

Wellmind Health appoints Heather Cook as CEO

Wellmind Health elevates Heather Cook to CEO to accelerate growth and product development

[Wellmind Health](#), the Digital Treatments as a Service (DTaaS) platform providing drug-free digital therapies for better mental health, pain management and addiction recovery, has appointed Heather Cook as CEO. Formerly Chair of the Advisory Board, as CEO Cook will take a more hands-on role in accelerating growth, product development and international expansion.

Cook is one of the UK's leading digital health innovation and growth experts and sits on the Board of Directors at TechUK, the UK's technology industry body, and NHS England's SME Commercial Advisory Board. With over 25-years' experience in leading global technology transformation programs and founding and running high-impact businesses in the digital health care market, she is one of the UK's foremost specialists on the health technology industry.

Heather Cook said, "I am absolutely delighted to step into the role of CEO at Wellmind Health. Having been involved with the team for some time now, I am familiar with the pioneering work the company is doing to improve patient pathways in chronic pain management, mental health, and addiction services. The company's evidence-based, non-drug programs and unique, data-driven platform are driving real innovation and improvements. I am incredibly excited to take a more active role with Wellmind Health in transforming patient care, supporting health and social care services and developing new programs that have the potential to make a significant impact."

Wellmind Health's digital therapies and proprietary cloud-based DTaaS platform have been deployed across NHS services and the private sector for over a decade with full healthcare regulatory compliance. Their clinical-grade digital therapies [Be Mindful](#) and [Pathway through Pain](#) are designed and delivered by experts and clinically proven to deliver significant and measurable long-term improved health outcomes, with real-time engagement and clinical outcome reporting also delivered through the company's proprietary web-based management portal.

Chairman and Co-Founder, Richard Latham, said, "We are thrilled to welcome Heather into the CEO role. Her superlative knowledge and experience bring the ideal skillset to enable Wellmind Health to create a positive impact on greater numbers of individuals and health and social care services. The scale of patient demand and pressures on healthcare services are immense with persistent long waiting lists, drug over-prescription and increasing patient demand. We are excited to work with Heather to build on our progress and extend the impact we have on individuals and services."

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Notes to Editors

About Wellmind Health

Wellmind Health has pioneered Digital Treatments as a Service (DTaaS) for over a decade. The company's proprietary cloud-based DTaaS platform is designed exclusively for scalable development, deployment and delivery of digital treatments, with real-time patient and clinical data available through a unique management portal. Its clinical-grade, evidence-based treatments for better mental health, pain management and addiction recovery deliver long-term improved health outcomes and health system benefits across the NHS and in the private sector.

The secure web-based management portal delivers best-in-class functionality and world-leading clinical data. Clinicians and therapists can manage program participants, monitor engagement and satisfaction in real time, and report on their self-assessed health outcomes using a variety of clinical outcome measurements at granular and aggregated levels. The company has full healthcare regulatory compliance.

Pathway through Pain and **Be Mindful** web-based programs are designed and delivered by experts and clinically proven to deliver significant and measurable long-term results. Program completers achieve outstanding reductions in levels of depression, stress and anxiety and significant lasting improvements in the self-management of chronic pain. The new **Pathway through Arthritis** program, designed with leading arthritis charity Versus Arthritis, is clinically designed to empower patients living with osteo and rheumatoid arthritis to better self-manage their condition and symptoms.

Wellmind Health's founders first launched **Meditainment**, their original library of guided meditations, after recognising the incredible potential of digital mental health training when connecting their background in web production with efforts to improve their own mental health. Meditainment's evidence-based immersive meditations enjoy a 5-star Trustpilot rating and are an integral part of Pathway through Pain.

The Wellmind Health team is dedicated to providing high-quality digital interventions, analytics and reporting that improve outcomes and make a real and lasting impact on real lives, healthcare services, companies, and society.

<https://www.wellmindhealth.com>

About Pathway through Pain

Pathway through Pain is the only clinically validated digital Pain Management Program (PMP). The flexible web-based course has helped thousands of people take control and better manage chronic/persistent musculoskeletal pain since its launch in 2011.

Pain medicine experts teach participants a new approach to pain, empowering self-management of pain for an improved quality of life with pain no longer in control. The program is a standalone intervention or works in conjunction with existing treatments to help reduce the need for drug prescriptions and face-to-face appointments.

