

BRAND INSTITUTE IS LEADING THE WAY IN DIGITAL HEALTH AND DIGITAL THERAPEUTICS BRANDING!

Digital Health and Digital Therapeutics are becoming increasingly relevant and in-demand considering the COVID-19 pandemic, social distancing, and the general trend toward telehealth solutions. As the global leader in healthcare related branding and brand name development, Brand Institute has the experience and expertise to provide leading-edge creative, strategy, consultations and research in this new arena of digital health.

BI Brand Showcase #1



Pear Therapeutics' Prescription Digital Therapeutic (PDT), Somryst, is a first in class, FDA-authorized digital Cognitive Behavioral Therapy for insomnia.

BI Brand Showcase #2



ENDEAVOR is an innovative digital treatment from Akili that is delivered through a captivating video game experience, which has been shown to improve attention function in children with certain types of ADHD.

BI Brand Showcase #3



ProAir Digihaler is a "connected inhaler" recently launched by Teva Pharmaceuticals. The device connects to a companion mobile app via Bluetooth to record inhaler use timestamps and measures of inhalation. The app can use these data to instruct patients on their inhaler techniques or adherence. With patient consent, the digital tool can share that information with a provider to inform case management.

Learn about the FDA's Digital Health Policies and Public Health Solutions for COVID-19
<https://www.fda.gov/medical-devices/digital-health/digital-health-policies-and-public-health-solutions-covid-19>

Please contact your local Brand Institute Office with any Digital Health or Digital Therapeutic branding questions or project needs

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