



**For Immediate Release**

**WellDoc® Enters Joint Commercial Partnership Agreement with Samsung for BlueStar® C,  
New Consumer-Focused Diabetes Health Application**

**Columbia, Maryland, April 19, 2017** – Digital health technology leader, [WellDoc](#), announced today it has entered a joint commercial partnership agreement with multinational electronics leader, Samsung Electronics, to deliver a best-in-class digital health solution for individuals living with diabetes. The companies will integrate WellDoc’s newly-released consumer diabetes health app, BlueStar® C, with the recently launched [Samsung Health](#), a mobile one-stop shop for health and fitness, and with Samsung Gear, including smart watches and fitness trackers. BlueStar C is a diabetes health tool designed to aid individuals living with diabetes in managing their chronic condition.

“Our enhanced partnership with WellDoc gives us an opportunity to serve global consumers, who we believe are ready to embrace the combined health innovations that our companies plan to offer,” said Suntae Jung, Vice President, Services R&D Team, Samsung Mobile Communications Business.

BlueStar C is the consumer version of WellDoc’s suite of diabetes products. Its feedback and messaging is driven by the same patented decision support engine and high-quality analytics as the company’s clinically-proven original BlueStar platform and shares many of the same key features of the company’s therapeutic product offerings, but with a distinct lifestyle focus. Specifically, BlueStar C offers:

- individualized, real-time support for users in their day-to-day diabetes self-care;
- easy tracking of blood glucose readings, food, medications, physical activity and sleep;
- videos and other resources to help improve daily lifestyle choices; and,
- a progress report that can be shared with family members or health care teams.

“Samsung is both an investor in – and an ideal partner for – WellDoc, so it is incredibly rewarding for us to take our collaboration to the next level. Through this commercial agreement, Samsung becomes a distribution channel for WellDoc, and Samsung Health serves as a platform for BlueStar C,” said Kevin McRaith, CEO of WellDoc.

In addition to this innovative partnership with Samsung, WellDoc also has important collaborations with other leading healthcare and technology companies, such as LifeScan, one of the Johnson & Johnson Diabetes Care Companies, the American Association of Diabetes Educators (AADE), and the Ontario Telemedicine Network (OTN).

**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<sup>®</sup>, 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<sup>®</sup>. For more information, visit [www.WellDoc.com](http://www.WellDoc.com) and [www.BlueStarDiabetes.com](http://www.BlueStarDiabetes.com).

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