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WellDoc® Wins Prestigious Strategic Patient Adherence Award

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WellDoc® has been named the winner of the prestigious Strategic Patient Adherence (SPA) Award for Innovation presented at the tenth Annual Forum on Patient Adherence taking place today in Philadelphia, Pa. Sponsored by the Center for Business

Intelligence (CBI) and *Pharmaceutical Executive* magazine, the sixth annual SPA awards recognize outstanding programs in the areas of patient compliance, adherence and persistency.

The annual SPA Awards are presented during CBI's two-day conference on patient adherence with drug regimens. Drawing on submissions of innovative campaigns across the industry, the awards are given to organizations that met pre-defined criteria in five categories: Innovation, Quality, Measurement, Satisfaction, Health Outcomes and ROI. Programs that are deemed exceptional in their compliance initiatives were recognized as award winners. A panel of distinguished healthcare leaders judged the various programs.

WellDoc's Medication Adherence business unit serves pharmaceutical and biotechnology companies by creating customized programs for individual brands or disease states to drive improvements in medication therapy management. The WellDoc technology platform securely captures data and provides real-time patient education and support. The system integrates clinical, behavioral, and motivational feedback with consumer technologies like the Internet and mobile phones, engaging patients in ways that can improve outcomes and reduce healthcare costs.

"Patient adherence is one of the biggest challenges in the management of chronic disease," said Robin Anthony Kouyate, PhD, MA, director, behavioral sciences at WellDoc. "At WellDoc, by focusing on the unique behavioral determinants of a particular disease and therapeutic class we are able to significantly impact drug adherence, which supports better patient outcomes."

"The SPA award recognizes the best practices that occur in the industry today. The judges selected WellDoc based on their innovative clinically based, behavior change approach and other nationally recognized criteria for successful programs. CBI and *Pharmaceutical Executive* are pleased to award WellDoc for their outstanding contribution to advances in patient adherence," said CBI Conference Producer Christen Smith.

Today, Suzanne Clough, M.D. chief medical officer and co-founder of WellDoc will be speaking on Medication Adherence at the tenth Annual Forum on Patient Adherence.

About WellDoc

WellDoc®, a healthcare company that develops technology solutions to improve chronic disease management outcomes and reduce healthcare costs, 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 that helps people with chronic diseases better manage their conditions. For more information, visit www.welldoc.com.

WellDoc's flagship mHealth solution, the FDA-cleared DiabetesManager® System, provides automated, real-time clinical and behavioral coaching based on patient data. The software-based system supports adult type 2 patients and enables healthcare providers to configure specific parameters and extend their care beyond traditional office visits using mobile phones and the Internet.

About CBI Research, Inc.

Founded in 1994 in Massachusetts, CBI Research, Inc. is dedicated to developing market-driven, unbiased conferences in pharmaceuticals\biotech, medical devices, risk and insurance and managed care markets. CBI Research, Inc. offers conferences and summits that serve senior executives and government officials by providing a unique platform for highly focused content and presentation. As a delegate, speaker or sponsor, you receive timely information on the latest investment opportunities, business strategies, domestic and international regulatory issues, operations and applied technologies. Our events provide you with concrete, real life examples that you can begin to apply at your organization immediately for significant impact on costs and revenue. Plus, there are extensive opportunities for networking and discussion with senior policy and decision makers. CBI Research, Inc. was acquired by Advanstar Communications, Inc. in February of 2008. For more information, visit www.cbinet.com.