



## NEWS RELEASE

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### **WellDoc and AstraZeneca Collaborate to Develop Asthma Management Solution**

*Collaboration will create patient-centric, mobile- and Web-based tools to help asthma sufferers*

Baltimore – Sept. 16, 2008 – WellDoc Communications, Inc., a healthcare company that develops technology solutions to help improve chronic disease management, is partnering with AstraZeneca Pharmaceuticals LP to educate patients about the importance of their medicine in asthma control. As part of its patient support program AstraZeneca’s respiratory franchise will utilize WellDoc’s web- and mobile-based asthma solution, including virtual messenger, air quality and pollen count alerts as well as online patient support tools, allowing patients to manage their condition, consistent with the treatment plan of the patient’s physician, throughout their day and in real time.

“We’re pleased to announce our collaboration with AstraZeneca,” said Ryan Sysko, CEO of WellDoc. “Our partnership demonstrates WellDoc’s ability to expand beyond diabetes into other chronic conditions, but our focus remains the same: the improvement of healthcare outcomes and reduction of healthcare costs.”

WellDoc is building on its successful mobile diabetes management software and is extending its platform to support other chronic conditions. WellDoc’s asthma application includes many features that benefit patients, including reminders, alerts, medication data capture and pollen and air quality data.

“WellDoc’s software solution enriches our AZ patient-support program to help patients manage all aspects of their asthma,” said Mark Mallon, VP, Marketing & Sales Operations, of AstraZeneca. “WellDoc’s approach aligns with our program by educating patients and helping them take control of their disease consistent with the treatment plans of their physicians.”

#### **About WellDoc Communications, Inc.**

WellDoc Communications, Inc., 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 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.welldocinc.com](http://www.welldocinc.com).

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