

CLOSERLOOK

WellDoc and AT&T partner to market and sell mobile health system for chronic disease – October 13, 2010

Executive Highlights

- Today, AT&T and WellDoc announced a strategic alliance to jointly market and sell mobile health solutions for chronic disease to insurance providers and disease management organizations.
- AT&T will provide WellDoc's DiabetesManager system to select employees starting in 2011, as well as, market WellDoc solutions externally.

Today, AT&T and WellDoc announced that they are partnering to provide mobile health solutions based on WellDoc's chronic disease management technology. The two companies plan to jointly market and sell mobile health systems to insurance providers and disease management organizations, with AT&T also offering application hosting, secure infrastructure, and overhead support to complement WellDoc's technology platform. The move represents a further step into mobile health for AT&T, which yesterday announced that it will provide wireless connectivity to eCardio Diagnostics' arrhythmia monitoring devices.

As a reminder, this August WellDoc became one of the first mobile health providers to gain FDA approval when it received 510(k) clearance for its DiabetesManager system (see Closer Look, August 2, 2010). DiabetesManager lets users input blood glucose measurements and receive real-time feedback based on automated, algorithm-driven trend analysis. The system also offers diabetes educational materials, gives decision support for health care providers, and allows for secure remote communication between providers and patients. (For more on WellDoc's approval and recent clinical trial data, see Closer Look from August 7 and August 10, 2010).

As for details: AT&T will offer the DiabetesManager system to employees starting in 2011, and quickly follow with a roll-out to the full US market. AT&T will also work with WellDoc to provide mobile health services (pending FDA approval) for the management of other chronic diseases including heart disease, asthma, chronic obstructive pulmonary disease (COPD) and cancer. WellDoc's program will also be made available across most major phones, wireless providers, and operating systems, although only AT&T will be able to sell them. Beyond this deal that focuses on working with self-insured employers on a per member, per month fee basis, WellDoc is simultaneously pursuing reimbursement through health plans and other payers. Additionally, the alliance could open up opportunities for embedding application services directly into wirelessly enabled medical devices. We see this high-profile deal as a big win for WellDoc and a meaningful step forward for mobile health as a whole. With everyone looking for cost-effective ways to fight chronic disease, we're eager to see how this innovation is received by payers, health care providers, and patients.

-- by Joseph Shivers and Kelly Close

