

WellDoc Names Biotech Veteran as President

Kevin McRaith, former Human Genome Sciences and Genentech executive joins WellDoc Management Team

March 13, 2014 09:49 AM Eastern Daylight Time

BALTIMORE--(BUSINESS WIRE)--WellDoc®, developers of the first FDA-cleared, mobile prescription therapy, BlueStar™, announced today that Kevin P. McRaith has joined the Company as President. Mr. McRaith most recently held the position of Vice President, Sales & Marketing at Human Genome Sciences and held similar leadership roles at Genentech and Abbott after starting his career at Baxter Healthcare. He will report to Ryan Sysko, CEO of WellDoc.

"Kevin brings a wealth of experience in successfully launching life sciences products and I look forward to him joining WellDoc's management team," said Mr. Sysko. "WellDoc's primary focus, as Kevin joins us, will be the commercialization of BlueStar following a successful and pioneering research and development period, which WellDoc devoted to clinical, regulatory, and business model innovation for Mobile Prescription Therapies."

Mr. McRaith has more than 20 years of experience commercializing therapies for oncology, immunology, HIV, oncology, CNS and cardiology most recently with Human Genome Sciences. Prior to that McRaith was the Vice President, Sales and Marketing for Genentech's Hematology Franchise, where he led the commercial efforts for the top-selling biologic, Rituxan (rituximab). Before joining Genentech in 2005, Mr. McRaith served with Abbott Laboratories for 15 years, where he held a number of senior positions in sales and marketing, with responsibilities that included several major product launches. Mr. McRaith also spent several years in sales and marketing with Baxter Healthcare Corporation. Mr. McRaith received his Bachelor of Science degree from the University of Iowa.

"Kevin McRaith was instrumental in Human Genome Sciences' launch of Benlysta, the first drug approved for lupus in over 50 years. During his tenure, Kevin was one of our key leaders as we built our commercial organization and, as the project team lead for Benlysta, he played a significant role within our research and development organization. I know he will have tremendous success at WellDoc in pioneering a new therapeutic class of products known as Mobile Prescription Therapies," said H. Thomas Watkins, former CEO of Human Genome Sciences, Immediate Past Chair of the Biotechnology Industry Organization (BIO), and a WellDoc Advisory Board Member.

In conjunction with this move, current President, Dr. Anand K. Iyer, will assume a new role of Chief Data Science Officer. With a dissertation in pattern recognition from Carnegie Mellon University, he will accelerate enhancements to WellDoc's analytics engine and predictive modeling capabilities. "The launch of BlueStar unleashes new opportunities to advance our core competency of transforming data into actionable knowledge that drives behavior change, optimizes clinical decisions, and enhances outcomes," explained Iyer.

About WellDoc: Engaging Patients, Enhancing Outcomes™

WellDoc, a healthcare behavioral science and technology company that develops 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 platform designed to help people with chronic diseases better manage their conditions. Forbes selected WellDoc as one of "America's Most Promising Companies" based on its potential for future growth, and in January 2014, WellDoc closed a \$20 million Series A led by the Merck Global Health Innovation Fund. For more information visit: www.welldoc.com.

Contacts

For WellDoc

Sean O'Brien, 202-223-4933

sobrien@stantoncomm.com



Release Summary

WellDoc®, developers of the first FDA-cleared, mobile prescription therapy, BlueStar™, announced today that Kevin P. McRaith has joined the Company as President.

Sharing



Company Information

WELLDOC

Release Versions

- English
- [EON: Enhanced Online News](#)

Recent Stories

January 10, 2014

[WellDoc Closes \\$20 Million in Strategic Financing](#)

October 30, 2013

[WellDoc Data Models Show Promise in Predicting Hypoglycemia](#)

September 03, 2013

[WellDoc Expands Board of Directors and Advisory Team](#)

[▶ More Stories](#)

Contacts

For WellDoc

Sean O'Brien, 202-223-4933

sobrien@stantoncomm.com

