HelloBetter
by GET.ON Institut GmbH

Executive Summary
HelloBetter is the emergent EU category leader in the field of digital therapeutics for mental health disorders. As a global pioneer in the field of e-mental health, we bring experience in treating more than 35,000 people over the course of half a decade in research (> 30 Randomized Controlled Trials) and routine care. No other provider worldwide has conducted as many clinical studies on the effectiveness of its online mental health courses. Each course has been: 1. developed and evaluated over many years of research by an interdisciplinary team of psychologists. 2. confirmed in at least one clinical study that meets the quality criteria of scientific journals. Furthermore, all the psychologists in our service team have a Master’s degree in psychology and are at least in the final stages of their training as psychotherapists, or are already trained psychotherapists.

We want to empower as many people as possible to manage their own mental health and improve their quality of life – anywhere and at any time, with no waiting lists.

Website: https://hellobetter.de/en/

Awards and Recognitions:
• WEF’s UpLink COVID Challenges Innovator with our COVID-specific response program Calm Through the Crisis
• Digital Top 50 in 2020 (EU) - Tech For Good Award
• Novartis Digital Health Award 2018
• EU Compass Good Practice Award 2018
• German Accelerator Participant
The Story Behind Organization

Our founding team combines the best of both worlds as we bring together academic excellence in the field of psychology and the operational expertise of experienced startup veterans.

GET.ON Courses Developed

as part of a research project at the Leuphana University of Lüneburg.

The GET.ON Institute is founded

for online Health Training GmbH. Partnerships with Barmer Insurance and SVLFG makes courses accessible to some patients in DE, including farmers.

GET.ON grows and extends partnerships

The partnership with Barmer is extended by 4 years. GET.ON wins a consumer testing prize from the Stiftung Warentest and grows from 10 to 30 employees.

2011

Online Courses Proven Effective

and the first studies are published.

2014

2015-2017

GET.ON Acquires Arya & Awards

GET.ON acquires Arya, a mental health app. It also wins the Digital Health Prize, and receives the seal 'Good Practice in Mental Health & Wellbeing' from the EU Commission.

2018

2019

GET.ON Changes Name to HelloBetter

and receives seed funding from investors.

2020

Challenge

Almost one billion people are suffering. We are currently suffering a silent, but increasing pandemic of mental health disorders where traditional solutions are not always effective and often inaccessible to the majority of those in need. Over 10% of the global population live with a mental health disorder\(^1\) and even in the best healthcare systems:
- 10% of people receive care from a psychotherapist or psychiatrist
- 30% of people diagnosed with a mental health disorder only receive care from a GP
- 60% of people with a mental health disorder remain undiagnosed and uncared for, with patients struggling with access barriers and health insurances struggling with high direct & indirect costs

Solution

Our online CBT-courses cover a range of mental disorders and combine technology with content, writing and reflection exercises, daily activities, and individual coaching. Rigorous research across 32 RCTs in peer-reviewed journals shows that our products are effective, with most showing an effect sizes on par with traditional face-to-face therapy. We cover screening, prevention, treatment and aftercare as our therapeutics are integrated into a comprehensive stepped care model and connect to other parts of the healthcare ecosystem. Our goal is to revolutionize the current healthcare system with effective digital treatment options that can achieve high effectiveness at 1/10 of the costs compared to traditional therapies.

1. Our World in Data - Mental Health
Operating and Business Model

We pursue three approaches to selling our solution. Depending on the model it is either insurances, other businesses or care providers that pay for end-user adoption.

1. Becoming ‘standard of care’
Meeting the regulatory requirements for general market access and/or closing partnerships with individual health insurance companies to actively market our solution to end-users (e.g., in Germany $20, $140, DVG).

   *Existing customers:* Barmer, SVLFG, Get Sleep Project, Ratiopharm

2. Signing distribution partnerships
Achieving scale without an in-house salesforce by outsourcing sales to corporate distribution partners with a network of B2B customers in the occupational health management and insurance space.

   *Existing customers:* Barmer (BGM), Allianz Partners, Ratiopharm

3. Offering Therapeutics-as-a-Service
Working with established care providers that use our content and tech platform as a SaaS solution while providing the psychological guidance autonomously.

   *Existing customers:* Swica / Santé24

Impact

- **Revolutionize** the current healthcare system with effective digital treatment options that can achieve high effectiveness at 1/10 of the costs compared to traditional therapies.

- **Empower** as many people as possible to manage their own mental health and improve their quality of life—anywhere and at any time, with no waiting lists.

- **Lead** by example in the mental health space demonstrating best practices and corporate responsibility. Example: Our free, Calm Through the Crisis campaign providing instant access to mental health support during the COVID-19 pandemic and beyond.