

twill™

YEAR-IN-REVIEW

2022

A graphic design featuring the year '2022' in large white font. Five colorful lines (blue, teal, pink, green, yellow) curve across the background, each ending in an arrowhead pointing towards a digit of the year. The blue line points to the first '2', the teal line to the '0', the pink line to the second '2', the green line to the first '2', and the yellow line to the second '2'. An orange line also curves across the bottom right, pointing towards the second '2'.

About Twill

Twill is a digital-first healthcare company shortening the distance between need and care by putting each person's needs and preferences at the center of their healthcare experience.

Twill weaves together highly engaging condition or population based communities, digital therapeutics, human coaching and telebehavioral health with clinician-trained AI to deliver **Sequences™**. These are fully configurable, scientifically designed, digital-first solutions that support the care journey for specific medical conditions. Sequences are designed to work seamlessly with third party services and a customer's existing digital solutions, enhancing personalization and engagement to create a more personal, precise and connected healthcare journey.

Twill does this for pharmaceutical companies, health plans, jumbo employers, and those they serve, covering more than 25 million lives and is culturally localized in 10 languages.



A year of growth & transformation

7.5M+

new covered lives

on our platform

New clients, including

3

Fortune 20
companies

&

3

top 20 Pharma
companies

1

new brand

2

new
Therapeutic
Areas





This navigation is interactive.
Click and jump to any quarter.

01

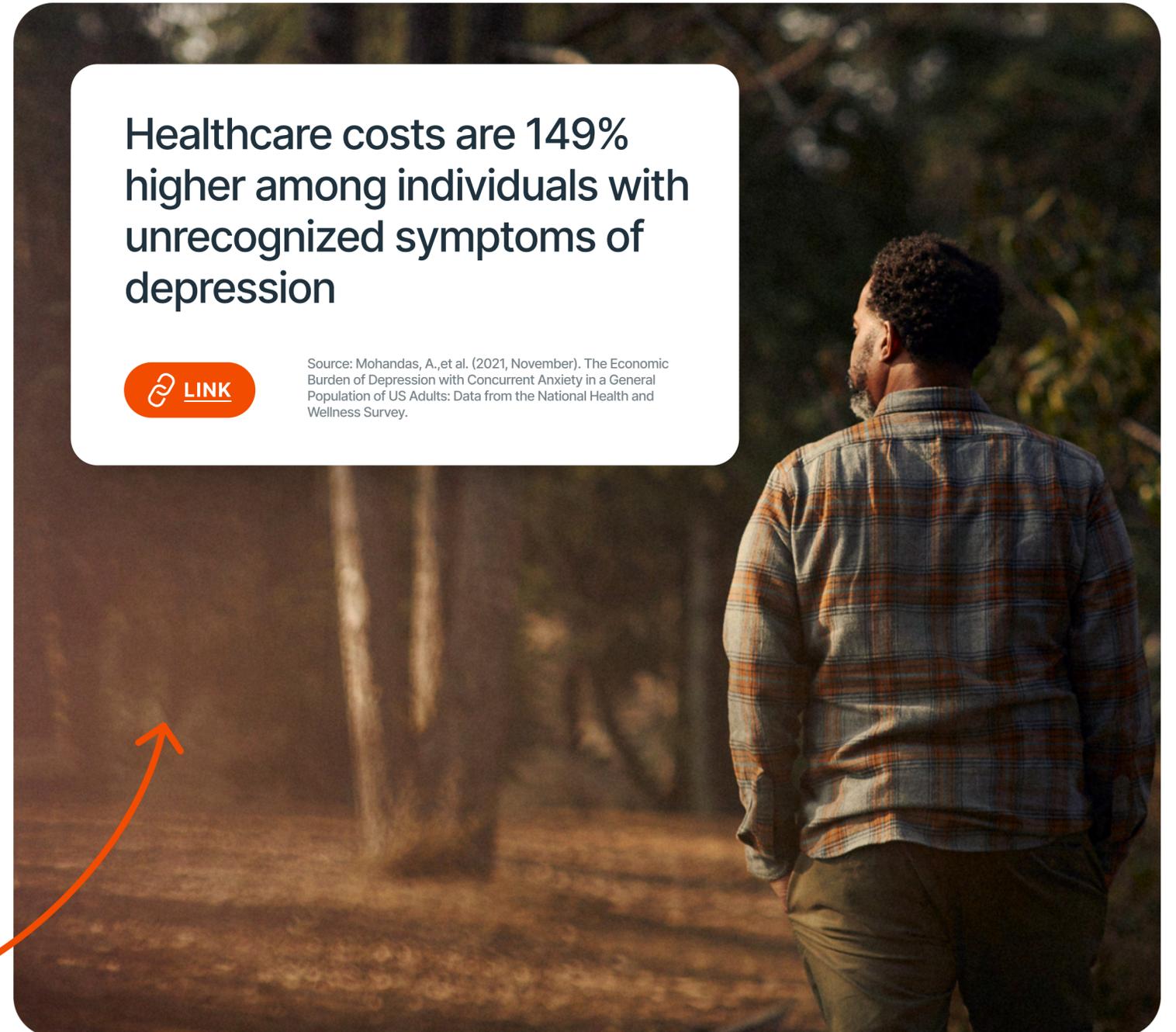
Identifying the economic burden of the
“silent” mental health epidemic

