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Wellbe names former Baxa CEO Gregory Baldwin as CEO; founder James Dias becomes president and chief innovation officer

MADISON, Wisc. – [Wellbe Inc.](#), a leading SaaS digital health company providing patient navigation for specialty care patient journeys, today announced the appointment of a new CEO, Gregory Baldwin. James Dias, Founder of Wellbe, will continue as President and Chief Innovation Officer.

Mr. Baldwin is an early investor and longtime board member of the company since 2013. Through his investment company Golden Thread Investment, LLC, he has invested in earlier stage, transformational companies. Previously, he served 14 years as CEO of medical technology leader Baxa Corporation, selling the company to Baxter in 2011 and departing in 2012 when the company had 700 employees and was doing business in more than 65 countries. Baxa focused on improving the safety and efficiency in hospitals and home infusions, primarily through the preparation and delivery of IV medications.

“What excites me most about Wellbe is how we are positioned for transformative growth, learning from 10 years of simplifying hundreds of thousands of patient journeys in bariatrics, orthopedics, and other specialties,” said Mr. Baldwin. “Especially since the pandemic, health care systems need to digitally engage patients in order to grow and provide the best care possible. It is an exciting time for us to be at the forefront of that growth. I am thrilled to join James Dias and this dedicated team.”

“Greg is a tremendous addition to our leadership team as we push forward with our mission to make healthcare easier to navigate,” said Mr. Dias. “He brings business insights and instincts to enable us to sharpen our strategies and plans. With his leadership, we will scale our solutions across health systems for the benefit of more patients. Greg and I have had a very collaborative ten-year partnership and I’m excited for our team to have him more directly involved in shaping and executing our vision.”

Based in Madison, Wisconsin, Wellbe’s mission is to give patients, providers, and plans the full benefit of automated navigation to make health care easier to access and use. Wellbe’s ConnectedCare solutions have been trusted by nearly 40 healthcare systems across the United States to digitally guide patients through their personalized journeys.

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