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FORBES HONORS WELLDOC® AS ONE OF AMERICA'S MOST PROMISING COMPANIES

WellDoc Recognized as Dynamic, Privately Held Business from Thousands of Companies across the U.S.

BALTIMORE, Md. – December 1, 2011—[WellDoc](#), today announced that it has been named to Forbes' prestigious America's Most Promising Companies (AMPC) list available at www.Forbes.com/ampc and in the December 19 issue of *Forbes* magazine. WellDoc, a healthcare company that develops technology solutions aimed at engaging patients in positive behavior change, optimizing clinical decisions, and improving health outcomes was chosen based on its potential for future growth.

"WellDoc has had an exciting year with the announcements of several strategic partnerships and the publication of our landmark clinical trial results," said [Ryan Sysko](#), founder and chief executive officer. "WellDoc is honored to be recognized by Forbes as a promising company, and we look forward to maintaining our momentum in the upcoming year."

Forbes' list of America's Most Promising Companies features 100 privately held up-and-comers with compelling business models, strong management teams, notable customers, strategic partners and precious investment capital.

"Sizing up younger, privately held companies is hard: Their fortunes can change very quickly and there's a dearth of public data," says Forbes Executive Editor Brett Nelson. "We took a more comprehensive approach to evaluate their health and potential."

To sharpen its search, Forbes teamed up with CB Insights, a Manhattan-based data firm that tracks investment in high-growth private companies. With \$650,000 in grants from the National Science Foundation, CB has developed complex software called Mosaic that mines myriad online sources (from press releases and social networks to job boards and court filings) to come up with one, algorithmically derived score that measures a private company's health. Forbes married Mosaic's data-crunching with old-fashioned reporting to assemble a list of rising stars with bright growth prospects.

Positioned at the intersection of sweeping changes in mobile technology, medical care and government efforts to reduce healthcare costs, WellDoc is an innovator in providing mHealth solutions for chronic disease care that improve patient outcomes and reduce healthcare costs. The company's flagship product, the DiabetesManager®, is the first clinically tested mobile health (mHealth) solution to be published in a peer reviewed publication and cleared by the Food and Drug Administration (FDA) to provide automated, real-time behavioral patient coaching and clinical decision support for their doctors.

About Diabetes Manager®



The WellDoc DiabetesManager is a software-based medical device cleared by the FDA and powered by a proprietary Automated Expert Analytics System™. Through real-time patient coaching, DiabetesManager redefines conventional diabetes management for people with type 2 diabetes. In addition, it provides clinical decision support to their healthcare providers and extends their care beyond traditional office visits. In September of 2011, the one year results of the first randomized controlled trial (RCT) of a mobile phone-based diabetes coaching and decision support intervention were published in *Diabetes Care*, the world's preeminent diabetes focused scientific journal, published by the American Diabetes Association. The trial met its primary endpoint of reducing blood glucose levels over one-year for patients using DiabetesManager plus their usual care vs. those patients treated with usual care alone (control group). Patients using the DiabetesManager had an average decline in A1C of 1.9 percentage points compared to a 0.7-percentage-point decline seen among patients not using the system.

About WellDoc

WellDoc®, a healthcare company that develops technology solutions aimed at engaging patients and enhancing health outcomes, is focused on simplifying the way chronic diseases are managed through a collaborative, life-changing approach that breaks down the barriers of engagement and adherence by providing patients and their healthcare providers with real-time, actionable information. WellDoc has developed an industry-leading, technology-based solution designed to help people with chronic diseases better manage their conditions. For more information, visit www.welldoc.com.

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