



White House Mental Health Technology Conference Highlights Mood 24/7 App

Invented by Johns Hopkins Medicine and developed by Remedy Health Media, Mood 24/7 tracks patient mood and coordinates care among physicians and family

Mood 24/7 (<http://www.Mood247.com>) a web-based mental health tracking and care coordination technology invented by Dr. Adam Kaplin of Johns Hopkins Medicine and developed by Remedy Health Media, was featured recently at the White House's Behavioral Health IT Innovations Conference hosted by the Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA) in partnership with the Office of the National Coordinator for Health IT (ONC) and the National Institutes of Health (NIH).

Dr. Kaplin was selected to present the importance of a coordinated care approach to dealing with mental health disorders, such as depression. In the U.S., 25% of the population suffers from a mood disorder and these conditions often make people feel that they are isolated and alone.

Mood 24/7 is an automated mood tracker using patient's own mobile phones combined with a web portal to consolidate all care-related communications, which is a critical challenge given that mood disorder patients see an average of six specialists per year. The application uses the web and text messaging to track patients' mood and connect them with their healthcare providers, friends, and family. An adjunct to face-to-face treatment, Mood 24/7 sends a daily text message that prompts self-assessment and reporting of mood on a scale of 1 to 10. Patients can add explanatory notes to their secure web-based personal mood chart that can be reviewed online in real time with care providers to inform treatment decisions.

Mood 24/7 has been shown to statistically increase patient adherence to daily mood tracking in comparison to when using paper or email-based. Active users respond to 80-90% of daily text messages sent to track mood, making this text message-based program more effective than subscription e-mail tracking programs that report an average open rate of 20%* and a click-through-rate of just 3%*. Relunched this summer, Mood 24/7 boasts over 11,000 users and 500 registered physicians.

“Being invited to the White House only a few months after re-launching this product is a testimony to Mood 24/7, Dr. Kaplin, and the great need for innovation in the behavioral health market. Innovation hasn't had an impact on the suicide rate in over 50 years. In the U.S. alone, 1 million people attempt suicide each year. Remedy's mission is to have a real impact on these outcomes. Mood 24/7 as part of a coordinated care program, in early tests, has proven to be effective,” said Terence Finn, Chief Technology Officer of Remedy Health Media. “We are excited about the response we are receiving from users, researchers, health information technology firms, and enterprises!”

* Silverpop's 2013 Email Marketing Metrics Benchmark Study

About Dr. Adam Kaplin

Dr. Kaplin graduated from Yale University before receiving his MD and Ph.D. from the Johns Hopkins University School of Medicine. He currently has a joint appointment as a Clinician-Researcher in the Departments of Psychiatry and Neurology at Johns Hopkins where he focuses his research on immune-mediated mechanisms of depression and cognitive impairment in CNS autoimmune diseases. He is the principle



psychiatric consultant to the Johns Hopkins Multiple Sclerosis and Transverse Myelitis Centers. Dr. Kaplin is the Chairman of the Scientific Advisory Board for the Montel Williams MS Foundation, and a Medical Advisor to the Cody Unser First Step Foundation (CUFSF), the Transverse Myelitis Association (TMA), the Johns Hopkins Project RESTORE, and the Nancy Davis MS Foundation. He is also the CEO and President of Altimmune, a startup biotechnology company specializing in developing aggressive new therapies to put Autoimmune Diseases into long-term remission.

Dr. Kaplin is the inventor of an eHealth mood tracking technology licensed exclusively to and developed by Remedy Health Media as Mood247.com that also functions as an electronic patient diary and a means for individuals to coordinate care with their health care providers.

About Remedy Health Media

Remedy Health Media (Remedy) is a leading health information and technology company that helps millions of patients and caregivers live healthier and more fulfilled lives. Remedy strives to improve consumer health engagement and outcomes through the development of authentic communities of health information seekers who can interact and learn from relatable physician, pharmacist, public health and patient experts. The company currently helps over 175 million health consumers annually through various digital, mobile and point of care information products and technologies. To learn more about Remedy, please visit

www.RemedyHealthMedia.com.



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