Our analysis highlights
the potential of early
identification of and
support for depression
to result in **healthcare
cost reductions**

Healthcare costs are 149%
higher among individuals with
unrecognized symptoms of
depression



Source: Mohandas, A., et al. (2021, November). The Economic Burden of Depression with Concurrent Anxiety in a General Population of US Adults: Data from the National Health and Wellness Survey.



02

Point solutions are the largest barrier to the digital transformation of health

Twill survey:
Gaps in member
digital healthcare
journeys

Published January 2022

[LINK](#)

03

We are honored to be named to **NYC Digital Health 100** for the second year in a row

“NYC Digital Health 100 is comprised of an incredibly diverse set of companies and leaders who are working to innovate and solve some of the most complex challenges across all facets of the healthcare ecosystem.”

Bunny Ellerin
Co-founder and CEO of NYCHBL



Published February 1

[LINK](#)

04

Expanding our impact in Asia, and delivering Precision Care at scale

Commercializing prescription digital therapeutics in Asia with Zuellig Pharma

Published March 14

[LINK](#)

“The COVID-19 pandemic has substantially increased the prevalence and incidence of Major Depressive Disorder, Generalized Anxiety Disorder, and chronic insomnia, and we look forward to providing non-pharmacological therapies as another treatment option for those suffering, regardless of their location.”

Chris Wasden
Chief Strategy Officer of Twill



05

Intelligent Healing delivers Precision Care

The industry got to know us as The Intelligent Healing Company, with Chris Wasden’s presentation on Precision Care at DTx West

Published March 9

[WATCH](#)

06

Twill goes live with our care community for pregnancy



Pregnancy

12.5K Members

Support and resources to safely and confidently navigate your pregnancy.

[LINK](#)

07 New hope for psoriasis sufferers

Research shows the impact of digital interventions to improve anxiety symptoms & well-being in people with psoriasis

Published April 7

 LINK

“This new analysis is important because it suggests that digital interventions... can have a significant—and positive—impact on those suffering with psoriasis, and should be a part of any psoriasis care plan.”