Published clinical research and outstanding participant feedback evidence a 24% reduction of problems in daily life and a 20% boost to quality of life, while 78% would recommend the program to others with persistent pain. Pathway through Pain has been shown to deliver a 45% reduction in healthcare costs.

Pathway through Pain is compliant with the NHS Digital Technology Assessment Criteria (DTAC), meeting rigorous NHS quality standards for clinical safety, data protection, technical security, interoperability, usability and accessibility.

<https://www.pathwaythroughpain.com>

About Be Mindful

Be Mindful is the original clinically validated digital therapeutic Mindfulness-Based Cognitive Therapy (MBCT) program. Developed with the pioneers of MBCT, the on-demand web-based course helps people to take control of their mental wellbeing and better cope with stress and challenges in their lives.

Leading mindfulness teachers guide participants through instructional videos, interactive sessions, and mindfulness assignments at a pace they are comfortable with, as they learn to naturally practice mindfulness in their daily lives. Be Mindful is effective as an early intervention for low mood, a clinical intervention for depression, anxiety and stress, and to help maintain general wellbeing.

NHS-commissioned, the program enables lasting improvements in mental wellbeing. Clinical and academic research demonstrate the outstanding outcomes of this medication-free online intervention, with reductions in stress (40%), anxiety (58%) and depression (63%).

Be Mindful is compliant with the NHS Digital Technology Assessment Criteria (DTAC), meeting rigorous NHS quality standards for clinical safety, data protection, technical security, interoperability, usability and accessibility.

<https://www.bemindfulonline.com>

About Meditainment

Meditainment is an evidence-based course of immersive guided meditations, created to help participants become more relaxed, rested, and inspired. First in the Wellmind Health family and clinically validated as an integral feature of Pathway through Pain, the web-based course has received outstanding user feedback for over a decade and enjoys 5-star Trustpilot ratings.

The practice of following guided meditation has many well-known benefits, including stress reduction, relaxation, calming the mind, pain and insomnia relief, reduced anxiety, improved mood and sleep quality, and a more positive outlook. Meditainment's unique blend of established guided meditation and visualisation techniques is enhanced with relaxing music and authentic sounds of nature to help transport participants on imaginative journeys to explore and reflect on a range of wellbeing topics.

The unique course of engaging, highly accessible guided audio meditations consists of three Voyages, each comprising six different meditation destinations, which promote better mental



wellbeing in an inclusive and enjoyable way. The three Voyages have been crafted as a progressive journey with supportive emails sent to participants as they progress.

Meditainment is compliant with the NHS Digital Technology Assessment Criteria (DTAC), meeting rigorous NHS quality standards for clinical safety, data protection, technical security, interoperability, usability and accessibility.

<https://www.meditainment.com>

About Pathway through Arthritis

Pathway through Arthritis is a unique digital treatment developed by Wellmind Health in partnership with the Versus Arthritis charity to support patients living with chronic pain. The specialised web-based program empowers patients living with osteo and rheumatoid arthritis to better self-manage their condition and symptoms through a specialised web-based treatment program. Users report significant reductions to the impact of arthritis on daily life, with quality of life greatly improved.

Clinically designed using evidenced therapeutic techniques, a multi-disciplinary expert team teaches participants new approaches to managing the pain associated with arthritis. Through the practice of self-management techniques encompassing a range of modules such as exercise, lifestyle changes and cognitive approaches to rewiring how the brain treats pain, the Pathway Through Arthritis treatment is either a standalone intervention (activated by a patient outside a clinical environment) or integrated within clinical arthritis management pathways. The digital treatment is also designed to reduce the reliance on and over-prescribing of addictive pain medication and to reduce workforce pressures by reducing waiting times and face-to-face appointments.

Health outcomes are measured during and after the program using clinically recognised self-reporting assessments for Disability (ODI), Health State (EQ VAS), Depression (PHQ-9) Anxiety (GAD-7) and the newly developed Musculoskeletal Health (MSK-HQ). Results are reported to patient's healthcare sponsor through Wellmind Health's specialised cloud-based Digital Treatments as a Service (DTaaS) platform on an individual, anonymised or aggregated basis.

Pathway through Arthritis is compliant with the NHS Digital Technology Assessment Criteria (DTAC), meeting rigorous NHS quality standards for clinical safety, data protection, technical security, interoperability, usability and accessibility.

<https://www.pathwaythrougharthritis.com>