first time AADE, a professional membership organization comprised of healthcare professionals from multiple disciplines dedicated to improving diabetes care through innovative education, management and support, has partnered with an organization to provide its curriculum in a consumer-friendly digital format. The curriculum, built around the AADE7 Self-Care Behaviors™, focuses on the seven primary areas of self-management: Healthy Eating, Being Active, Monitoring, Taking Medication, Problem Solving, Reducing Risks and Healthy Coping.

“The dual engagement of the person with diabetes and his or her clinical care team is the core of what makes BlueStar a successful tool in helping improve outcomes in type 2 diabetes by reducing A1C for our users,” said WellDoc President and CEO Kevin McRaith. “Working with AADE and its membership is both a natural and positive fit for WellDoc. The AADE curriculum is best-in-class and offering it in a consumer-friendly digital format will only further enhance the value of BlueStar.”

As part of this partnership, AADE and WellDoc will explore how to collectively engage AADE’s members. The organizations will also look to jointly develop new strategies that bring innovative tools to diabetes education and intervention through digital health channels. BlueStar currently provides a platform that allows healthcare professionals (including diabetes educators and care coordinators) to support people with type 2 diabetes in between office visits.

“Digital health is a strong complement to in-person care and education provided by diabetes educators. It is beneficial for AADE to leverage meaningful partnerships with digital health leaders, such as WellDoc, to make every tool available to people living with type 2 diabetes,” said AADE CEO Charles MacFarlane, FACHE, CAE. “Integrating our curriculum into the BlueStar platform is an important strategic decision for AADE and will benefit our members and people with type 2 diabetes in this evolving healthcare environment. We look forward to continuing to build on this relationship.”



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.

About American Association of Diabetes Educators (AADE):

AADE is a multi-disciplinary professional membership organization dedicated to improving diabetes care through innovative education, management and support. With more than 14,000 healthcare professional members including nurses, dietitians, pharmacists, exercise specialists, and others, AADE has a vast network of practitioners working with people who have, are affected by or are at risk for diabetes. Learn more: www.diabeteseducator.org.

###

Media Contact:

WellDoc
Juliette Bogus
PressComm PR
Tel: +410.980.5687
Email: juliette.bogus@gmail.com

AADE
Matt Eaton
Tel: +312.601.4866
Email: meaton@aadenet.org