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New Haven digital health startup Wellinks appoints new CEO



Alex Waldron PHOTO CONTRIBUTED

BY NATALIE MISSAKIAN
MARCH 5, 2021

New Haven startup Wellinks has a new leader as it rebrands and shifts its focus from a medical device maker to a respiratory-focused digital health company.

Wellinks, formerly known as Convexity Scientific, said it has appointed Alex Waldron as its new CEO. The company developed a portable nebulizer, known as Flyp, which the FDA cleared in 2017.

Waldron most recently served as chief strategy officer at Boston prescription digital therapeutics startup Pear Therapeutics.

"We are very pleased to add a leader of Alex's stature and experience to the already amazing team at Wellinks," said Kevin Rakin, Wellinks' board chairman and partner at HighCape Capital, an investor in the startup. "Our belief is his leadership will accelerate the transformation of Wellinks into a leading innovator in respiratory care, focused in the area of COPD."

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The appointment comes at a time of expansion and evolution at the startup, which has 17 employees and relocated its Fairfield headquarters to 85 Willow St. in New Haven last June.

The move and name change followed Convexity's January 2020 acquisition of Wellinks, a startup founded by Yale students who invented an internet-connected brace-monitoring strap for scoliosis patients.

Convexity President Geoff Matous said at the time he was interested in adopting the mobile app and software system Wellinks had developed to help patients track their own treatment.

The rebranded Wellinks is now working on a similar device-enabled digital health platform for people with COPD (chronic obstructive pulmonary disorder).

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The company said it plans to leverage FDA-cleared connected devices and therapeutically specific digital technology to develop "a new approach to the very large and costly challenges facing the COPD community."

In a statement, new CEO Waldron said Wellinks "has the opportunity to transform the treatment of COPD to one where patients are not just prescribed a drug, but are managed through a digitally-enabled and outcomes-driven program."

The company said it is wrapping up a clinical study evaluating the feasibility and impact of its device-enabled digital platform among a cohort of COPD sufferers.

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