

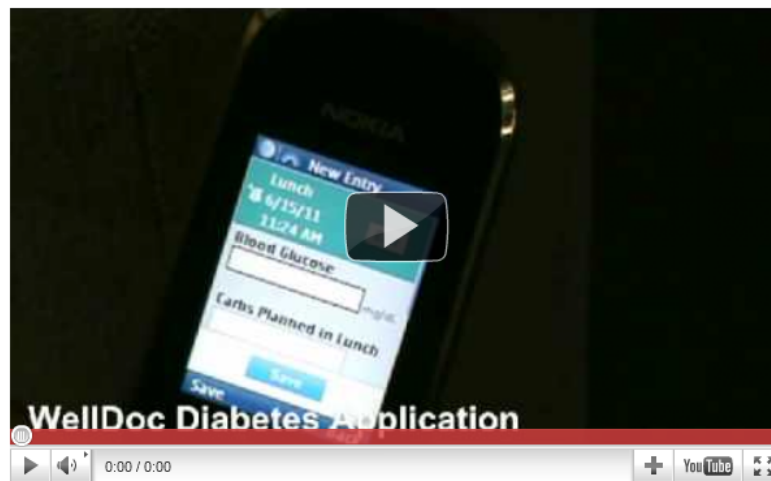
## Not Just an App – WellDoc Inc. Using Technology to Transform Healthcare

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By Christine Hansen

To preview the 2011 [Bio International Convention](#), which is held in Washington, DC from June 27 through 30, MDBizMedia spoke with bio companies across Maryland, showcasing Maryland's strengths in the [bioscience industry](#). Because of Maryland's close proximity and strong ties to Washington, D.C., Maryland has a hand in co-hosting the Bio International Convention and will have a prominent [BioMaryland](#) Pavilion. MDBizMedia recently sat down with Anand Iyer, President and Chief Operating Officer of [WellDoc, Inc.](#), based in Baltimore, Md.

"WellDoc was born out of the clinical frustration of an endocrinologist. With all the tools to help people manage their diabetes, she found that she couldn't make a difference when her patients were on their own. So there was an 'aha' moment," Iyer said.



And so, in 2005 WellDoc was created to help bridge the gap between patient and provider. Nowadays, Iyer said, everyone has a cell phone. So WellDoc was created on that notion to engage the patient, using whatever device is convenient to them. Doctors have less paperwork and patients no longer have to rely on paper and pencil to manage their diabetes.

"The cell phone acts as a virtual coach," Iyer said. "The technology helps the patients achieve outcomes when they are away and doctors can focus on the patients that need immediate attention."

While WellDoc provides a cell phone application program to the patient, they went a step further to ensure that the program showed clinical efficacy and wasn't just another cell phone "app." The company conducted a number of clinical studies to show it works and produces clinical results. In August 2010, the company received FDA approval. Today, it's the world's only cell phone based clinical interventional solution.

"It's more than an app – it's a platform of integrated services," he said.