



WellDoc adds oncology expertise with acquisition

By Brian Dolan
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WellDoc continues to make moves. This morning the Baltimore-based company acquired home health consulting company Oncology Care Home Health Specialists for an undisclosed sum. The move will help WellDoc more quickly develop its oncology solution, which it expects will be a complement to its already FDA-approved DiabetesManager.



WellDoc has integrated Oncology Care's proprietary intellectual property and care algorithms into its own WellDoc Automated Expert Analytics System, which better positions WellDoc to offer coaching and clinical support to cancer patients and their providers over the Internet and through mobile phones.

WellDoc has repositioned the oncology company as a subsidiary and has shortened its name to Oncology Care Home Health, which it now describes as a "comprehensive education and consulting company dedicated to helping home health providers implement specialized oncology programs."

According to the American Society of Clinical Oncology there are only 12,500 oncologists projected to be available to provide care by 2020, which marks about 4,080 oncologists fewer than needed.

"The only way to close this gap in care is through the use of technologies such as those from WellDoc," Georgia M. Decker, APRN, ANP-BC, AOCN, past president, Oncology Nursing Society, stated. "We need solutions that support evidence based clinical decisions and also virtually extend the clinicians' care plan to the patients' mobile phone."

WellDoc expects to market the oncology service through its AT&T channel and other undisclosed pharmaceutical sales channels. With this announcement WellDoc has kept up its momentum. In recent months it secured FDA approval for DiabetesManager, inked a deal with AT&T and integrated with a leading electronic health records (EHR) system.

For more on the acquisition, read the press release after the cut.