



18 August 2020, London, UK

Wellmind Health launches US expansion of medication-free digital Pathways with new Boston office

Wellmind Health Ltd, the UK-founded provider of clinically proven digital healthcare programmes, has expanded into the US market with the opening of the Boston office of its US subsidiary, **Wellmind Health Inc.** Wellmind Health's evidence-based digital courses are designed and delivered by experts and NHS-approved. The on-demand medication-free interventions guide participants to improved, long-term outcomes.

The Greater Boston area is a leading hub for the US healthcare economy and provides an attractive base from which to build out Wellmind Health's presence into the US market. The large number of top-ranked universities and academic medical centres have made the area a leading hub for life sciences, pharmaceuticals, biotechnology and software. The addition of a digital healthcare sector is a natural progression in industry development.

Wellmind Health's **Be Mindful** Mindfulness-Based Cognitive Therapy (MBCT) programme and **Pathway through Pain** Pain Management Programme (PMP) deliver significant and measurable long-term results, backed up by rigorous academic and clinical research studies, outstanding feedback from participants and providers, and confidential analytics. Course completers achieve outstanding reductions in levels of depression, anxiety and stress and significant improvements in the self-management of chronic pain.

Both Pathways are listed on the EMIS App Library and the NHS Apps Library, having passed rigorous NHS quality standards for clinical effectiveness, safety, security, usability and accessibility. They are provided to patients across the UK, from GP Surgeries and Pain Clinics to IAPT and Community Health Services. Along with NHS Trusts, Wellmind Health programmes also support health workers, teachers, police and ambulance services, and cancer nursing staff, as well as being available to individuals.

"The US market represents a tremendous opportunity for Wellmind Health Inc." said Managing Director, Robert Adair, who will head the new office. "We're excited at the opportunity to leverage our close proximity to world-class hospitals and companies into forming meaningful partnerships within the US digital healthcare sector."

Richard Latham, CEO of Wellmind Health Ltd. said, "Increasing attention is being paid to the efficacy and issues around the prescribing of opioid drugs for chronic pain and psychotropic medications for stress, depression and anxiety. Digital therapies such as our programmes are effective, economic and easily deployed and I hope our apps prove a valuable addition to the growing mix of medication-free alternatives for US doctors and their patients."

ENDS



Notes to Editors

About Wellmind Health

Wellmind Health has provided clinically proven digital Pathways since 2011. The company's on-demand medication-free interventions guide participants to improved, long-term outcomes. NHS-approved and NHS-trusted, Wellmind Health's digital courses are designed and delivered by experts.

The **Pathway through Pain** and **Be Mindful** Pathways are proven to deliver significant and measurable long-term results, backed up by rigorous academic and clinical research studies, outstanding feedback from participants and providers, and confidential analytics. Course completers achieve outstanding reductions in levels of depression, stress and anxiety and significant improvements in the self-management of chronic pain.

Wellmind Health's founders recognised the incredible potential of digital mental health training by connecting their background in web production with efforts to improve their own mental health. The experienced team is dedicated to providing high-quality digital interventions, analytics and reporting that make a real and lasting impact on real lives, healthcare services, companies and society.

About Pathway through Pain

Pathway through Pain is the only clinically validated digital Pain Management Programme (PMP). The medication-free Pathway has helped thousands of people take control and better manage chronic/persistent musculoskeletal pain since its launch in 2011.

Pain medicine experts teach participants a new approach to pain, empowering self-management of pain for an improved quality of life with pain no longer in control. The Pathway is a standalone intervention or works in conjunction with existing treatments to help reduce the need for drug prescriptions and face-to-face appointments. Pathway through Pain has been shown to deliver a 45% reduction in healthcare costs.

Published clinical research and outstanding participant feedback evidence a 24% reduction of problems in daily life and a 20% boost to quality of life while 78% would recommend the Pathway to others with persistent pain. Pathway through Pain is listed on both the EMIS App Library and the NHS Apps Library, having passed rigorous NHS quality standards for clinical effectiveness, safety, security, usability and accessibility.

About Be Mindful

Be Mindful is the only clinically validated digital Mindfulness-Based Cognitive Therapy (MBCT) programme, developed with the pioneers of MBCT. The confidential, on-demand and personalised Pathway is NHS-approved and enables lasting improvements in mental wellbeing. Clinical and academic research demonstrates the outstanding results of this medication-free online intervention. Participants enjoy outstanding reductions in stress (68%), anxiety (58%) and depression (40%).

Be Mindful is available on both the EMIS App Library and the NHS Apps Library, having passed rigorous NHS quality standards for clinical effectiveness, safety, security, usability and accessibility. The Pathway was highlighted for its high level of evidence (Nesta standards) in a RAND report for Public Health England into workplace health and wellbeing.

The scale of the problem

- Yearly cost of chronic pain in the US has been reported to be as high as \$635 billion, equalling \$2000 for each American, higher than the costs for cancer, heart disease and diabetes.¹
- In 2015, an estimated 119.0 million Americans aged 12 or older used prescription psychotherapeutic drugs in the past year, representing 44.5 percent of the population. About 97.5 million people used pain relievers (36.4 percent), 39.3 million used tranquilizers (14.7 percent), 17.2 million used stimulants (6.4 percent), and 18.6 million used sedatives (6.9 percent).²
- 36 million Americans miss work each year because of pain and 77% of American people in pain report feeling depressed because of it.³
- More than 50 million Americans live with chronic pain and 25 million of those live with it daily, lacking safe and effective non-opioid treatments⁴
- In 2017, the National Institutes of Health met with pharmaceutical companies and academic researchers to discuss safe and effective non-addictive strategies to manage chronic pain, new medications and technologies to treat opioid use disorders and improved overdose prevention and reversal interventions to save lives and support recovery. This led to the National Rx Drug Abuse and Heroin Summit NIH director announcing in April 2018 the launch of the [HEAL \(Helping to End Addiction Long-term\) Initiative](#), to try to speed up evidence-based solutions to slow down the national opioid public health crisis⁵⁶
- Approximately 6-7% of full-time U.S. workers experienced major depression (MDD) within the past year, with the total economic burden of this now estimated to be \$210.5 billion per year.⁷
- About one-quarter of U.S. adults report having a mental health diagnosis such as anxiety or depression or experiencing emotional distress. This is one of the highest rates among 11 high-income countries.⁸
- While U.S. adults are among the most willing to seek professional help for emotional distress, they are among the most likely to report access or affordability issues.⁹

PRESS ENQUIRIES:

AMY DRON

amy.dron@wellmindhealth.com

+44 (0)7808 29 59 59

-
1. <https://www.sciencedaily.com/releases/2012/09/120911091100.htm>
 2. <https://www.samhsa.gov/data/sites/default/files/NSDUH-FFR2-2015/NSDUH-FFR2-2015.htm>
 3. <https://www.thegoodbody.com/chronic-pain-statistics/>
 4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4562413/>
 5. <https://www.drugabuse.gov/drug-topics/opioids/opioid-overdose-crisis>
 6. <https://heal.nih.gov/>
 7. <http://www.workplacementalhealth.org/Mental-Health-Topics/Depression/Quantifying-the-Cost-of-Depression>
 8. <https://www.commonwealthfund.org/publications/issue-briefs/2020/may/mental-health-conditions-substance-use-comparing-us-other-countries>
 9. <https://www.commonwealthfund.org/publications/issue-briefs/2020/may/mental-health-conditions-substance-use-comparing-us-other-countries>