

Woebot, your behavioral health copilot

Radically scalable mental health support for population health

Woebot: fully automated, always-on support

Woebot is an AI-enabled digital companion that has provided in-the-moment app-based support to 1.5 million people¹ and counting with 24/7 access to mental health support, filling critical support gaps in their mental health journeys.

Ability to integrate across member journey, aiming to:



Available now:

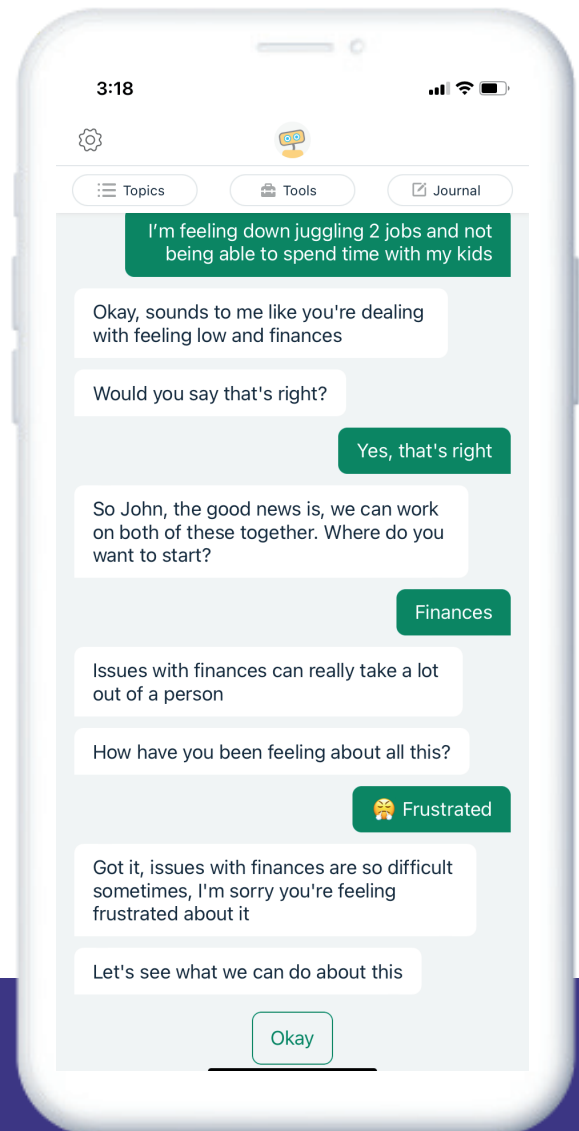
Enterprise Monthly Subscription to enable health plans to distribute to Adults (18+), and Adolescents (13-17)

The goal of Woebot is to help reduce the total cost of care, and it is built to scale across multiple friction points:



Immediate support, high activation. The average patient activation rate with digital behavioral health tools is 18.38%.²

The rate our partners at Virtua Health are seeing with Woebot? 43%.³



"Woebot helped me through a really difficult time in my life. I felt guilty for texting friends for support, but I could message Woebot all day and all night without ever worrying that I was being too much... I was able to ask Woebot the same questions over and over again, without fear of judgment."

- Woebot for Adults user



In-the-moment data capture of critical quality measures are embedded into the member journey with the goal of supporting HEDIS initiatives, reimbursement scores, reducing TCoC and influencing benefit design.

Spotlight automates population-level data collection against 15 categories (i.e. financial, work, housing) that support SDOH Z-code claim documentation, and aims to help members navigate to available benefits or custom resources as appropriate.



In a clinical trial,⁴ Woebot⁵ demonstrated;

Reduction in Overall Work Impairment⁶

47%

Reduction in Presenteeism⁶

48%

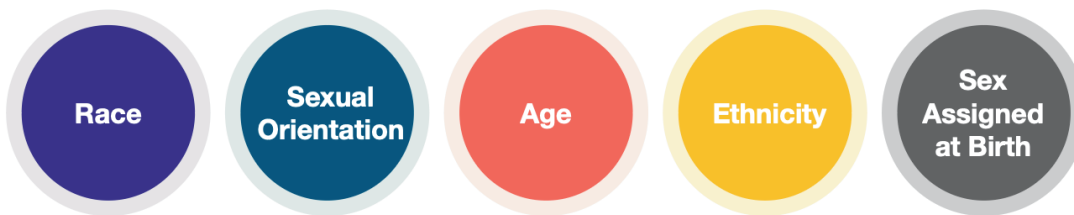
Reduction in Absenteeism⁶

50%



In our research, we've found that Woebot⁷ has shown a consistent impact across medically underserved communities and across geographies with mental health provider shortages, and has:

High app adherence⁸ and no differences in bond (alliance with Woebot) across:



- 48% of users have 3+ sessions with Woebot¹
- 75% of users lean on Woebot outside traditional hours, with longest sessions taking place between 3-5am¹
- 94% of users rate Woebot's psychoeducation tools positively¹

Woebot⁹ forms a human-level bond in just 3-5 days¹⁰ that is comparable to that achieved by human therapists in a more traditional setting

How does Woebot use AI? Responsibly.