Murray Zucker, M.D.
Chief Medical Officer of Twill



08

Bridging the gap between the unique physical and mental health concerns pregnant Americans face

In June we were chosen by one of the largest health plans in the US, to offer a new digital-first solution to support the maternal health journey

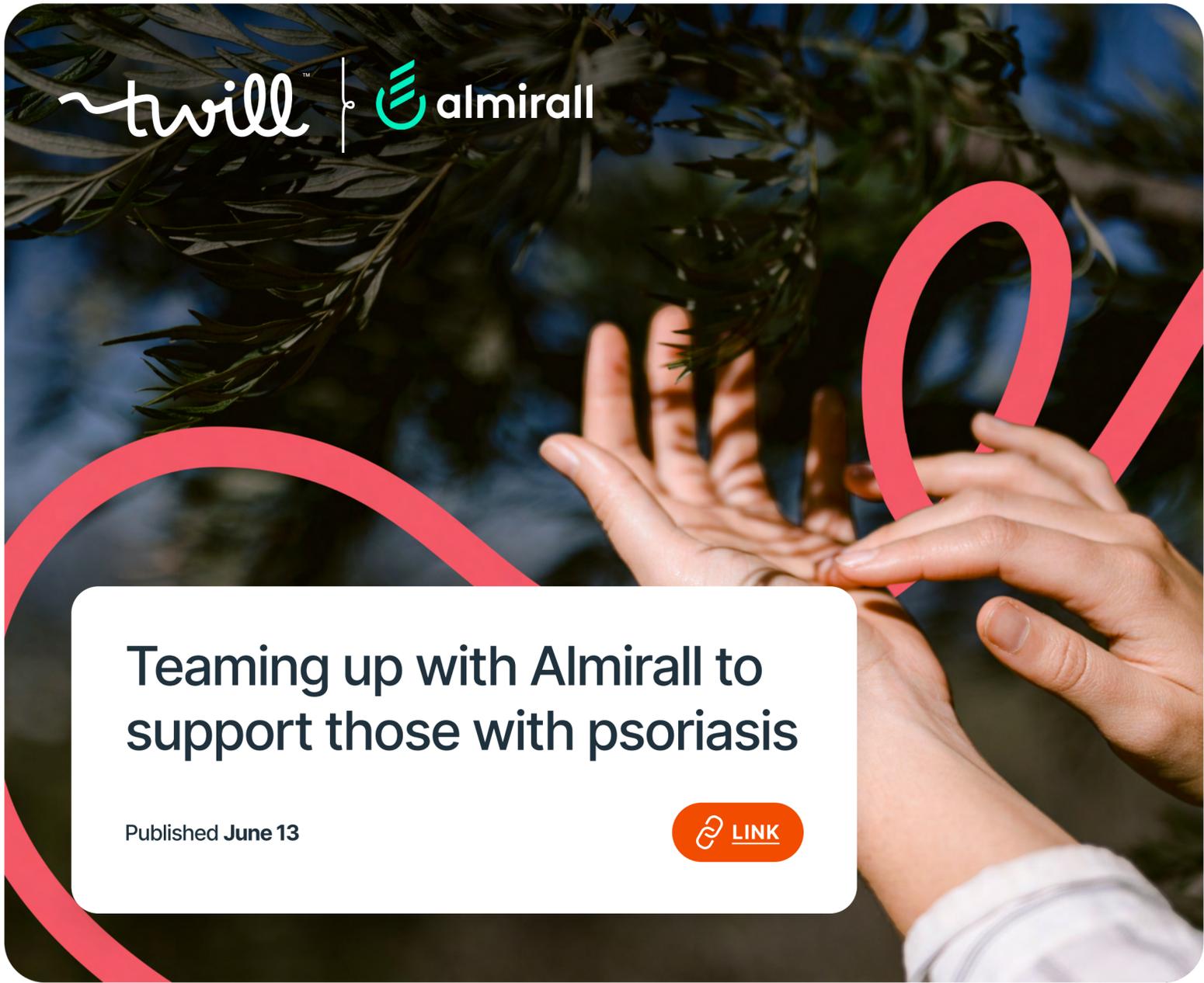


Published June 7

[LINK](#)

“Our partnership... is about improving every aspect of the pregnancy experience—whether it pertains to physical or behavioral health—and meeting all the various needs of moms.”

