

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:

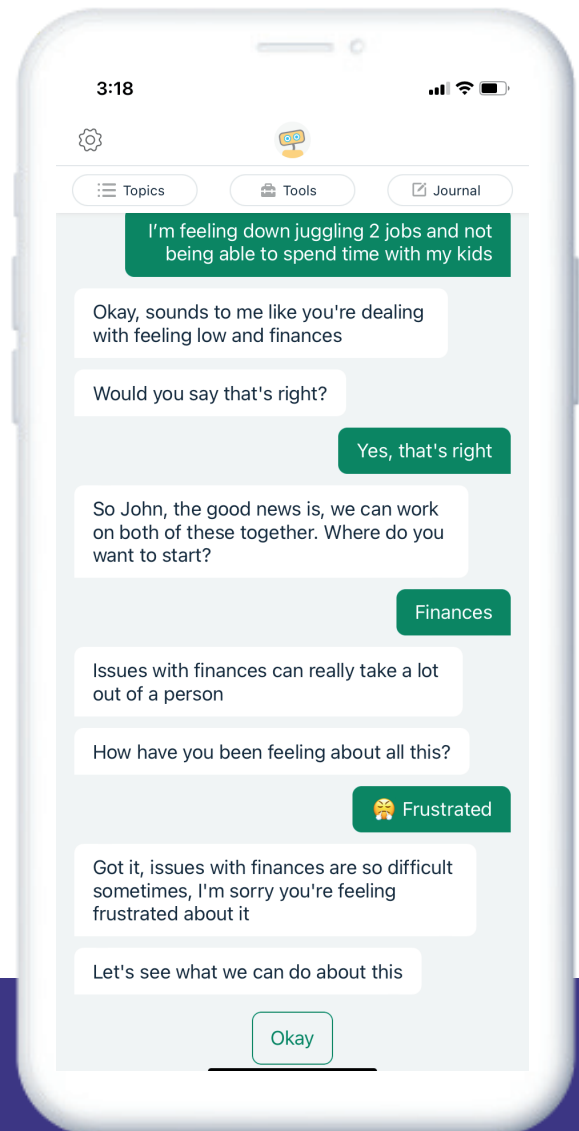
Enterprise Monthly Subscription to enable health plans to distribute to Adults (18+), and Adolescents (13-17)

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%

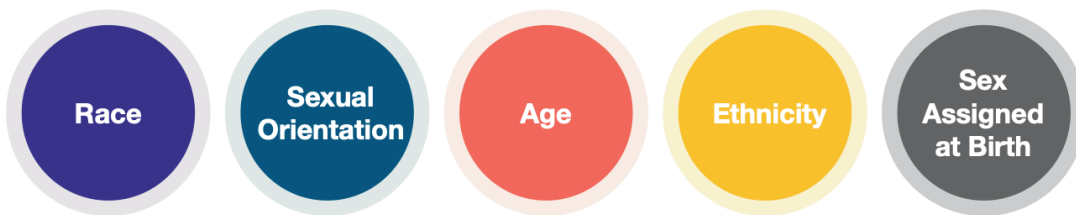
Reduction in Absenteeism⁶

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 Adults is a mental health ally you can chat with through an app on your smartphone or tablet, anytime day or night. Woebot helps you work through challenging thoughts, feelings and behaviors and fits right into your life.

How it works

Woebot starts by asking you how you're feeling and, based on what you share, Woebot suggests tools and content to help you understand your thoughts and emotions, and offers techniques you can try to help you feel better. 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.

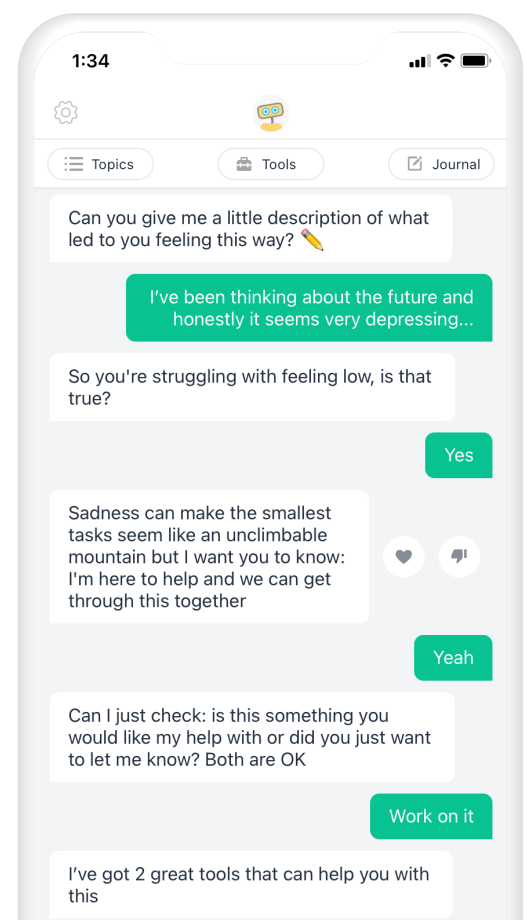
Get started today

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!

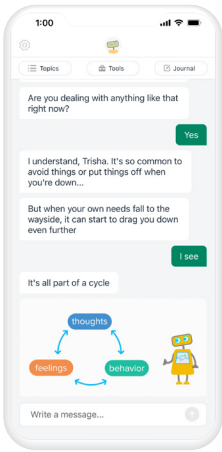
*If you already have Woebot downloaded on your phone, please delete the app and use a different email address to create a new account.