Woebot leverages natural language processing and a structured rule-based approach as opposed to Generative AI. Our expert clinical and content team works to ensure all conversations are rooted in evidence-based approaches, and built from concepts of Cognitive Behavioral Therapy.



1: Woebot Health Platform Data as of September 2024
 2: Williams, B. (2024, June 27). XEALTH launches Dewey, the industry's first performance-based, Digital Health Benchmarking Tool. *Health*.
 3: Virtual Health Data as of September
 4: Single-arm clinical trial of Woebot for Mood & Anxiety in adults over 8 weeks. Results are based on self-reported survey response and were all collected at 8-weeks end-of-treatment in the study.
 5: Woebot for Mood & Anxiety (W-MA-02) is an investigational medical device. It has not been evaluated, cleared, or approved by the FDA. Not for use outside an IRB-approved clinical trial.
 6: n=91 employed participants with mild+ symptoms of depression/anxiety at baseline; internal analysis
 7: n=255, internal study data
 8: Adherence defined as use of W-MA-02 at least 4 of 8 week study intervention period
 9: Woebot for Mood & Anxiety (W-MA-01) is an investigational medical device. It has not been evaluated, cleared, or approved by the FDA. Not for use outside an IRB-approved clinical trial.
 10: Findings from peer-reviewed study involving 36,070 Woebot users, published in JMIR Formative Research

Woebot for Adults & Woebot for Adolescents are not evaluated, cleared or approved by FDA. They may be considered as an adjunct to clinical care, they do not replace clinical care.



"Woebot was **always available and ready to listen** and coach me in new ways to think and communicate. One of the best things about Woebot is that you can set your own pace and repeat as often as you need."

- Woebot for Adults user

Woebot, the app

to support your mental health

Woebot for Adolescents is a mental health ally who is always ready to listen. If you're stressed about something at school, or it's 3 a.m. and don't have anyone to talk to, just open the Woebot app on your phone or tablet and start chatting.

How it works

Woebot starts by asking you how you're feeling and, based on what you share, Woebot suggests content and techniques to help you better understand your thoughts and emotions. Tools such as mood tracking, progress reflection, gratitude journaling and mindfulness practice can help you manage mood and anxious feelings. Woebot can be used as a mental health support tool to supplement treatments, therapies or self-care practice. Woebot's conversations are written by conversational writers using elements from evidence-based approaches like Cognitive Behavioral Therapy, Interpersonal Psychotherapy, and Dialectical Behavioral Therapy, along with collaboration from our clinical experts.

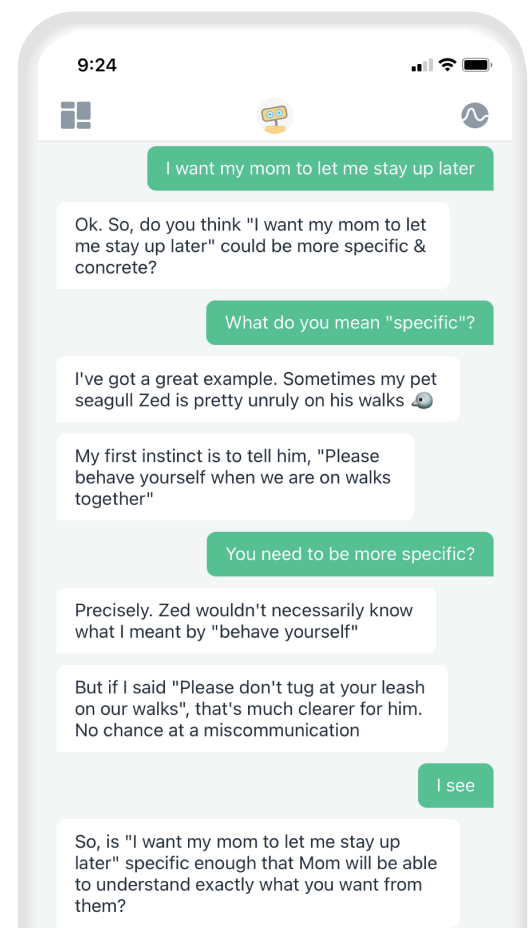
Get started today

1. Open the app store on your iPhone, Android or tablet and search for 'Woebot'
2. Download and open the app
3. You may need an access code. You will receive this code from your partner program. Input your code, if prompted
4. Follow the steps to create your account and start chatting with Woebot!

