

Cecelia Health Continues Rapid Growth & Expansion Into Telemedicine

Demonstrated track record for driving clinical outcomes and ROI is foundation for expansion into telemedicine

PR WEB, NEW YORK, NY, JANUARY 10, 2020

Cecelia Health (www.ceceliahealth.com), a leading technology-enabled chronic disease management company based in New York City, has continually innovated for over a decade to transform lives and health outcomes for patients and drive ROI for health plans, pharma and medical device companies and self-insured employers. By optimizing the mix of expert clinician and digital touchpoints in clinically tested pathways, they have initiated millions of life changing moments for patients while doubling revenue two years in a row.

Their technology-enabled, real-time, interactive virtual coaching model and optimized mix of expert clinician and digital touchpoints has a demonstrated track record of improving initiation, adherence and persistence of prescribed medications and devices. Third party ROI and clinical studies have shown significant positive health outcomes for program participants – such as A1C reductions of 1-2 points for people with diabetes, +20% medication adherence increase, and +50% device usage conversion.

Cecelia Health's scalable technology-enabled coaching model has established the foundation for expanding into telemedicine to ensure that under-served patient populations have access to world-class care regardless of location.

"There are 30 million people with diabetes and related mental health conditions but only 3,000 endocrinologists, and most of them are in urban centers or on the East and West coasts," said David Weingard, founder and CEO of Cecelia Health. "The math doesn't work and people living with diabetes in rural America are not getting the quality of care they need. We'll be able to help transform their lives and health outcomes."

Cecelia Health's expansion in the next year is focused on adding telemedicine capabilities starting with a Virtual Diabetes and Mental Health Clinic planned for launch later this year. The Virtual Clinic will offer CGM training, education on medication adherence and lifestyle and behavior change, mental health screening and counseling, and algorithms that will recommend necessary dosage and titration changes that will be reviewed and approved by Cecelia Health's Certified Diabetes Educators and Endocrinologists. The company's telemedicine and digital health model is designed to scale to serve a broad population of patients at a low cost as an alternative and to augment the extreme shortage of endocrinologists who are trained in diabetes care and CGM devices.

"I want to be able to bring a version of Cecelia, the Certified Diabetes Educator who helped transform my life, to everyone with diabetes on the planet," Weingard said. "It could be in the form of an expert clinician like Cecelia via video or audio, or it could be electronic via a smartphone app, chatbot, email or text in every language, whatever way people need it."

About Cecelia Health

Cecelia Health's mission is to positively transform the lives of people living with chronic diseases. Cecelia Health's expert clinicians use Cecelia Health's proprietary technology-enabled personalized coaching solution to optimize health outcomes at a low cost per patient and provide unique data-driven insights to health plans and ACOs seeking to improve quality measures, and pharmaceutical and medical device companies seeking to improve adherence. Cecelia Health has also engaged in numerous joint initiatives with the Juvenile Diabetes Research Foundation, American Diabetes Association, the Diabetes Research Institute, the American Association of Diabetes Educators, the Jaeb Center for Health Research and the Helmsley Charitable Trust.