09 June continued to be a strong month for **partnership,**
with two new alliances in care for psoriasis and for MS



Teaming up with Almirall to support those with psoriasis

Published June 13 [LINK](#)

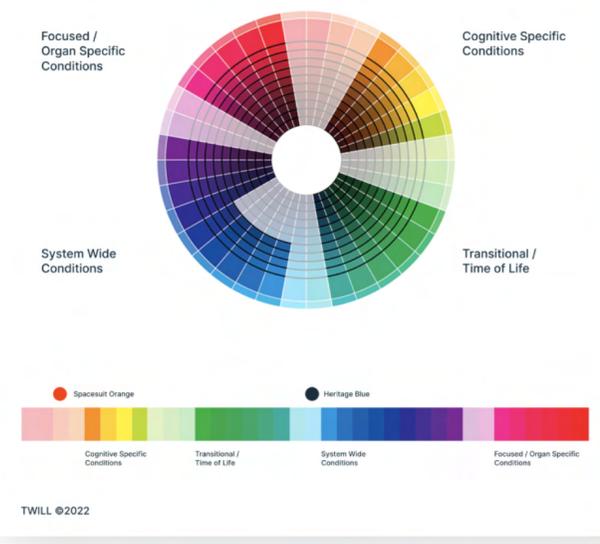
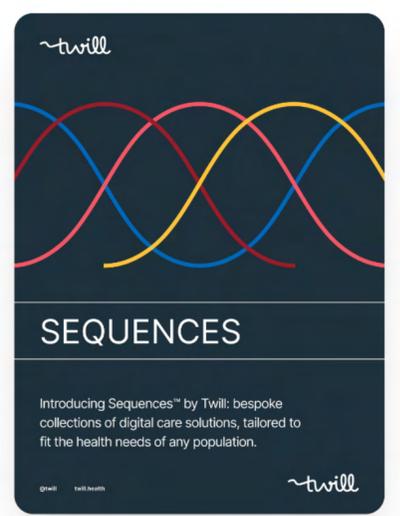
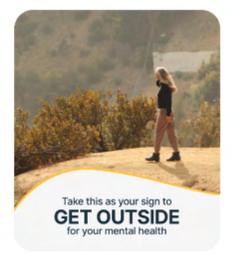
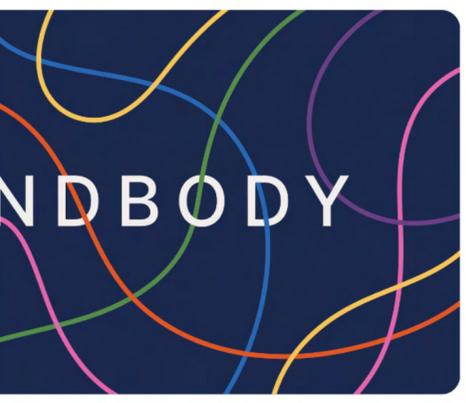
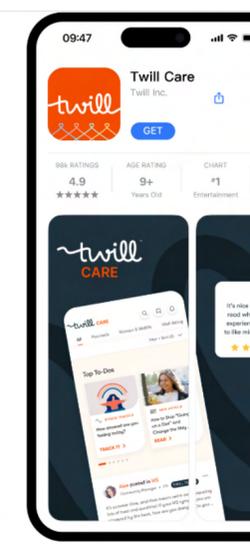
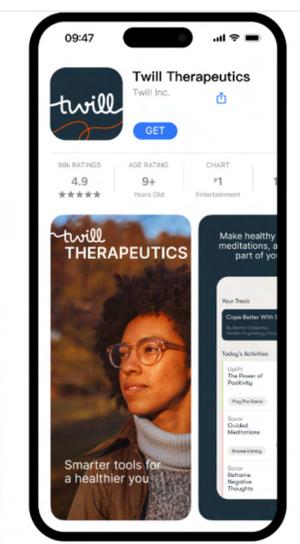
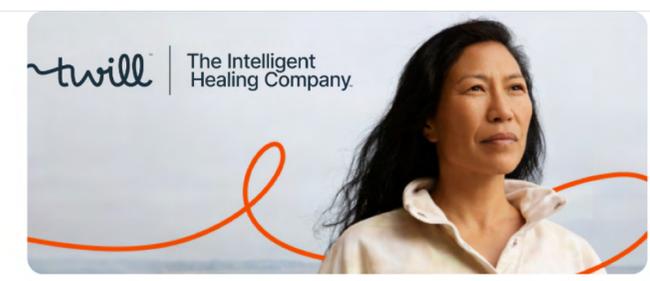
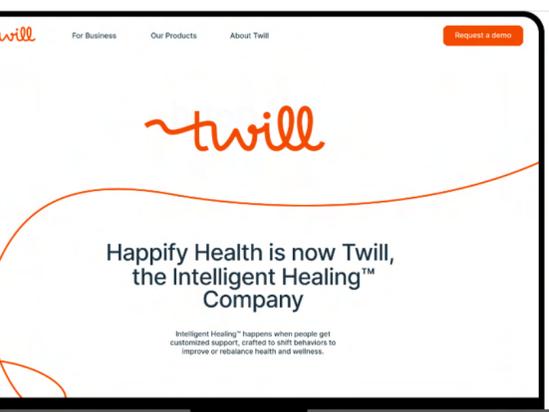


