



Woebot

AI-powered digital therapeutic platform for mental health, leveraging evidence-based CBT and delivered through enterprise partnerships.

<https://woebothealth.com>

Overview

Woebot is an AI-powered mental health platform developed by Woebot Health, grounded in the principles of Cognitive Behavioral Therapy (CBT), Interpersonal Psychotherapy (IPT), and Dialectical Behavior Therapy (DBT). It functions as a relational agent, a digital companion designed to form a therapeutic bond with users, providing 24/7 chat-based support and in-the-moment emotional assistance.

Key Business Model & Pivot: As of June 30, 2025, the direct-to-consumer Woebot app was shut down. Woebot Health has pivoted its focus entirely to an enterprise model, partnering with payers, providers, and businesses to integrate its solutions into existing care ecosystems. Access to the Woebot app now requires an access code provided by a partner organization.

Core Capabilities & Clinical Validation: Woebot's solutions are evidence-based, backed by multiple Randomized Controlled Trials (RCTs) and are designed to be an adjunct to traditional clinical care, not a replacement. The platform includes specialized programs, such as WB001, which received FDA Breakthrough Device Designation for the treatment of Postpartum Depression (PPD). Features include real-time support, mood tracking, progress reflection, gratitude journaling, and the ability to detect concerning language to offer external crisis resources.

Target Users & Use Cases: Woebot is deployed by enterprise partners to support their members/patients across various behavioral health needs, including managing anxiety, depression, stress, loneliness, relationships, sleep problems, and substance use. Solutions are available for adults, adolescents, and maternal health.

Key Features

- AI-Powered Conversational Agent
- Cognitive Behavioral Therapy (CBT) Framework
- Mood Tracking and Progress Reflection
- 24/7 Real-Time Support
- FDA Breakthrough Device Designation (WB001)
- Relational Agent Technology
- Concerning Language Recognition

Pricing

Model: enterprise

Custom pricing for organizations (payers, providers, businesses) for integration into care ecosystems. Individual user access requires an access code from a Woebot Health partner.

Target Company Size: enterprise

Integrations

Healthcare Systems (EHR/EMR), Payers/Health Plans

Compliance & Certifications

HIPAA, GDPR, SOC 2 Type 2, FDA Breakthrough Device Designation

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