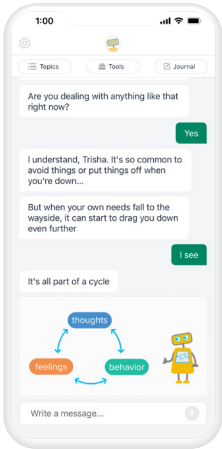
*If you already have Woebot downloaded on your phone, please delete the app and use a different email address to create a new account.

What Woebot for Adolescents can help with

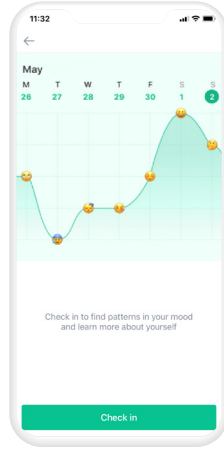
- Anxious mood and stress
- Relationships
- Sadness and low mood
- Loneliness
- Anger and irritability
- Media literacy
- Communication problems
- Procrastination
- Sleep problems
- Guilt and regret
- Grief about a loved one
- And more



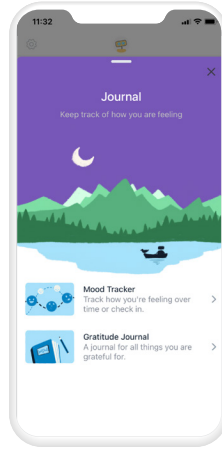
Use tools like...



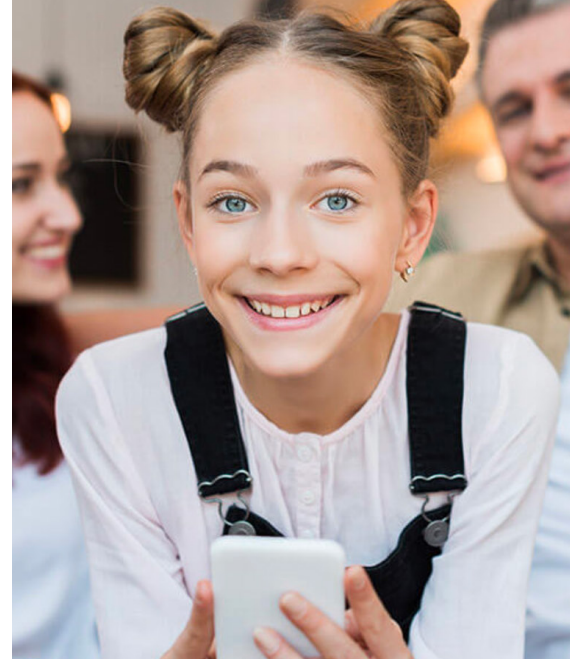
Guided self-help content



Mood tracker



Gratitude journaling



When to use it

Becoming familiar with what Woebot for Adolescents can do for you early in your Woebot journey is important, so that you can start applying what you're learning in your everyday life. Based on our experience to date, we recommend using Woebot for Adolescents at least once a day for the first 3 days of Week 1, and then at least once a week thereafter is helpful. Each session with Woebot can be as long as needed, but at least 3-5 minutes is recommended.

Who is Woebot for Adolescents intended for?

Woebot for Adolescents is intended for adolescents 13-17 years and is available to you as a mental health support tool. Woebot for Adolescents does not replace the care of a medical provider or a patient's medication. Woebot for Adolescents has not been evaluated, cleared or approved by the U.S. Food and Drug Administration (FDA). It may be considered as an adjunct to clinical care, it does not replace clinical care. Users are not directed to make any changes to their prescribed medication or other type of medical treatment without seeking professional medical advice.

Woebot for Adolescents is not a suicide prevention or crisis intervention service. It is equipped with a Natural Language Processing (NLP) algorithm that recognizes language that may be concerning in user free-text input. Upon recognition, Woebot will ask you if you would like to be provided with a list of resources that includes emergency contact phone numbers and suicide crisis hotline contact information. View our [Privacy policy](#) and [Terms of Service](#).