Collaborating with Biogen to serve people with MS

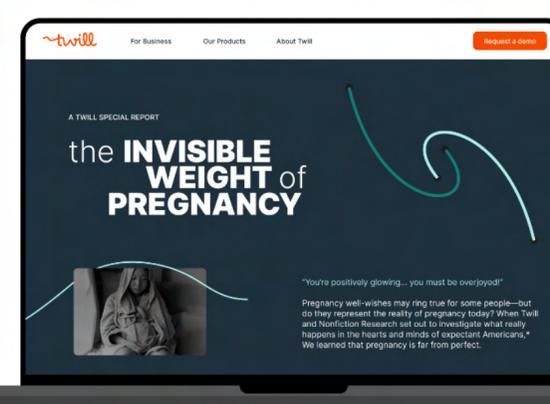
Published June 22 [LINK](#)

10

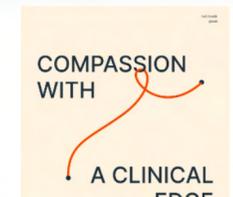
Midway through 2022, Happify Health became



Mental Health Yellow	Psoriasis Coral	Respiratory Pink	Magenta (Unassigned)	Cardiometabolic Red
Violet (Unassigned)	Oncology Indigo	Multiple Sclerosis Blue	Maternal Teal	Transitional Green



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Weaving a new path as Twill

Published July 12



“As we’ve grown to deliver care to more communities, the disconnectedness of our industry in addressing mental health along with physical health challenges has become abundantly clear. Instead of contributing to this problem, **we saw an opportunity to take a different approach, one where we could make the meaningful connections between technology and humanity, body & mind, and need & care.**

As we’ve shifted our focus toward weaving together solutions that better support the whole person in the care journey, **we wanted a name that better matched our mission: to make healing more intelligent.”**

For more on the rebrand, learn about **How Happify Health became Twill** in conversation with Ofer Leidner and Megan Callahan

Published July 14



Ofer Leidner
Co-founder and President of Twill



Megan Callahan
Chief Operating Officer of Twill



Tomer Ben-Kiki
Co-founder and CEO of Twill



11 Twill launches live coaching

Partnership with YourCoach expands access to accredited live health coaches

Published July 21



Jamie

every day. I think it's helped me with my stress levels.

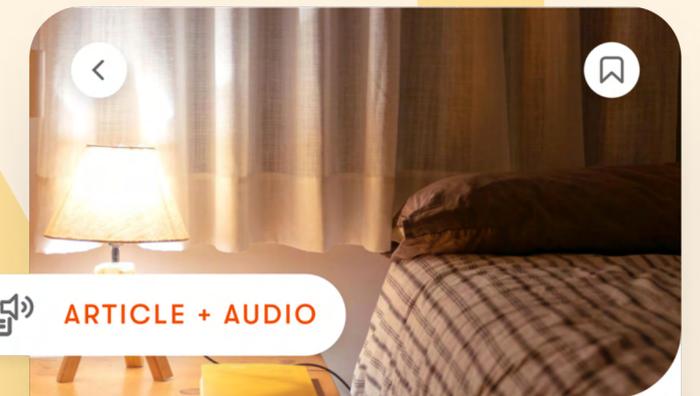
Nice job setting a goal for yourself, and sticking to it! Have you savored your progress?

