

July 2012

BALTIMORE

smart CEO

Honoring top female CEOs

Brava awards

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What makes a Brava leader?

She sets new business standards ...

SUSAN APLIN, *chairman and CEO*
Bambedo



Bambedo was named Top Green Home Décor Company in 2010 and 2011 by Lifestyles of Health and Sustainability (LOHAS), a collective of businesses that focus on building sustainable societies.

ROBIN TOMECHKO, *president and CEO*
Big Brothers Big Sisters of the Greater Chesapeake, Inc.

At the 2009 Big Brothers Big Sisters of America National Conference, BBBS of Central Maryland was recognized as one of only 16 agencies nationwide that had achieved exemplary service in the area of quality.



SONJA HINES, *president and CEO*
H&S Resources



Hines has led H&S Resources to secure contracts to manage aviation fuel and cryogenic facilities and equipment for military installations throughout the United States.

DR. SUZANNE SYSKO CLOUGH,
co-founder and chief medical officer, WellDoc

WellDoc was one of 100 companies recently recognized as America's Most Promising Companies by *Forbes* magazine.



Dr. Suzanne Sysko Clough
Co-founder and Chief Medical Officer

WellDoc

INDUSTRY: Healthcare

IN A NUTSHELL: Develops technology solutions to engage patients and enhance health outcomes

LOCATION: Baltimore, MD; **FOUNDED:** 2005

NOTE OF DISTINCTION: WellDoc developed the first mobile health solution to be approved by the Food and Drug Administration.

THE BIG IDEA: Fifteen-minute office visits. Long waiting periods for appointments. Complex treatment plans. As a medical doctor, Suzanne Sysko Clough felt that these constraints were making it hard for her to provide her patients with the best care. One day, she realized that few patients carried their blood glucose meters, but they all had their smartphones close by. That's when Sysko Clough had a vision of her professional future: She would use mobile technology to through their phones.



BLAZING A TRAIL: Sysko Clough is charting new territory in mobile health (mHealth). WellDoc's biggest product is DiabetesManager, a program that helps Type 2 diabetes patients manage their illnesses through their computers and smartphones with the assistance of an automated coach. Early results show the program is a success: Compared with patients who adhered to their usual care schedule alone, a one-year randomized control trial found that patients who used DiabetesManager in conjunction with their usual care reduced their blood glucose levels by an additional 1.2 percent.

Dr. Suzanne Sysko Clough participates in the Tough Mudder, a 12-mile obstacle/run course in the Poconos, testing strength, stamina, mental grit and camaraderie.

RAISING THE BAR: At WellDoc, Sysko Clough is creating mHealth solutions for chronic disease management in an industry that is still in the early stages of development. Under her leadership, DiabetesManager has risen above the crowd of other similar products by becoming the first mobile health solution with significant clinical trial results – and the first solution to be approved by the Food and Drug Administration.

COMMUNITY HEALTH: Outside of the office, Sysko Clough is the founder and medical director of the Get Fit Maryland program to raise obesity awareness. Started in 2005, the statewide community outreach program encourages Maryland residents to walk 10,000 steps every day. Sysko Clough developed the 12-week, medically based exercise program, which has been completed by more than 7,000 Maryland residents.