myStrength Launches New Sleep Program, Further Extending its Unique and Integrated Behavioral Health Platform

DENVER – Sept. 13, 2017 – myStrength, Inc., an innovative leader in digital behavioral healthcare, has deepened its evidence-based self-care resources to address the nation’s growing struggle with sleep disorders, insomnia and co-occurring mental health conditions.

Click here to learn more about myStrength’s new Sleep program, or try a short sample activity.

myStrength’s Sleep program was designed with input from leading sleep experts, Dr. Rachel Manber, Behavioral Sleep Medicine Specialist at Stanford University Medical Center, and Dr. Cj Bathgate, Clinical and Research Faculty at National Jewish, Sleep Medicine.

myStrength’s new Sleep program will be immediately available to its more than 130 healthcare payer and provider partners including Anthem, Aetna, CareSource, Envolve PeopleCare, Carolinas HealthCare System, and community and county providers across 26 states.

myStrength’s evidence-based program offers a full approach to insomnia management as well as uniquely integrated resources for behavioral health disorders that commonly co-occur with sleep disorders, including stress, depression, anxiety,1 substance use disorder2 and chronic pain.3

myStrength’s Sleep program fosters active engagement through personalized, guided interactions and applications based on clinically-proven Cognitive Behavioral Therapy for Insomnia (CBT-I) techniques, including stimulus control therapy, sleep restriction therapy, cognitive restructuring and sleep hygiene.

myStrength engages the user and trains the mind and body to promote quality sleep by building healthy sleep habits and schedules, while building skills to directly address negative habits leading to insomnia.

Sleep Deprivation – A Widespread Concern

More than a third of U.S. adults experience regular sleep deprivation.4 Further, 40% of patients with insomnia, a highly complex condition, experience a co-occurring behavioral health condition.5

Sleeplessness can exacerbate existing symptoms, slow recovery, and promote adverse health. The aggregate effect has a considerably negative influence on work, relationships and overall quality of life.6

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4 Centers for Disease Control and Prevention. 1 in 3 adults don't get enough sleep. Retrieved from https://www.cdc.gov/media/releases/2016/p0215-enough-sleep.html
“It’s been an exciting process to develop this sleep resource with the myStrength team,” said sleep expert Dr. CJ Bathgate. “This digital sleep tool has the ability to help a number of folks suffering from insomnia, while also connecting them to other myStrength resources addressing coexisting conditions, like depression, anxiety, and chronic pain.”

**The Economic Impact of Poor Sleep**
The widespread proliferation of sleep disorders significantly impacts individual healthcare expenses and employer costs, considering:

- Insomnia sufferers incur roughly 92% more in healthcare costs than people without insomnia.\(^7\)
- Sleep deprivation costs $411 billion in U.S. economic losses annually, or approximately 1.23 million missed work days.\(^8\)
- Employers experience loss through employee absenteeism and presenteeism, or subpar performance related to insufficient sleep.\(^9\)
- Reduced production can cost employers $2,796 annually for each employee experiencing lack of sleep, and up to $3,156 per year for each worker suffering from insomnia.\(^10\)

As a result, payers and providers are actively looking for effective, non-pharmacological alternatives for treating sleep disorders, insomnia and co-occurring conditions.

myStrength uniquely offers healthcare payers and providers an efficient and effective consumer platform to address condition-specific and co-morbid behavioral health conditions. The newly launched program to Improve Sleep can be used as a standalone self-help program, an augment to professional mental health assistance, or a supplement to existing sleep therapy. [Click here for Sleep program details.](#)

“myStrength is proud to offer a robust, evidence-based sleep improvement program to help members personalize, manage and overcome insomnia and its co-occurring conditions. What is unique is that our CBT-I sleep resources are seamlessly integrated into the myStrength platform, which already provides engaging online self-help tools for stress, depression, anxiety, substance use disorders and chronic pain,” said Scott Cousino, myStrength’s CEO. “This provides our partners with a broad consumer-centric platform to manage the often-present behavioral health co-morbidities.”

myStrength programs are delivered via web and mobile devices and available through consumer payers and providers. To find out more and request a demo, please visit [www.mystrength.com](http://www.mystrength.com).

**About myStrength**
myStrength, Inc. is a recognized leader in digital behavioral health. myStrength greatly enhances traditional care models, while addressing issues of cost, lack of access, and stigma, to deliver mental health and well-being resources at scale. Our platform targets the most prevalent and costly behavioral health conditions — empowering consumers with innovative self-care resources to manage and overcome challenges with depression, anxiety, stress, substance use disorder, chronic pain and sleep. myStrength collaborates with more than 130 health plans, integrated health systems, EAPs, disease management providers, managed and community behavioral health providers, strategic alliances, ACOs and FQHCs. For more information, please visit [www.myStrength.com](http://www.myStrength.com), or [click here](#) for Sleep program details.

*myStrength Media Contact: Rebecca McIlwaine; Rmcilwaine@mystrength.com*

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