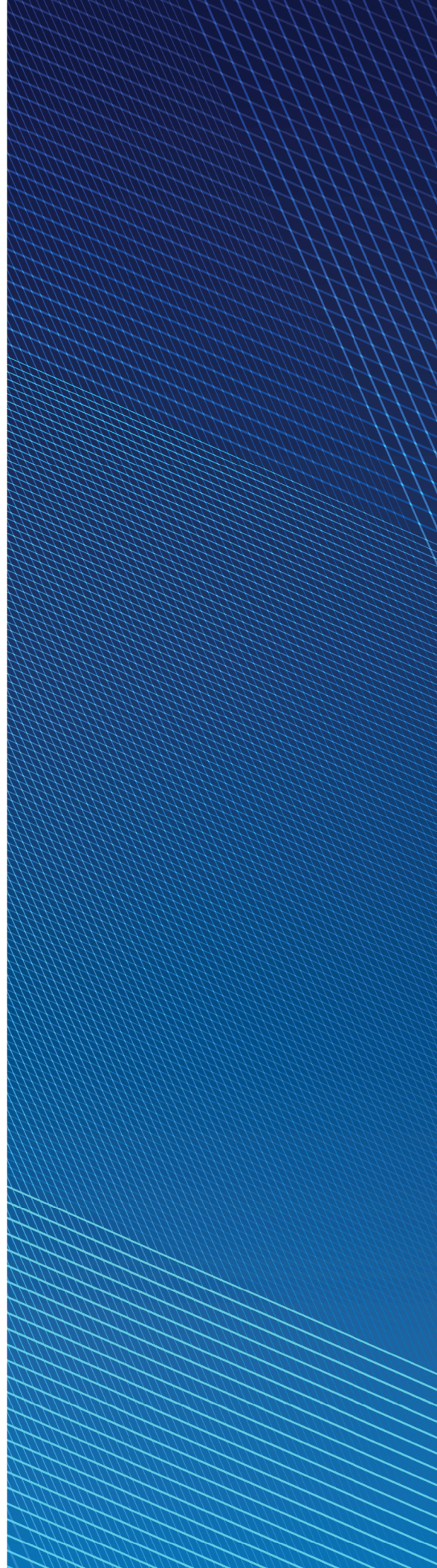


BETTER THERAPEUTICS RECEIVES THE 2023 TECHNOLOGY INNOVATION LEADERSHIP AWARD

*Identified as best in class in the North American
diabetes digital behavioral therapeutics industry*



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Better Therapeutics excels in many of the criteria in the diabetes digital behavioral therapeutics space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Ushering in a Paradigm Shift in Diabetes Management through Clinically Validated Digital Cognitive Behavioral Therapy

An estimated 37.3 million people in the United States had diabetes in 2019, of which 90% to 95% suffered type 2 diabetes (T2D).¹ A key approach to controlling T2D is decreasing the risk factors related to it.

“The AspyreRx App delivers a novel form of cognitive behavioral therapy (CBT) that is designed specifically to address the cognitive and mental structures that drive dietary patterns and associated lifestyle behaviors related to diabetes. The CBT systematically targets the emotional beliefs, ideas, and maladaptive thinking linked to diet, exercise and sleep that drive negative behavioral patterns known to be the root cause of T2D. This approach helps in changing the brain’s neural pathways, in turn reducing or removing obstacles to making sustained and positive behavioral changes.”

- Neeraj Nitin Jadhav
Industry Analyst

Research has determined that healthy behavioral factors, including exercising regularly, not smoking, and maintaining a healthy weight, can impact 30% to 50% of the health outcomes in patients.² However, many efforts have focused on managing symptoms related to T2D - rather than treating, reversing or preventing its onset

through behavioral change. Although digital health companies have developed solutions to overcome this

¹ [American Diabetes Association](#)

² [The Relative Contribution of Multiple Determinants to Health Outcomes, Health Affairs, August 2014](#)

issue, Frost & Sullivan points out that the majority of these tools lack robust clinical validation via randomized controlled clinical trials to demonstrate their efficacy in providing meaningful outcomes to patients. As for companies that have clinically validated digital health solutions, many focus on data capture and tracking alone, versus providing a personalized therapeutic treatment. As a result, they offer minimal personalization while delivering recommendations to the users, which makes it less appealing for the patients, negatively impacting adoption rates.

Founded in 2015, US-based Better Therapeutics, a prescription digital therapeutics company, has developed breakthrough technology to overcome the limitations of current methods for T2D management. AspyreRx (formerly BT-001) is a digital treatment delivered via a smartphone application (app) that uses behavioral therapy, artificial intelligence (AI), and evidence-based interventions to enable sustainable lifestyle changes for patients. AspyreRx is an FDA-authorized app for patients aged 18 years and above prescribed by healthcare providers in 90-day increments consisting of 26 therapy lessons containing 96 skill-building modules. The therapy lessons and skill-building modules are delivered in a weekly step-by-step process to the users at a pace and sequence designed to maximize treatment outcomes on an individual basis.

