



WILLOW Platform

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Company Profile

Industry Sector: Behavioral Healthcare

Company Overview: EBPI creates products and services to improve mental health. EBPI brings decades of experience and deep expertise in two areas: training and implementing evidence-based mental health interventions and agile, user-centered design of software tools.

Target Market(s): PRIMARY: Integrated Care Systems who face risks from value-based reimbursement models;
MVP SALES: Medium to Large Mental Health Clinics who want market differentiation based on EBP; systems who need EBPs and must train large mental health workforce



Key Value Drivers

Technology*: WILLOW is a comprehensive web-based platform that enables healthcare systems to provide evidence-based mental health care.

Competitive Advantage: Unlike competitors' single focus on one measure, one treatment, or one mode, WILLOW's platform delivers real-time, as-needed training, decision support, and patient outcomes monitoring for depression, suicide, substance abuse, and many comorbid mental health problems. By triaging and treating these problems across the continuum of care, systems can reduce risks associated with values-based reimbursement while providing better care.

Plan & Strategy: This easy-to-use SaaS product allows care providers across a system to confidently provide needed EBPs with minimal impact on workflow. Tracking response to treatment leads to efficient supervision and patient management.



Management

Leadership: Long-timer collaborators Drs. Kelly Koerner, CEO & Creative Director, and Linda Dimeff, President & Chief Scientific Officer, have each led successful businesses developing innovative technologies for mental health care.

Advisory Board: Donna Sudak, MD, Paul Goering, MD., Suzanne Witterholt, MD., Greg Simon, MD., Brad Steinfeld, PhD., William Newbill, PhD, and Richard Fisher, LCSW; Kris Kelsey, Janis Machala, and Alex Modelski.



Product Pipeline

1. Pipeline One: WILLOW platform: Behavioral Activation, Collaborative Assessment and Management of Suicide, CBT for Insomnia & Bipolar, Cognitive Processing Therapy, Brief Intervention for Alcohol, Anxiety/Panic

2. Pipeline Two: Wellness & Self-Help Computerized Cognitive Behavioral Therapy

3. Pipeline Three: Cardiac Care Adaptation & Shared Decision Support Modules