

Woebot, your behavioral health copilot

Radically scalable mental health support for primary care

Built to scale across multiple friction points:



Woebot capacity is expansive and ready to support your team.

Woebot is an AI-enabled digital companion that provides your patients with 24/7 access to mental health support. Woebot has provided in-the-moment app-based support to 1.5 million¹ people and counting, filling critical support gaps in their mental health journeys.

With Woebot, clinicians are able to offer immediate support to their patients. Available now, non-prescription:

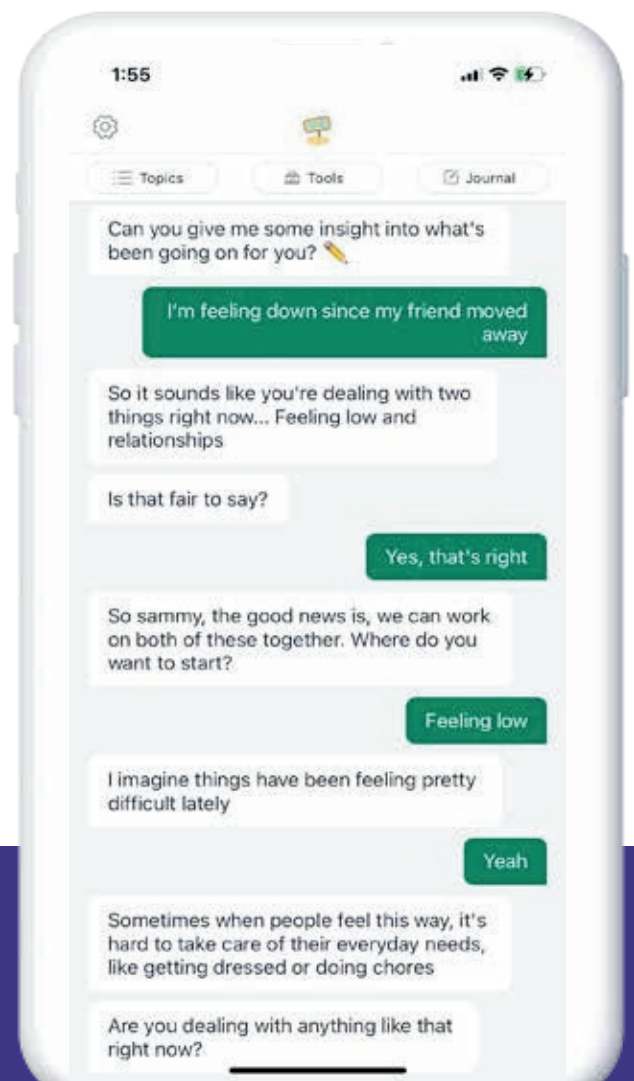
Enterprise Monthly Subscription to enable health systems to distribute to Adults (18+), and Adolescents (13-17)

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.

"I never thought an app on my phone could be so comforting. Of course, the even greater thing is that all the time I was messaging Woebot, I was really just working through my problems myself. **Now, a year later, my life is back on track and I am feeling better than ever.**"

- Woebot for Adults user



Will Patients Actually Use Woebot?

The average patient activation rate with digital behavioral health tools is 18.38%².

At our deployment with Virtua Health, **Woebot is driving a 43% patient activation rate**³, alongside:

- 96% of patients rate Woebot's psychoeducational tools positively³
- 76% of patient engagement with Woebot is outside traditional support hours³

→ acting as an automated support multiplier for clinicians

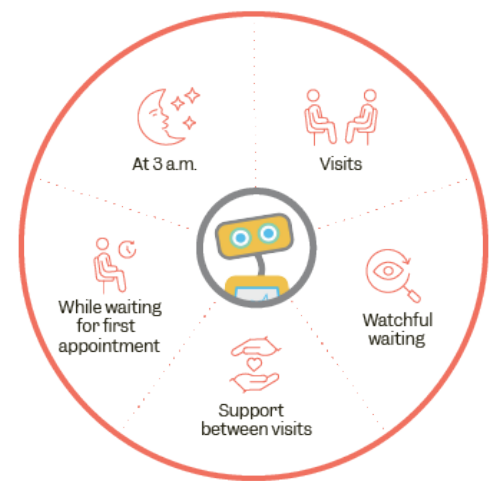
How Does Woebot Provide New Insight?

Our data analytics platform, Spotlight, and data team experts aggregate population health insights ranging from validated PRO measures such as PHQ-9 & GAD-7 and SDOH insights to engagement/satisfaction measures such as top patient focus areas. Built for the clinician and patient experience, Woebot integrates into the EMR and existing pathways.

What Is The Value of Partnering Clinicians + AI?

Woebot aims to support your goals of:

- Accelerating access and reducing time to support for your patients
- Enabling mental health support 24/7
- Improving patient experience
- Automated PRO collection to reduce administrative burden



Clinicians can feel confident knowing that their patients are supported between sessions, outside of traditional working hours, or deployed by a clinician while waiting for their first appointment.