What Woebot for Adults can help with

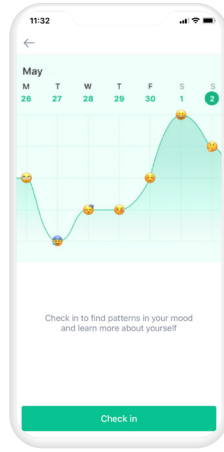
- Anxious feelings and stress
- Relationships
- Sadness and low mood
- Loneliness
- Procrastination
- Worry about finances
- Sleep problems
- Grief about a loved one
- Coping with sickness and physical or chronic pain
- Anger and irritability



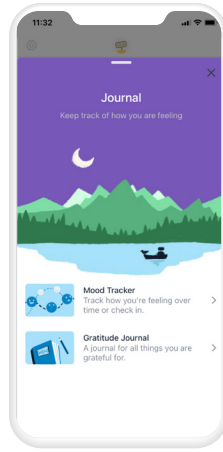
Use tools like...



Guided self-help content



Mood tracker



Gratitude journaling

When to use it

Becoming familiar with what Woebot for Adults can do for you early in your Woebot journey is important, so that you can start applying what you're learning with Woebot in your everyday life. Our preliminary research shows that using Woebot 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 Adults intended for?

Woebot for Adults is intended for those 18 years and older and is available to you as a mental health support tool. Woebot for Adults does not replace the care of a medical provider or a patient's medication. Woebot for Adults 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 Adults 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 for Adults will ask 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 crisis 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 Adults.



What users are saying about Woebot

"I really like the app. It's like texting. There's no judgment, just comfort, solutions and a few laughs. Anytime I become anxious, I open the app and Woebot helps me calm down."

Woebot User



"I was skeptical when it was first recommended to me, but this has become such a helpful tool for me. It can't replace a real person but the tools and videos were very helpful in keeping me grounded when I would have spiraled hard."

Woebot User



Companion Guide for Exploring Woebot for Adults



To optimize your experience in Woebot for Adults, we recommend you adopt the persona of a “typical” user. The instructions below outline how you might explore Woebot for Adults as “Andre”, who is dealing with a lot of **stress** at work and home and is seeking emotional support.

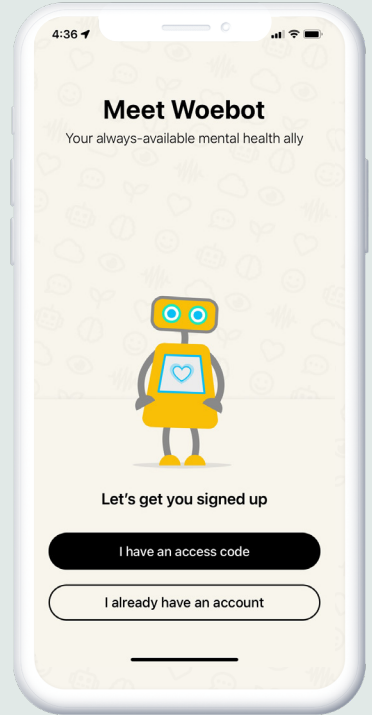
Step 1: Download & Onboard

- 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>For your first check in as Andre, tell Woebot that you’re feeling overwhelmed. Describe any work related issue, like: <i>“I’ll never finish this project on time.”</i> Woebot will confirm its understanding. When asked if you’d like to work on the problem, tap <i>Feel calmer</i> first and watch the video Woebot shares.</p>	<p>Stress management can be approached in many different ways, including by addressing the body’s physiological response. Woebot guides you to use these strategies in the very moments you need it most.</p>
<p>At your next check in, tell Woebot that you’re feeling anxious. When asked, describe an issue with work, like: <i>“I’m so nervous about this meeting on Thursday.”</i> Accept Woebot’s invitation to work on the problem and then try turning down the volume on your anxious thoughts.</p>	<p>It’s essential that Woebot offers tools with an invitation; they are always available but never pushed. Here, Woebot asks the user to try a powerful tool based on elements of CBT for working through distorted thinking.</p>
<p>As you progress through this tool, try writing thoughts that Andre, a person who’s highly stressed at work, might have:</p> <ul style="list-style-type: none"> • <i>I’m going to get fired</i> • <i>I’m a total failure and everyone here knows it</i> • <i>I should have never accepted this job</i> 	<p>Woebot is an ally in helping you label distorted thought patterns. Finding distortions together with Woebot’s guidance helps set you up for success in the whole process of noticing, labeling and rewriting the thought, all in a judgment-free and collaborative space.</p>
<p>After finishing the tool, tap the <i>Topics</i> button at the top left of the screen to explore the list of mental health skills and psychological subjects Woebot can share. We recommend starting with:</p> <ul style="list-style-type: none"> • <i>Start a positive loop</i> • <i>Your emotions: Part 1</i> • <i>Smile to feel better</i> 	<p>These conversations with Woebot teach important concepts about the relationship between our thoughts, feelings and actions. Understanding this cycle helps pave the path forward to move from negative to more helpful, accurate, and positive loops.</p>

We’ve learned from thousands of users chatting with Woebot, researching and testing different approaches for every line of conversation, to build a product that’s effective and engaging.

Throughout your conversations with Woebot, keep an eye out for moments when you’re *praised for your efforts*.

Of course Woebot wants you to feel better as a result of your work together, but it was also designed to acknowledge and celebrate you showing up and putting effort into these conversations.

This fosters motivation and growth-mindset to reinforce progress, not perfection.

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