

DaylightRx

FDA-cleared prescription digital therapeutic (PDT) for Generalized Anxiety Disorder (GAD) that delivers evidence-based Cognitive Behavioral Therapy (CBT) via a mobile app.

<https://www.bighealth.com>

Overview

DaylightRx is the first U.S. Food and Drug Administration (FDA)-cleared digital therapeutic for the treatment of Generalized Anxiety Disorder (GAD) in patients aged 22 years and older, intended for use as an adjunct to usual care.

As a prescription device, DaylightRx delivers guideline-recommended Cognitive Behavioral Therapy (CBT) through a fully digital, interactive experience accessible via a mobile app 24/7. The core program is a structured, 90-day treatment that teaches patients evidence-based techniques to address the thoughts and behaviors that maintain chronic worry and anxiety. Key therapeutic techniques include applied relaxation to reduce tension, stimulus control to decrease worry frequency, cognitive restructuring to break anxious thought spirals, and exposure to reduce the intensity of worry.

Key Benefits & Efficacy: DaylightRx is backed by rigorous clinical trials, demonstrating high efficacy. In randomized controlled trials, 71% of participants achieved GAD remission, a rate that is superior to an active psychoeducation control and comparable to or better than some anxiety medications. The benefits of the treatment have been shown to be maintained for at least six months. It offers an immediate, scalable, and accessible non-drug alternative or adjunct for patients facing long waitlists for traditional therapy.

Target Users: DaylightRx is primarily sold to employers, health plans, and health systems as a mental health benefit to provide accessible, first-line care to their members and employees.

Key Features

- FDA-cleared Digital Therapeutic (DTx)

- Prescription-only access (Rx)
- Delivers Cognitive Behavioral Therapy (CBT)
- 90-day structured treatment program
- Applied Relaxation and Stimulus Control techniques
- Cognitive Restructuring and Exposure Therapy
- Mobile and web accessibility (24/7)
- Clinically proven efficacy (70%+ remission rates)

Pricing

Model: enterprise

Prescription digital therapeutic (PDT) sold via enterprise contracts to employers, health plans, and health systems. Reimbursable under Medicare Fee-for-Service and Medicare Advantage (as of Jan 1, 2025). Individual patient cost is covered by the payer/employer.

Target Company Size: medium, enterprise

Compliance & Certifications

FDA-Cleared, HIPAA, HITRUST

This document was generated by IntuitionLabs.ai with the assistance of AI. While we strive for accuracy, please verify critical information independently.