Would you like to build on this week's success, and set a new goal?

Thanks, I do feel good about it. I think I'd like to focus more on

12 Launch of text-to-speech audio articles

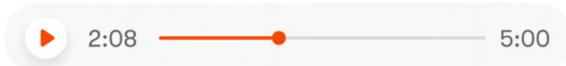
Articles become more accessible, with added text-to-speech audio functionality



ARTICLE + AUDIO

4 Strategies People Use to Get a Better Night's Sleep

By Lauren Krouse



13 Introducing Sequences™

Weaving together a simpler, more comprehensive, and connected approach to digital-first healthcare

Sequences weave together the disparate strands of care into fully configurable, scientifically designed, digital-first solutions

Published August 2022

▶ WATCH

twill™
SEQUENCES™

14

Our fifth community

Rounding out our Twill Care launches of 2022, we introduce our newest community, focused on well-being

twill™ CARE
FOR WELL-BEING

15

Amazonians gain 24/7 access to mental health care

Twill provides mental health support to Amazon employees

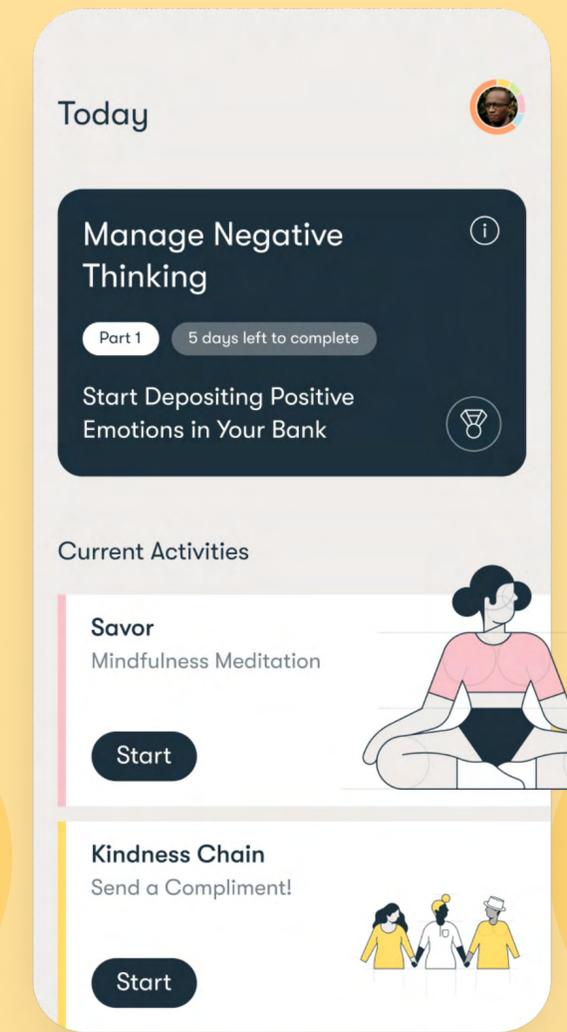


Published October 13

[LINK](#)

“Mental health is important for everyone, and it impacts each one of us differently. We are inventing and building every day on behalf of employees to ensure they all have access to mental health resources that work for them.”

