

# Bringing Digital Therapeutics to the psychiatric patient population

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# *Disclosures/Disclaimers*

- *I am founder and owner of P1vital LTD and P1vital Products Limited.*
- *I am a member of ECNP Executive Committee*

# Covid-19 has shone a spotlight on occupational trauma in healthcare staff

- ICU staff exposed to much greater trauma than usual
  - 30-40% absent from work due to 'stress'
  - Many had involuntarily recurrent, intrusive memories
    - Vivid and emotional
    - Hijack attention
    - Distressing in themselves
    - Disrupt functioning
    - Core symptom of PTSD
    - Hijack attention
    - Distressing in themselves
    - Disrupt functioning
    - Core symptom of PTSD
- Wellcome provide \$1.2 to support a collaboration between Prof. Emily Holmes, ICU society and P1vital to develop a digital therapy to reduce intrusive memories

INTERNATIONAL COUNCIL OF NURSES  
COVID-19 UPDATE

13 January 2021

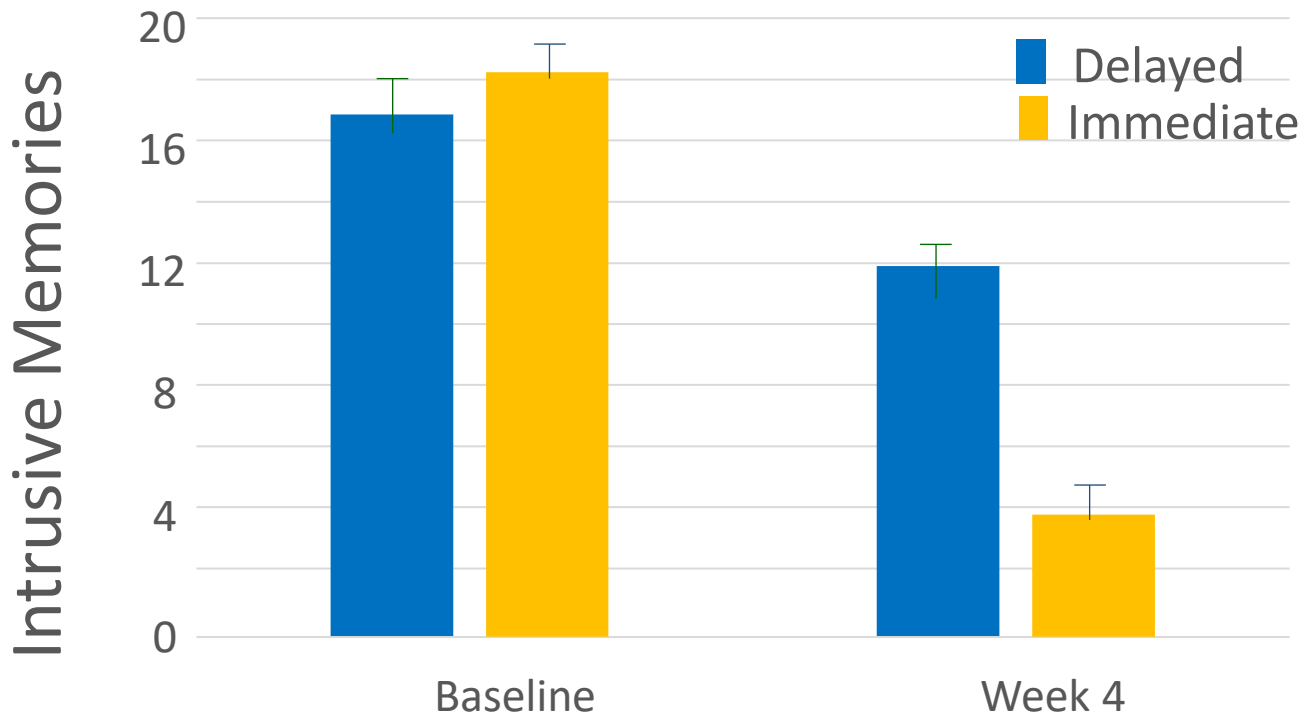


MASS TRAUMA EXPERIENCED BY THE GLOBAL NURSING  
WORKFORCE

“psychological interventions suitable for exposure to repeated or ongoing trauma, as experienced by healthcare staff, are lacking”

*Daniels et al, Int J Env Res Pub Health, 2021*

# Results: Reduction in intrusive memories at 4 weeks



- N = 86, mean age 38.7 years
- Predominantly female (82%)
- Nurses 66%, Doctors 22%, Allied Health Professionals 5%
- No adverse events were related to the intervention
- High acceptability – easy to use, helpful, not too distressing
- Large Phase 2 RCT trial completes in Q323

# Market Analysis - Prevalent responses

## On the clinical contribution



*... this could support a much more comprehensive intervention'*

## On the results and tech



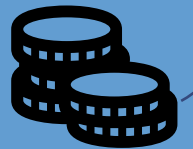
*'wow that's incredible'*

## Adoption by the NHS



*'hmm that's going to be really, really tough'*

## On the commercial opportunity



*'do you have any (intrusive thoughts) specific data on the ROI/benefit over time'*

# Barriers to widespread adoption of digital therapeutics

- In 2021 VC funding for digital health was \$29 billion - \$5 billion for mental health
- Few large scale studies have been reported
- Payors remain sceptical and require more economic health outcome data before they will consider adoptions
- Consumers do not appear willing to pay for digital therapeutics in a world of free or cheap APPs
- Reasons to be cheerful – digital therapies are efficacious - the challenge is adoption!