



## Alere inks deal with AT&T for WellDoc's mobile diabetes management

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By Brian Dolan

Alere has inked a deal with AT&T to market WellDoc's DiabetesManager mobile health program to health plans to offer disease management programs as well as to corporate payers. [WellDoc and AT&T began co-marketing DiabetesManager in October 2010.](#)

DiabetesManager is a mobile-enabled diabetes management application and service that helps adults with type 2 diabetes to better self-manage their own health while engaging with their care givers and care providers.

DiabetesManager aims to help doctors and patients with type 2 diabetes work together by providing for the capture, storage and real-time transmission of blood glucose data and other diabetes self-management information in a secure environment. WellDoc also analyzes the captured data to generate trends and provide relevant educational and behavioral coaching for patients.

WellDoc recently wrote a column that explained how they believe their offering, [which they describe as a mobile integrated therapy, differs from mobile health apps.](#)

Alere describes itself as a patient-centered health management services company that currently manages nearly 300,000 people who have diabetes. Incidentally, WellDoc's Chief Commercialization Officer and CSO Chris Bergstrom previously served as an advisor to Alere's CEO before he joined WellDoc.

"There are hundreds of mHealth diabetes applications in the market today, however, this solution is one of the first that is fully connected to the clinical system as part of an integrated plan of care," Mike Cotton, the current CEO of Alere Health said in a statement. "This solution goes beyond providing real-time coaching to the patient, and enables the valuable patient information collected to be shared with nurses, case workers and doctors who can communicate directly with the patient if needed."

WellDoc's [DiabetesManager program received FDA clearance about two years ago in 2010.](#)