Novel form of digital Cognitive Behavioral Therapy (CBT)

The AspyreRx App delivers a novel form of cognitive behavioral therapy (CBT) developed by Better Therapeutics that is designed specifically to address the cognitive and mental structures that drive dietary patterns and associated lifestyle behaviors related to diabetes. The CBT systematically targets the emotional beliefs, ideas, and maladaptive thinking linked to diet, exercise and sleep that drive negative behavioral patterns known to be the root cause of T2D. This approach helps in changing the brain's neural pathways, in turn reducing or removing obstacles to making sustained and positive behavioral changes. Through systematic techniques and interventions, AspyreRx facilitates cognitive restructuring and builds emotional resilience and acceptance levels among the users, helping them make and sustain the changes needed to better manage their T2D. Developed over 8 years with clinical experts and over 6,500 participants in various studies, the app has facilitated meaningful improvement in users' health outcomes, a fact that is supported by robust clinical validation achieved in numerous research studies. In the pivotal study involving nearly 700 participants, those who used AspyreRx for 90 days demonstrated greater blood glucose control, as measured by a reduction in A1c of -0.41% at 90 days. This improvement continued up to 180 days of use, with fewer medication increases compared to those who did not use AspyreRx. Over 50% of patients had a meaningful response of 0.4% or greater with an average A1c reduction in that group of -1.3%. Participants also experienced improved fasting blood sugar, reduced systolic blood pressure, weight loss, improved mood, and enhanced quality of life scores compared to those who did not use AspyreRx.

Personalization Driving Patient Engagement and Retention

The use of AI in the AspyreRx app provides unmatched personalization—the foundation for enhanced patient engagement. AI algorithms adjust goals and personalize treatment plans for each patient based on their engagement and input. Using self-reported measures and patient-specific health data, the algorithms provide the most impactful next steps to maximize treatment response. Furthermore, through gamification, data visualization, progress reporting, and various feedback mechanisms, the AspyreRx app

rewards progress made by individuals, encourages ongoing use, and allows the users to visualize the impact of behavior changes on the primary measures of their disease status.

Frost & Sullivan appreciates how this approach clearly improves patient engagement; it has enabled an industry-leading patient retention rate of 81% and a net promoter score (NPS) of 61 for the AspyreRx app after 180 days of use, an achievement that absolutely dwarfs the competition.

“A prominent factor that sets Better Therapeutics’ AspyreRx apart from competing solutions is its unique architecture that enables high scalability for the company to develop new prescription digital therapeutics. These could help treat a wide range of cardiometabolic diseases - including hypertension, obesity, non-alcoholic steatohepatitis/non-alcoholic fatty liver disease, hyperlipidemia, and chronic kidney disease.”

- Neeraj Nitin Jadhav
Industry Analyst

Healthcare Cost-savings and Scalability to Ensure Commercial Success

The behavioral modifications enabled by the AspyreRx app have been proven to positively impact patients’ health outcomes and have the potential to lower their cost of care. For instance, according to a health economic analysis study conducted internally in 2019, the use of the app resulted in a 22% to 29% reduction in medical costs for patients, which is attributed to the various cardiometabolic

variables’ improvements that led to lower medication utilization and fewer diabetes-related risks³. In 2022, Better Therapeutics conducted additional health economic studies using data from the pivotal study. A cost-effectiveness analysis indicates that the utilization of AspyreRx may not only be more effective than the standard of care alone but may also be less costly for payers. To accelerate AspyreRx’s adoption, Better Therapeutics is in the last stages of registering at the System for Award Management, a government-wide registry for vendors doing business with the United States federal government that can help improve access for the app across different federal healthcare agencies.

A prominent factor that sets Better Therapeutics’ AspyreRx apart from competing solutions is its unique architecture that enables high scalability for the company to develop new prescription digital therapeutics. These could help treat a wide range of cardiometabolic diseases - including hypertension, obesity, non-alcoholic steatohepatitis/non-alcoholic fatty liver disease, hyperlipidemia, and chronic kidney disease.

A cornerstone of Better Therapeutics’ growth strategy is its comprehensive patent portfolio — built thanks to significant investments in research and development. The company has developed an extensive intellectual property portfolio covering its unique method for delivering digital behavioral therapy and novel AI treatment algorithms used in AspyreRx. Better Therapeutics has adopted a robust and multi-layered approach that provides an additional layer of patent protection for its invention related to its digital therapeutic platform and its methods of action. The robust patent portfolio, with patents filed in key markets such as the United States, and Canada offers a strong foundation for the company to achieve outstanding business growth in the near future.

³ [Estimating the Impact of Novel Digital Therapeutics in Type 2 Diabetes and Hypertension: Health Economic Analysis, Journal of Medical Internet Research, August 2019](#)

Conclusion

Commercially available digital health solutions either lack robust clinical validation to prove their effectiveness in the management of type 2 diabetes, and those that are clinically proven focus on data capture and tracking versus delivering a therapeutic treatment – therefore they cannot provide personalized recommendations to patients, which affects patient experience and their adoption of the solutions.

To overcome these barriers, Better Therapeutics' clinically proven prescription digital therapeutics application amalgamates behavioral therapy, artificial intelligence (AI), and evidence-based interventions to facilitate structured behavioral changes in patients to improve their clinical outcomes. The use of CBT specifically targets cognitive structures, beliefs, and maladaptive thinking pertaining to diet and lifestyle, enabling changes in the brain's neural pathways for lasting behavioral changes. This addresses the underlying factors responsible for the development and progression of type 2 diabetes. Frost & Sullivan commends the company's ability to develop AspyreRx, which offers unmatched personalization to improve patient engagement levels while delivering sustainable clinical improvements and, over time, potentially lowering the financial burden on them.

With its strong overall performance, Better Therapeutics earns the 2023 Frost & Sullivan Technology Innovation Leadership Award in the diabetes digital behavioral therapeutics market.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

