# Dossier: Pear Health Labs, Inc.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,900,000.00

**Award Date:** 2024-06-21

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Pear Health Labs, Inc. is a biotechnology company focused on developing prescription digital therapeutics (PDTs) to treat disease and improve patient outcomes. Their primary business revolves around creating software-based treatments that are prescribed by clinicians and delivered directly to patients via smartphones and other digital devices. The company aims to solve issues related to patient access, adherence to treatment plans, and overall effectiveness of care, especially in areas like substance use disorder (SUD) and chronic pain. Pear Health Labs positions itself as a leader in the digital therapeutics space, offering a unique value proposition by combining evidence-based therapeutic interventions with the convenience and accessibility of mobile technology, aiming to improve clinical outcomes while also reducing the overall cost of healthcare. \*Note: Pear Health Labs filed for bankruptcy in April 2023 and its assets were acquired by Click Therapeutics in June 2023.\* The company's core mission was to develop, validate, and commercialize clinically proven digital therapies to address unmet medical needs.

**Technology Focus:**

* Developing software-based prescription digital therapeutics (PDTs) targeting specific diseases. Their core product, reSET, was the first FDA-authorized PDT for Substance Use Disorder (SUD), demonstrating statistically significant improvements in abstinence from substance use compared to treatment-as-usual.
* Utilizing a proprietary platform to create and deliver PDTs, leveraging patient data to personalize treatment and optimize outcomes. The platform incorporated cognitive behavioral therapy (CBT), motivational interviewing, and other evidence-based therapeutic modalities.

**Recent Developments & Traction:**

* April 2023:\*\* Filed for Chapter 11 bankruptcy protection, citing challenges in securing reimbursement for its digital therapeutics and broader economic pressures.
* June 2023:\*\* Sold its assets, including reSET, reSET-O, and Somryst, to Click Therapeutics in a bankruptcy auction.
* September 2022:\*\* Announced a strategic partnership with etectRx to integrate etectRx's ID-Cap System into Pear's PDT platform, aiming to improve medication adherence monitoring.
* Previously:\*\* Secured FDA clearance for several PDTs (reSET, reSET-O, Somryst) and partnered with major healthcare providers and payers to implement its solutions.

**Leadership & Team:**

* Corey McCann, MD, PhD (Former CEO):\*\* Previously held leadership positions at McKinsey & Company and participated in the founding and development of several biotechnology companies.

**Competitive Landscape:**

* Click Therapeutics:\*\* A direct competitor in the prescription digital therapeutics space, developing PDTs for various conditions including depression and smoking cessation. Click Therapeutics differentiated itself by focusing more heavily on partnerships with pharmaceutical companies to co-develop and commercialize PDTs.
* Akili Interactive:\*\* Develops digital therapeutics primarily targeting cognitive impairments. Akili's EndeavorRx, a video game-based PDT for ADHD, provided a different approach to digital therapy compared to Pear's more clinically-structured PDTs.

**Sources:**

1. [https://www.reuters.com/markets/deals/digital-therapeutics-firm-pear-therapeutics-files-bankruptcy-2023-04-07/](https://www.reuters.com/markets/deals/digital-therapeutics-firm-pear-therapeutics-files-bankruptcy-2023-04-07/)

2. [https://www.fiercebiotech.com/medtech/pear-therapeutics-sells-assets-click-therapeutics-bankruptcy-auction](https://www.fiercebiotech.com/medtech/pear-therapeutics-sells-assets-click-therapeutics-bankruptcy-auction)

3. [https://www.peartherapeutics.com/](https://www.peartherapeutics.com/) (Note: Website may not be fully updated post-acquisition)

4. [https://www.mobihealthnews.com/news/pear-therapeutics-partners-etectrx-digital-medicine-adherence](https://www.mobihealthnews.com/news/pear-therapeutics-partners-etectrx-digital-medicine-adherence)