MoodSync

Bridging the gap between patient physician communication through technology.

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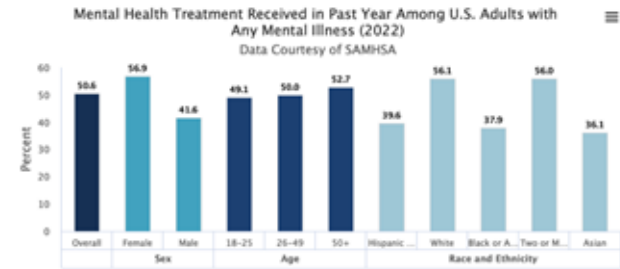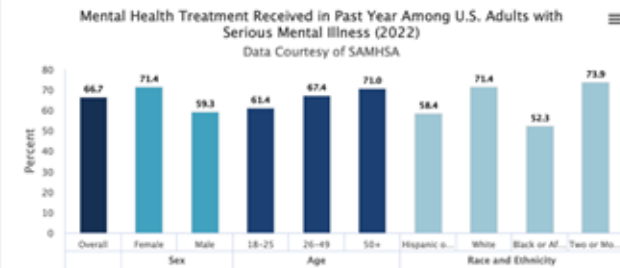
Background

Mental illness affects **1 in 5** U.S. adults.

23.1% of U.S. adults have a mental illness in 2022.

50.6% of Any Mental Illness (AMI) patients receive treatment.

66.7% of Severe Mental Illness (SMI) patients receive treatment.

Mental Health Treatment Received in Past Year Among U.S. Adults with Any Mental Illness (2022)
Data Courtesy of SAMHSA

*Persons of Hispanic origin may be of any race; all other racial/ethnic groups are non-Hispanic. Note: Estimates for the Native Hawaiian / Other Pacific Islander group is not reported in the above figure due to low precision of data collection in 2022.

Mental Health Treatment Received in Past Year Among U.S. Adults with Serious Mental Illness (2022)
Data Courtesy of SAMHSA

*Persons of Hispanic origin may be of any race; all other racial/ethnic groups are non-Hispanic. Note: Estimates for Asian, Native Hawaiian / Other Pacific Islander, and American Indian / Alaskan Native groups are not reported in the above figure due to low precision.

National Institute of Mental Health. (2024, Sep). Mental Illness - National Institute of Mental Health (NIMH). National Institute of Mental Health. Retrieved February 26, 2025, from https://www.nimh.nih.gov/health/statistics/mental-illness

2024

$92B
Mental
health
market size

$42B
Outpatient clinic
mental health market
size

Mental health is a **$92.2 billion market** in the U.S. alone—yet access remains fragmented, care is inconsistent, and stigma keeps millions from seeking help.

Tech is revolutionizing healthcare, but where is the breakthrough innovation that makes mental health care scalable, accessible, and stigma-free?

Shivarkar, A. (2025, January 24). U.S. Behavioral Health Market Size to Climb $151.62 Bn by 2034. Towards Healthcare. Retrieved February 26, 2025, from https://www.towardshealthcare.com/insights/us-behavioral-health-market

