

# Happify Health's rebrand signals there are too many health apps out there

Article

**The news:** Happify Health rebranded as Twill to offer consumers a more connected care experience, per a press release shared with Insider Intelligence.

**A sign of evolution:** The rebrand marks a transition from a wellness app to a clinical-grade solution for pharma companies, health plans, and employers.

Twill will offer “**Sequences**,” platforms that combine peer-to-peer communities, virtual care coaching, and existing care services from pharma/employers/insurers on one platform.

- By the end of 2022, Happify Health should have “Sequences” developed for mental health, multiple sclerosis, pregnancy, and psoriasis.
- For example, Twill’s existing insurer partner **Elevance Health** (formerly **Anthem**) will gain access to Twill’s Sequence that provides virtual support for women throughout pregnancy, and could extend to post-partum care and menopause.

**The problem:** Employers and insurers are overburdened with wellness apps.

**Over 350,000 digital health wellness apps** were available to consumers last year. However, many **lack clinical evidence** that their solutions work—or lack easy integration with other digital health solutions. That makes it difficult to appeal to payers or employers that want precision and proof of ROI before offering a digital health app to their customers.

We likely saw an uptick of digital health mega-mergers last year to decrease the number of point solutions on the market.

- For example, telehealth company **Amwell** and mental health digital therapeutic (DTx) company **SilverCloud**’s merger made care more personalized for the duo’s customers.
- “Amwell has the telemedicine, they've got the teletherapy, but they didn't have the coaching and they didn't have the digital therapy; Silvercloud has that. So, you merge them together, now they can provide precision care,” **Chris Wasden**, head of DTx at Twill, told Insider Intelligence.

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## Top 3 Reasons to Prescribe Prescription Digital Therapeutics (PDTs) According to US Physicians\*, Oct 2021

% of respondents

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1. The prescription digital therapeutics could augment existing options and make a positive impact on my patients

76%

2. Low risk profile and minimal side effects are attractive

60%

3. More options that enable greater patient access & affordability are always welcome

56%

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*Note: n=200; \*physician respondents for this question were aware of the products when answering the question; it was unblinded and revealed the product was a PDT, physicians were asked to carefully consider each PDT's clinical results, and then were prompted about PDTs once unblinding the data*

*Source: Cowen, "Physician Survey on Prescription Digital Therapeutics"; Insider Intelligence calculations, Feb 14, 2022*

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