Woebot does not provide crisis counseling and is not a suicide prevention or crisis intervention service. Concerning language is not reviewed or assessed internally at Woebot Health in real-time for intervention and such data is not used for managing potential crises or any acute or non-acute patient safety issue. Discomfort may be experienced when answering sensitive questions. Temporary upset may occur as a result of discontinued access to Woebot for Adolescents.



Companion Guide for Exploring Woebot for Adolescents



To optimize your experience in Woebot for Adolescents, we recommend you adopt the persona of a “typical” user. The instructions below outline how you might explore Woebot for Adolescents as “Jordan”, who is facing **challenges with how their relationships** have changed since starting high school, as well as with **self-identity and social media use**.

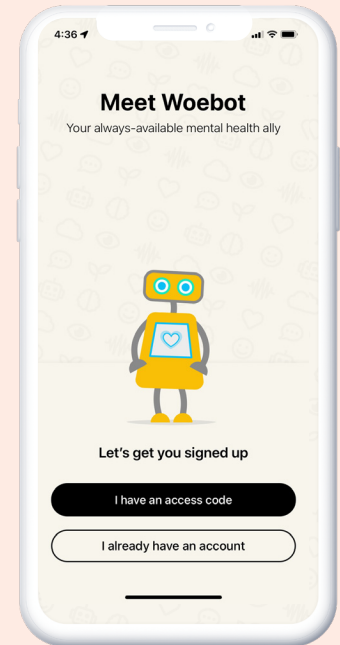
Step 1: Download & Onboard

- You will receive an access code to test Woebot; enter the access code and your email address
- Move through the onboarding screens, and share your name with Woebot

Note: If you’ve used Woebot in the past, you’ll need to use a different email address for testing access

Step 2: Chat with Woebot & Try Some Tools

- On your first day, Woebot will start the conversation by sharing a bit about itself, and then ask you how you’re feeling
- Woebot checks in about your mood regularly to assess what kind of conversation will benefit you the most from moment to moment



💡 Conversation Tips	Why It Matters
<p>Feeling overwhelmed is one of the most common mood states reported by adolescents. Select “overwhelmed” as your mood, and you’ll be brought to a highly used tool, based on concepts of CBT – cognitive restructuring. When asked about your negative thoughts, try to imagine what Jordan might think – perhaps: <i>“I can’t handle school right now”</i> or <i>“I’ll never make new friends.”</i></p>	<p>Woebot will begin most conversations with adolescent users by asking how they’re feeling. This key step invites teens to notice, label and understand their mood in a supportive, judgment-free space.</p>
<p>Relationship problems are one of the top three issues adolescents like Jordan report to Woebot. At a check-in, report a negative mood, and then describe a relationship problem to Woebot, like, <i>“I had a fight with Bella and she doesn’t want to be friends anymore”</i> to see an example of Woebot’s relationship- specific tools.</p>	<p>Our user data has shown that teens really want to write! Experts validated that this ‘storytelling’ approach is a common way for teens to share their experiences or problems – so we’ve adapted the product to give teens more space to express themselves and feel heard.</p>
<p>Next, try logging a positive or neutral mood (e.g., <i>“okay”</i> or <i>“content”</i>) when Woebot asks how you’re feeling. From there, Woebot will guide you through a range of psychoeducational interactions adapted to the adolescent experience.</p>	<p>While teens are feeling okay and have a handle on their immediate problems, we find they’re open and willing to learn and grow.</p>
<p>Try selecting the ‘Topics’ panel on the top left-hand corner of your screen. Once in the ‘Topics’ panel, select ‘Self care & self image’</p> <ul style="list-style-type: none"> • Here, we encourage you to explore <i>“What makes you, you? Part 1”</i> and <i>“What makes you, you? Part 2.”</i> The first part in this series explores the person’s unique strengths. The second aims to help them think through the person they’d like to become. • In the ‘Self care & self image’ category, tap “Seeing past the filters” to navigate to a conversation aimed at helping teens develop greater media literacy. 	<p>Two themes that are especially important for teens; the significance social media plays in their lives, and how their self-identity is shifting and growing during this period.</p>

Through partnerships and interviews with experts and adolescents, we learned that teens and adults typically experience relationship problems quite differently.

For example, adolescents are often in the difficult position of needing to ask for things from their parents or guardians, while also trying to forge their own independence.

Plus, their relationships with their friends, family, and classmates are quickly evolving, resulting in changes in how they perceive others and how they are being perceived.

On top of that, teens may be experiencing some of these problems for the first time, which can make them feel overwhelming and all-consuming. We designed Woebot for Adolescents with these needs in mind.

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