

MAY 18, 2011

Diabetic and drive a Ford? You may soon be in luck

WellDoc, a Baltimore startup company helps people manage their chronic diseases with technology such as mobile devices, has scored a research partnership with Ford Motor Co. that will work toward integrating WellDoc's technology into Ford vehicles.

The premise: Americans spend 500 million "commuter hours" in their cars every week, so the automobile can become another access point for integration health care information technology systems.

Here's how WellDoc and Ford will integrate the tech, according to a press release:

The research project between WellDoc and Ford demonstrates how adults with type 2 diabetes can manage their disease using the WellDoc DiabetesManager® System through Ford's SYNC® voice-activated in-car connectivity system. People with diabetes can enter their data such as medications, exercise, and diet information through speech-to-text interaction while in their Ford vehicle. Patients who utilize the DiabetesManager System benefit from consistent interaction across their cell phone, computer and now their vehicle. The WellDoc software-based system will also allow healthcare providers to access their WellDoc clinical decision support records while they're in the office, on their mobile device or in their Ford vehicle.....Advanced features, still in development, include leveraging Ford SYNC's location based services to help a driver not only identify and find a restaurant, but also assist them in making proper food choices at the restaurant.

Yowza. We're really starting to expect a lot from our driving experience!

WellDoc's been on a roll lately. It recently **partnered with AT&T**, too.

Below, WellDoc's brother-sister founders: Ryan Sysko and Suzanne Sysko Clough:

