



Pear reSET

The first FDA-cleared prescription digital therapeutic (PDT) for Substance Use Disorder (SUD), used as an adjunct to outpatient treatment.

<https://peartherapeutics.com>

Overview

Pear reSET is a 12-week (90-day) prescription-only digital therapeutic (PDT) originally developed by Pear Therapeutics. It was the first software-based therapeutic to receive marketing authorization from the U.S. Food and Drug Administration (FDA) in 2017 via the De Novo pathway. The software is indicated for patients 18 years of age and older who are currently enrolled in outpatient treatment for Substance Use Disorder (SUD), excluding those whose primary substance of abuse is alcohol or opioids, or who are on opioid replacement therapy.

reSET delivers interactive treatment modules based on **Cognitive Behavioral Therapy (CBT)** and fluency training to reinforce abstinence from substances of abuse, such as alcohol, cocaine, marijuana, and stimulants. It is intended to be used as an adjunct to outpatient clinician-delivered care and a contingency management incentives system.

The system includes a **patient application** (mobile app) and a **clinician dashboard** that allows providers to track patient-reported substance use, cravings, and triggers, and monitor adherence to the 12-week program. Clinical trials demonstrated that adding reSET to outpatient therapy significantly improved abstinence from substances of abuse and increased retention in the outpatient treatment program compared to standard care alone.

Note on Company Status: Pear Therapeutics filed for Chapter 11 bankruptcy in April 2023. The assets, including reSET, were subsequently acquired by PursueCare in late 2023, which now commercializes and offers the product as part of its virtual addiction treatment services.

Key Features

- FDA-cleared Prescription Digital Therapeutic (PDT)

- 12-week Cognitive Behavioral Therapy (CBT) modules
- Patient self-reporting (cravings, substance use, triggers)
- Clinician dashboard for progress and adherence tracking
- Contingency Management incentives (virtual rewards/gift cards)
- Adjunctive therapy for Substance Use Disorder (SUD)

Pricing

Model: enterprise

Prescription-only therapeutic. The current commercializer, PursueCare, offers the 12-week course for a \$90 out-of-pocket patient cost and seeks reimbursement under remote therapeutic monitoring codes. Pear Therapeutics' original price was criticized for being over \$1,000.

Starting at: USD \$90

Target Company Size: small, medium, enterprise

Compliance & Certifications

FDA-cleared (De Novo, 2017)

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