



NEWS RELEASE

Media contact: Tonya Bacon
Strategic Communications Group
301-408-4500, ext. 1085
tbacon@gotostrategic.com

WellDoc Communications' Diabetes Management Program Assists Patients by Lowering Blood Glucose Levels by Two Points

WellDoc hires two new executives to complete management team

Baltimore – March 19, 2008 – WellDoc Communications, Inc., a technology-based healthcare company focused on improving diabetes management, today announced that patients in its initial pilot program experienced significant improvements in their diabetes control. Patients using WellDoc's web- and cell phone-based diabetes management platform achieved, on average, a two-point drop in their hemoglobin A1c -- or HbA1c, a measure of blood sugar control, within 90 days. The pilot results will be published in June in a peer-reviewed diabetes journal.

The American Diabetes Association recommends a person's HbA1c be less than 7 percent. However, the majority of Type 2 diabetes patients in the United States have an average HbA1c of more than 9 percent, greatly increasing their risk of a heart attack, stroke, blindness and kidney failure. Each one-point drop in HbA1c can reduce these risks for diabetes patients' by up to 40 percent.

"This pilot provides validation for WellDoc's personalized and scalable approach to diabetes management; the system is extremely effective in helping patients achieve better overall health," said CEO Ryan Sysko. "We're moving closer to achieving our goals of improving patient outcomes and reducing the skyrocketing costs of diabetes care. The fastest way to achieve these goals is to continue to infuse our clinical and technological innovation into existing approaches to diabetes management."

WellDoc's pilot program involved 30 patients, with an average age of over 50. Patients in the intervention group were given WellDoc's cell phone-based diabetes management software, which securely captures data and provides real-time diabetes management feedback. In addition, WellDoc's system analyzes patient data and provides suggested action plans to patients' healthcare providers (HCPs). The solution promotes patient self-management and enhances communication between patients and their HCPs.

New executives complete WellDoc's management team

WellDoc recently added two executives to complete its management team -- Anand K. Iyer, Ph.D., and Malinda Peeples, RN, MS, CDE. Iyer serves as president and chief operating officer following a 14-year career at PRTM Management Consultants, where he led the wireless solutions practice. He was recently listed as one of the "Top 35" to watch in the industry by Realcomm.

Peeples serves as vice president of healthcare integration. She has 25 years experience in diabetes care and education and served as the president of the American Association of Diabetes Educators. Peeples frequently presents at healthcare conferences around the world about diabetes education and the importance of behavior change among patients with chronic conditions.

“We are excited to round out our management team with two notable talents, Anand and Malinda,” Sysko said. “They bring a wealth of expertise, knowledge and passion within their respective fields: technology innovation and diabetes management. They will be invaluable in helping us deliver innovative solutions to patients and HCPs.”

About WellDoc Communications, Inc.

Founded in 2005 by an endocrinologist, WellDoc Communications, Inc., is focused on simplifying the way diabetes is managed through a collaborative, life-changing approach that breaks down the barriers of engagement and compliance by providing patients with real-time, actionable information. WellDoc has developed an industry-leading, technology-based solution that helps people with diabetes better manage their conditions. For more information, visit www.welldoc-communications.com.

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