Dr. Chris DeCou
Head of Global Behavioral Health at Amazon



A study of Twill products showed active users experienced a

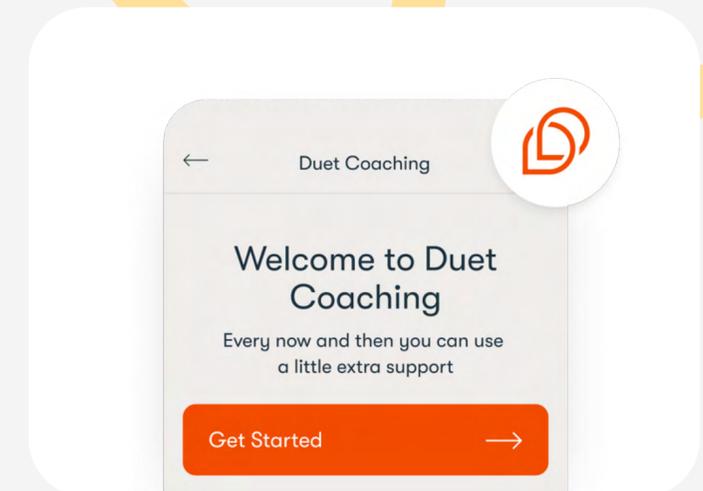
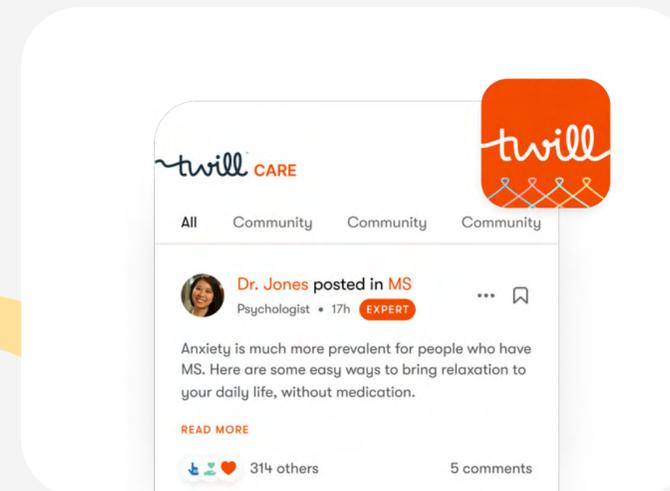
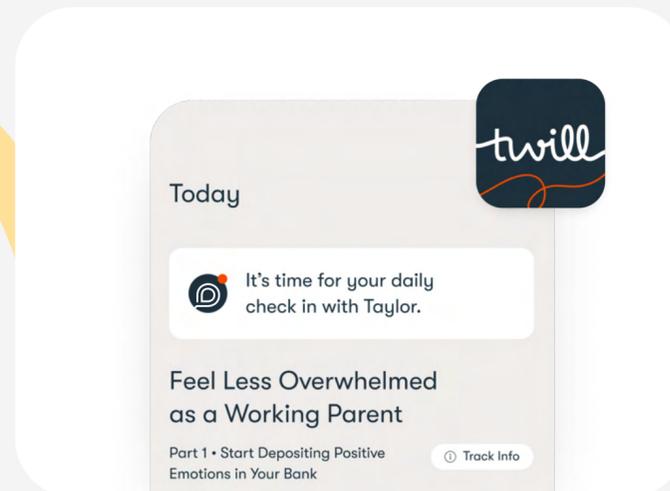
26%
improvement

