MADISON, WI, October 24, 2013 /**24-7PressRelease**/ -- Driven by the hospital industry demand to improve the patient experience and increase patient engagement, Wellbe, Inc. has raised $1.4 million in Series A funding to support further development and expansion of its web-based software.

Since its founding, Wellbe has been making it easier for patients to be prepared for major hospital inpatient events by guiding them through their episodes of care with the use of smart checklists. The company will use the funding for product improvements and expanded marketing and sales efforts.

"Hospitals need innovative solutions that help drive more value in their care programs, including reducing length of stay, improving patient satisfaction, readmissions reduction, and volume growth," said James Dias, CEO of Wellbe. "As we move into our next stage of growth, we will continue to help hospitals address these challenges through user-friendly tools in key service lines that provide quick results."

Earlier this year, the company officially released Guided CarePath solutions for total joint replacement and sports medicine surgeries. Additional service line availability will be announced later this year.

Guided CarePaths can help standardize the coordination of care from the point of decision to one year post-surgery or longer. By enabling an online patient-provider partnership that goes beyond the facility walls, health systems can see gains in efficiency and engagement across the entire continuum of care.

About Wellbe, Inc. (http://www.wellbe.me) Wellbe, the inventor of the cloud-based Patient Guidance System , works with health providers to engage patients as partners in their treatments. We make it simple and convenient for patients to follow their 'doctor's orders' and speed their way to good health. Our Guided CarePath solutions empower patients - with the assistance of their caregivers and care teams - to learn and take the actions required to achieve better outcomes at lower costs.