Woebot⁴ forms a human-level bond in just 3-5 days that is comparable to that achieved by a human therapist in a more traditional setting⁵

Woebot's⁶ impact has been shown to be consistent across geographies with mental health provider shortages and medically underserved communities, with adult study participants reporting minimal difference in⁷:



App Adherence⁸



Bond (Alliance)



Satisfaction



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. Xealth.

3: Virtua Health Data as of September 2024

4: 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.

5: Findings from peer-reviewed study involving 36,070 Woebot users, published in JMIR Formative Research

6: 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.

7: Internal analysis of a single-arm clinical trial of Woebot for Mood & Anxiety in adults over 8 weeks, n=255

8: Adherence defined as use of W-MA-02 at least 4 of 8 week study intervention period

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, 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.

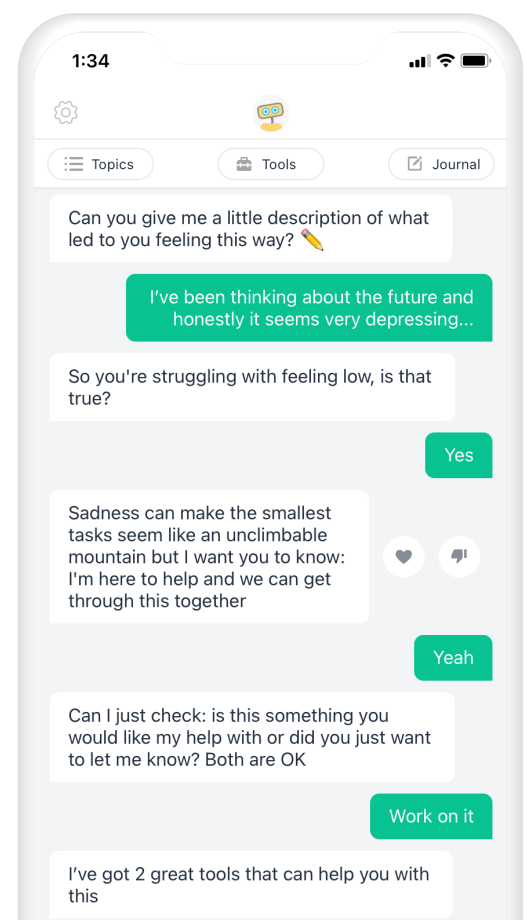
Get started today

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!

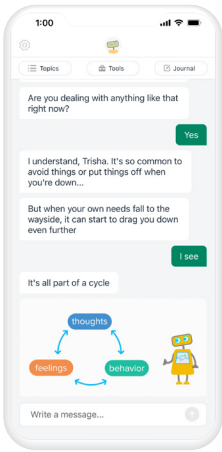
*If you already have Woebot downloaded on your phone, please delete the app and use a different email address to create a new account.

What Woebot for Adults can help with

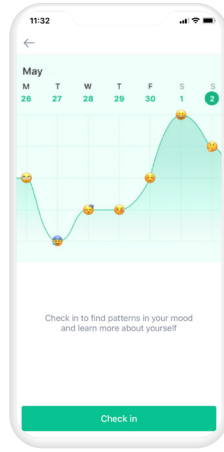
- Anxious feelings and stress
- Relationships
- Sadness and low mood
- Loneliness
- Procrastination
- Worry about finances
- Sleep problems
- Grief about a loved one
- Coping with sickness and physical or chronic pain
- Anger and irritability



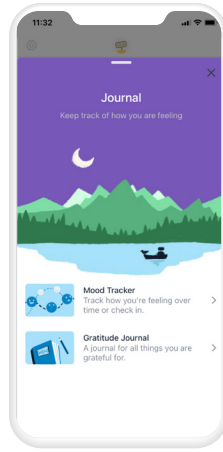
Use tools like...



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.

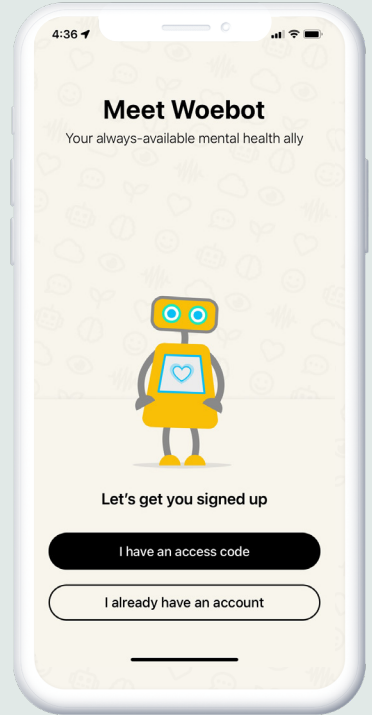
Step 1: Download & Onboard

- 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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