Mental Healthcare Challenges

Infrequent Consultations

Lack of Real-Time Insights

Monitoring Gap

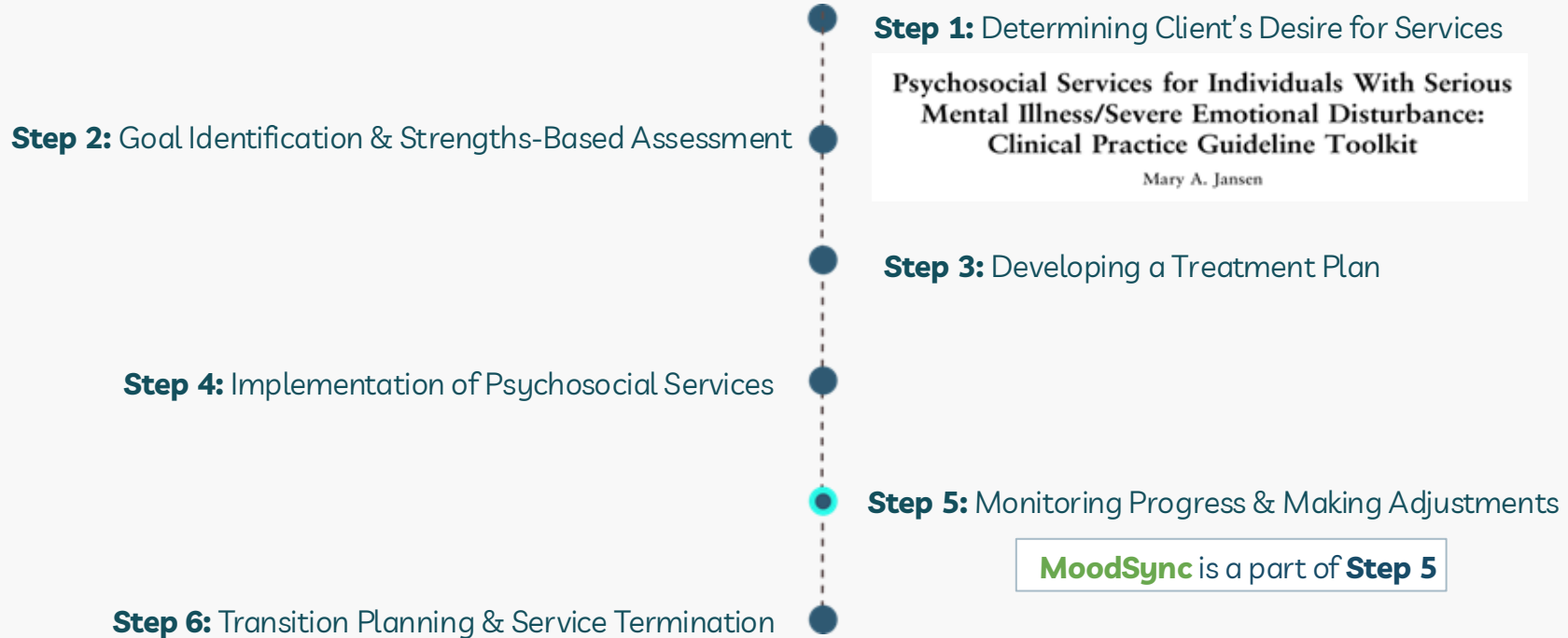Medication
Monitoring Deficiencies

Treatment Challenges

Disparities in Access

Access Disparities

Solution Background *Step-by-Step Treatment Approach*

Step 1: Determining Client's Desire for Services

Psychosocial Services for Individuals With Serious Mental Illness/Severe Emotional Disturbance: Clinical Practice Guideline Toolkit

Mary A. Jansen

Step 2: Goal Identification & Strengths-Based Assessment

Step 3: Developing a Treatment Plan

Step 4: Implementation of Psychosocial Services

Step 5: Monitoring Progress & Making Adjustments

MoodSync is a part of **Step 5**

Step 6: Transition Planning & Service Termination

Jansen, M. A. (2018). Psychosocial Services for Individuals With Serious Mental Illness/Severe Emotional Disturbance: Clinical Practice Guideline Toolkit. *Psychiatry (Washington, D.C.)*, *81*(1), 3–21. https://doi.org/10.1080/00332747.2018.1440116
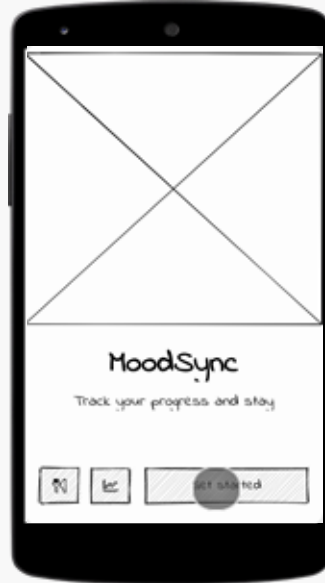
MoodSync *Transforming Mental Health Support*

MoodSync Emergency Response Call Device

MoodSync App

MoodSync Provider Dashboard

Why MoodSync?

Treatment Tracking

Patients monitor their progress.

Provider Dashboard

Clinicians gain real-time insights for better decision-making.

Emergency Response Access

Instant connection to emergency services.

Emotional Support AI Chat

Human-like psychiatrist.

