



MamaLift Plus

The first FDA-cleared Prescription Digital Therapeutic (PDT) for the treatment of mild to moderate postpartum depression (PPD).

<https://www.marigoldhealth.com>

Overview

MamaLift Plus is a groundbreaking, prescription-only digital therapeutic designed to treat symptoms of mild to moderate postpartum depression (PPD) in women aged 22 and older, as an adjunct to clinician-managed outpatient care. It is the first and only FDA-cleared Prescription Digital Therapeutic (PDT) for PPD.

The program is an **8-week self-guided therapy course** delivered via a mobile application (smartphone or tablet). It provides evidence-based neurobehavioral interventions, including digital Cognitive Behavioral Therapy (CBT), Behavioral Activation Therapy (BAT), Interpersonal Therapy (IPT), and Dialectical Behavior Therapy (DBT). The therapeutic exercises are designed to activate key brain regions involved in emotional regulation and cognitive processing.

Key Features and Capabilities:

Digital + Human Care: Combines self-guided digital tools with real-time access to live maternal mental health therapists and health coaches.

AI Assistant: Features an integrated AI assistant named "Bella" that offers on-demand support and personalized insights.

Tracking Tools: Includes daily check-ins, mood tracking, sleep tracking, and activity tracking to help users visualize their progress.

Clinical Integration: The connected care platform integrates with provider Electronic Medical Records (EMRs), allowing prescribers to monitor patient progress, screening scores (EPDS/PHQ), and engagement metrics.

Gamification: Users can earn rewards for prioritizing their wellness and redeem them in an exclusive marketplace.

Clinical trials (SuMMER study) demonstrated that 86.3% of participants using MamaLift Plus achieved a clinically meaningful improvement in depressive symptoms. The product is typically covered by select insurance plans, making it zero cost for eligible patients.

Key Features

- FDA-Cleared Prescription Digital Therapeutic (PDT)
- 8-Week Structured Therapy Program
- Digital Cognitive Behavioral Therapy (CBT)
- Integrated AI Assistant (Bella)
- Access to Live Maternal Mental Health Therapists
- Mood, Sleep, and Activity Tracking
- EMR Integration for Prescriber Monitoring
- Clinically Proven Efficacy (SuMMER Trial)

Pricing

Model: enterprise

Prescription-only digital therapeutic. Priced via enterprise contracts with health plans, insurers, and corporate employee benefit plans. Often covered by select insurance plans, resulting in zero cost to the patient.

Target Company Size: enterprise

Integrations

EMR/EHR systems (via Connected Care platform)

Compliance & Certifications

FDA 510(k) Cleared (SaMD Class 2), HIPAA

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