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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
**National Institutes of Health**



**National Institutes of Health Commercialization Assistance Program (NIH-CAP)**

## Company Profile

**Industry Sector:** Electronic Behavioral and Mental Health Applications

**Company Overview:** We identify evidence-based treatments for behavioral and mental health issues and transform them into an online format. We also develop behavioral health assessment tools. Our initial focus is on chronic pain management with expansion to other areas including depression and addiction. We seek to bring complementary tools to the market to enhance the effectiveness of pharmaceuticals and other biomedical interventions.

**Target Market(s):** Our primary target market is chronic pain management.

## Key Value Drivers

**Technology\*:** Chronic Pain Management Program (**CPMP**): An evidence-based, comprehensive online program to teach chronic pain management strategies.

**Competitive Advantage:** The CPMP is comprehensive, low cost, customized to the user's pain profile, and self-paced. The program's learning modules are embedded in a set of unique self-management tools to help the user to monitor progress and stay on track.

**Plan & Strategy:** We seek to partner with pharmaceutical companies, insurance companies, physical and mental health care providers who treat chronic pain, and companies who provide employee wellness programs.

\*Technology funded by the *NINDS #R44 NS048743* and being commercialized under the NIH-CAP

## Management

### Leadership:

Linda Ruehlman, PhD, CEO and Director of Research  
 Paul Karoly, PhD, Director of New Product Development

### Scientific Advisory Board:

Mark Jensen, PhD, Mark P. Jensen, Professor and Vice Chair for Research, Department of Rehabilitation Medicine, University of Washington  
 Cory Newman, PhD, Professor and Director, Center for Cognitive Therapy, University of Pennsylvania

### Clinical Advisory Board:

Philip Barry, PhD, Clinical Psychologist  
 Carolyn Cavanaugh-Toft, PhD, Clinical Psychologist  
 Robert Little, BS, Employee Assistance Program Coordinator

## Product Pipeline