Strategy

Target Audience

- Hospitals
- Mental health facilities
- Psychiatric clinics

Marketing Strategy

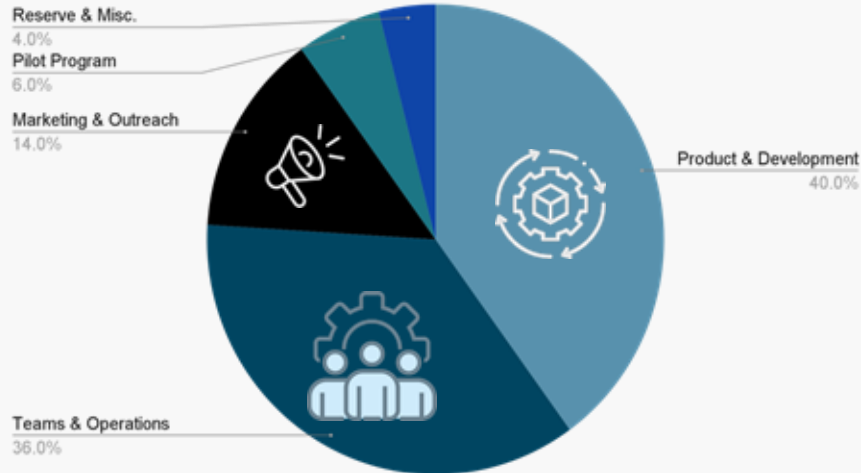- Health tech forums
- Strategic partnerships
- Pilot programs

Launch Plan

Fast market entry
1st: app & dashboard first
Update: AI features

Grant: Investment and Budget

$500,000

OPERATIONAL COSTS

Product Development	$200,000	40%
Teams & Operations	$180,000	36%
Marketing & Outreach	$70,000	14%
Pilot Program	$30,000	6%
Reserve and Mic.	$20,000	4%
Total	**$500,000**	**100%**

Business Models

Scalable tiered pricing for clinics & hospitals

MRR-based model for predictable revenue

**B2B Subscription Model
(Core Revenue Stream)**

AI-powered insights as an add-on.

Flat-fee licensing model
to adopt AI features across all patients.

**Premium AI & Predictive Analytics
(Value-Added Service Model)**

Revenue

Core Pricing Plan (Mood & Health Tracking + Clinician Dashboard)

| Patient Volume	Pricing per month
Small Clinics (<100 patients)	$199/clinician
Medium Clinics (100-500 patients)	$34.95/patient
Large Hospitals (>500 patients)	$29.95/patient

Premium AI Plan - Add-on Pricing (AI Emotional Insights & Therapy Assistant)

Clinic Size	Pricing (Flat Monthly Fee)
Small Clinics (<100 patients)	+$500/month per clinic
Medium Clinics (100-500 patients)	+$1,500/month per clinic
Large Hospitals (>500 patients)	+$3,000/month per hospital (unlimited AI users)

+

Promotional Offer

Demo Video: App
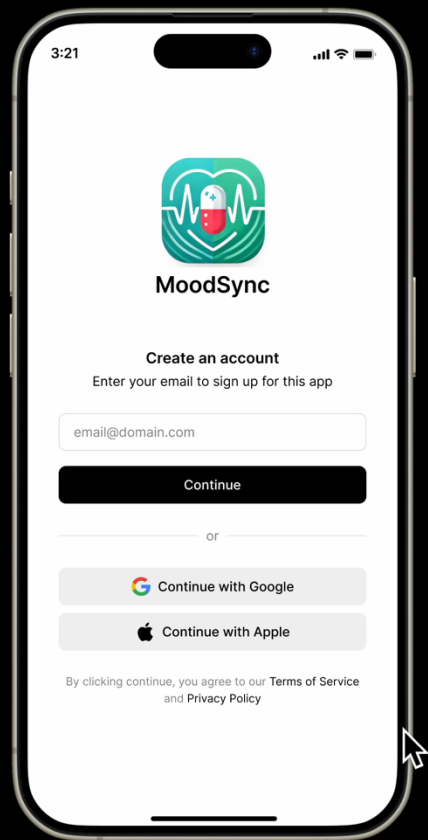
Demo Video: Dashboard

MoodSync

- Patient ID
- Medication
- **Side Effects**

Patient Overview

Sort | Filter

Alice Johnson
Age: 72

Medication Adherence: 95%

Pain Level: Low

Weight Change: +2 lbs

Mood: Positive

Activities: Daily walks

Robert Smith
Age: 56

Medication Adherence: 88%

Pain Level: Moderate

Weight Change: -1 lb

Mood: Neutral

Activities: Yoga sessions

Emily Davis
Age: 34

Medication Adherence: 100%

Pain Level: None

Weight Change: Stable

Mood: Happy

Activities: Gym workouts

View More

Tracking Progress

MoodSync ©

Thank you!