



Suzanne Sysko Clough
WellDoc Communications, Inc.

When Dr. Suzanne Sysko Clough left the University of Maryland School of Medicine last year to pursue an entrepreneurial venture, she knew she was taking a significant risk. Her vision for improving patient care for those who had been diagnosed with diabetes was the main driver for founding WellDoc in 2005. Her passion, dedication and talent attracted successful business and medical professionals to get on board.

WellDoc Communications Inc. is an endocrinologist-owned and operated company focused on developing and implementing a revolutionary diabetes management platform. With 21 million people in the U.S. with diabetes and only 4,000 practicing diabetologists, there is a shortage of the specialized resources required to effectively manage the disease.

Clough recognized that patients' diabetes health outcomes have suffered, in part, because medical resources are overwhelmed. WellDoc transforms the devices that patients carry every day, such as cell phones and blood glucose meters, into a virtual diabetes coach that incorporates testing reminders, physician-prescribed medication regimens and diabetes management treatment algorithms. WellDoc's data analysis creates a virtual endocrinologist for primary care physicians, helping to optimize patients' therapy regimens. Clough and her team have designed WellDoc to promote patient autonomy, simplify data collection and analysis, assist health care providers to be more efficient and effective, and reduce systematic health care costs.

Since its inception, WellDoc has successfully raised more than \$5 million in angel funding and has been awarded the TEDCO MTTF and MIPS grants. Based on the success of WellDoc's initial pilot, Clough and her team are moving forward with a 300-patient trial sponsored by leaders in the telecommunications, medical device and health insurance provider industries. It has been predicted that one in three children in the U.S. after the year 2000 will develop diabetes. With Clough's dedication and leadership, WellDoc is striving to provide a solution to reverse that trend.

- Elizabeth Stocklin