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FOR IMMEDIATE RELEASE

## **Wellbe Named a 50+ Innovation Leader**

*Wellbe recognized for cutting-edge healthcare solution*

MADISON, WI (April 13, 2017) – Madison-based health tech company, Wellbe Inc., was announced today as one of the healthcare industry’s [50+ Innovation Leaders](#), an AARP initiative administered by MedCity News to recognize forward-thinking entrepreneurs, companies, and ideas behind innovative new products and services for Americans aged 50 and older.

According to AARP, as of 2014, there were more than 108.7 million Americans aged 50 and older, marking the most densely populated age group in the country. One of the most cited misconceptions of this age group is that they are healthier than previous generations. However, according to a [United Health Foundation Study](#), this population will be entering their senior years with “lower rates of very good or excellent health status, putting significant strain on the healthcare system.”

“The growing use of digital technology in the senior population offers an opportunity to bring new solutions to the table,” Wellbe founder and CEO James Dias says. “Properly integrated with new care models and community programs, it would be possible to address many of these large-scale challenges and, in fact, even create new capabilities for more continuous and personalized care.”

Wellbe believes that engaging patients to be active partners in care is critical to healthcare transformation. Dias launched the company on a mission to unleash the full value of these partnerships to make healthcare more accessible, effective, and affordable.

“I knew we could find a better way to create value in acute care by introducing an easy-to-use digital solution to ‘bridge gaps’ and create smoother transitions in care,” Dias added.

The winners of the inaugural 50+ Innovation Leaders program were revealed today during the [AARP Innovation@50+ Live Pitch](#) event by representatives of MedCity News and AARP.

“AARP works to empower people to choose how they live as they age,” said Jeffrey Makowka, AARP’s director of market innovation. “We are pleased to join MedCity News in showcasing entrepreneurs who are driving change and improvements in the healthcare industry for the more than 100 million Americans aged 50 and older. We congratulate the remarkable winners who have been recognized by their peers for their innovation leadership.”

In late 2016, MedCity News and AARP issued a call for nominations for entrepreneurs,

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investors, companies, and nonprofit collaborations. Determined by a reader vote, the winners include leaders and companies offering healthcare delivery, medication management, and smart wearables.

The full list of winners can be seen at [medcitynews.com/50-plus-innovation-leaders/](http://medcitynews.com/50-plus-innovation-leaders/).

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**About Wellbe**

*Wellbe offers a cloud-based platform that facilitates connected care between patients and providers across an episode such as a total joint replacement, empowering patients as active participants, and giving providers the ability to efficiently coordinate care. Wellbe Connected Care enables high-performing health systems throughout the U.S. to transform care delivery by improving patients' experiences, satisfaction, and outcomes while reducing costs. With these smart patient workflows, hospitals improve results such as length of stay, skilled nursing facility utilization, and readmissions. Learn more at [www.wellbe.me](http://www.wellbe.me) or follow @WellbeMe on social media.*

**About AARP**

*AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.*

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