

## **Wellmind Health appoints Heather Cook as Advisory Board Chair**

### **Digital treatments platform Wellmind Health welcomes Heather Cook as Special Advisor supporting UK growth and international expansion**

Wellmind Health, the NHS-commissioned Digital Treatments as a Service (DTaaS) platform providing drug-free digital treatments for better mental health and pain management, has announced the appointment of Heather Cook as Chair of its Advisory Board. The appointment will see Heather advise on market access, expansion and growth strategy as the company continues to transform patient care and support health systems to integrate novel, non-drug treatments into clinical pathways both in the UK healthcare market and internationally.

One of the UK's leading digital health innovation and growth experts, Cook also sits on the Board of Directors at TechUK, the UK's technology industry body, and NHS England's SME Commercial Advisory Board. With over 25-years' experience in leading global technology transformation programmes, formerly at PA consulting and for the last 10 years, founding and running high impact businesses in the digital health care market, she is one of the UK's leading experts on health technology start-up and scale-up strategy. Cook joins Professor of Public Health Lee Smith and Dr Clare Gillvray on the Wellmind Health Special Advisory Board.

Heather Cook said, "I'm excited to be joining the Wellmind Health team at this pivotal time. As pioneers in DTaaS, the Wellmind Health platform is uniquely positioned to transform patient pathways in both chronic-pain management, mental health, and addiction services beyond the reach of pharmaceutical alternatives. I couldn't be more delighted to join this inspiring team and support their journey to pioneer a new era in how evidence-based, non-drug alternatives can deliver a paradigm shift in patient care."

Wellmind Health's digital therapies and proprietary cloud-based DTaaS platform have been deployed across NHS services for over a decade with full healthcare regulatory compliance. Their clinical-grade digital therapies Be Mindful and Pathway through Pain are designed and delivered by experts and clinically proven to deliver significant and measurable long-term improved health outcomes, with real-time engagement and clinical outcome reporting also delivered through the secure, web-based management portal.

Mark Hunt, CEO, of Wellmind Health, said, "We are delighted to welcome Heather on board. Her experience and knowledge make her an ideal addition to the team as we accelerate expansion and she joins at an exciting time for the company and the digital health industry. With increasing patient demand and sustained pressures on healthcare services, such as the need to address drug over-prescription, waiting list lengths, and find in-year cost savings, we look forward to creating more positive impacts on a greater number of services and people in need across health and social care sectors globally."

**ENDS**

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