in depression and anxiety symptoms over an 8 week period

Source: Twill protocol HPY-HLS-21

twill SEQUENCE FOR MENTAL HEALTH

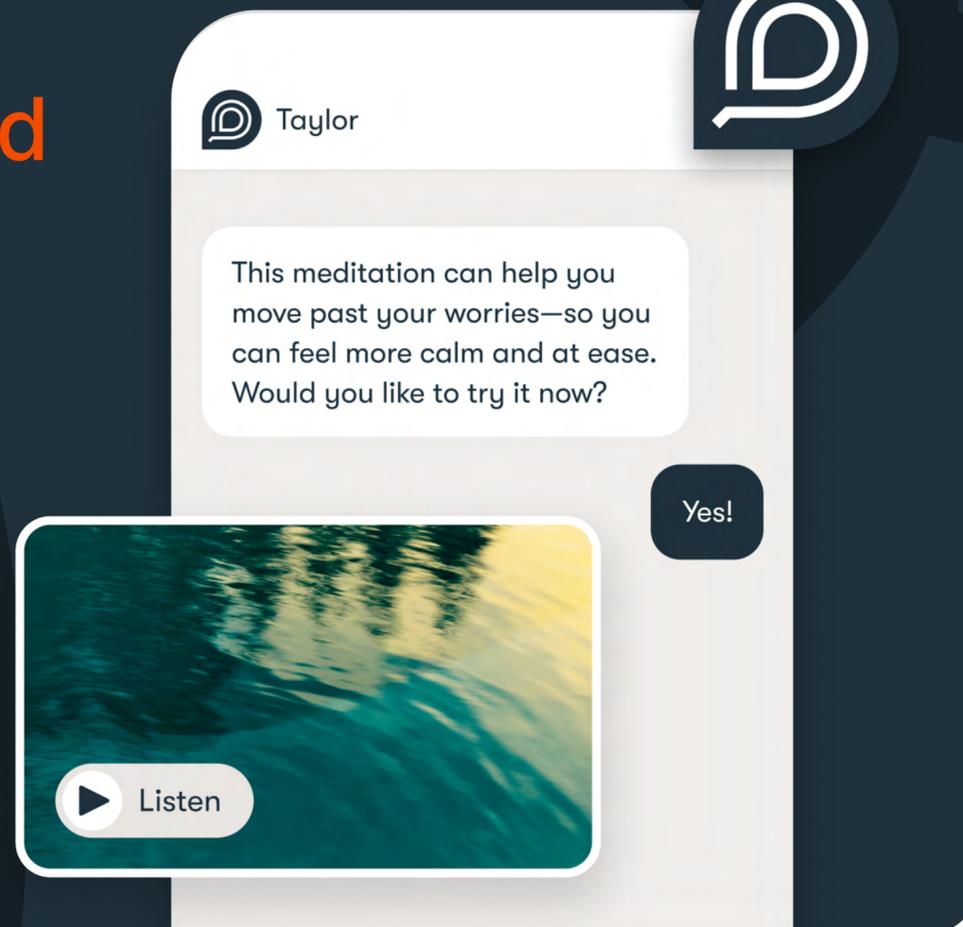
Our Sequence for Mental Health includes well-being support, a Twill Care community, live coaching, and more



16

Evolving the therapeutic experience

Therapeutic intelligence enables more **emotional check-ins and personalized meditations**



17

New research

The effects of digital well-being intervention on older adults

Published September 2

[LINK](#)



18

The Invisible Weight of Pregnancy

Our new research started a long overdue conversation about the realities of the mental health challenges surrounding pregnancy



Research sheds light on the mental health challenges surrounding pregnancy

Published November 3



the **INVISIBLE WEIGHT** of **PREGNANCY**

Real stories.
Real issues.

This is pregnancy, no filter.

[Read the full study](#)

1,000 Americans shared their stories.



We listened—and you should too.



19

Telebehavioral health offering deepens with e-Psychiatry partnership

Published November 9

[LINK](#)

20

Winter Tech Watch II

Twill makes the list of **16 New York City Companies to Track**

Published December 14

[LINK](#)

21

Taylor, our Therapeutic Assistant, launches in Spanish

 Taylor



¡Hola! Soy Taylor. Su asistente inteligente de Twill.

Puedes preguntarme lo que sea.

22 Twill launches the Pregnancy Sequence

With the introduction of Bond, we launched our Pregnancy Sequence to improve the care journey for pregnant and postpartum Medicaid beneficiaries



Bond is a non-prescription digital therapeutic that provides self-guided support for those who are pregnant and postpartum to manage stress and symptoms of anxiety and depression



1 in 5 women experience mental health symptoms during pregnancy, or in the first year following pregnancy



Check out our Pregnancy Sequence



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To learn more about Twill, visit twill.health