

F R O S T & S U L L I V A N

# 2024 NEW PRODUCT INNOVATOR

*IN THE GLOBAL  
WOMEN'S HEALTH  
DIGITAL THERAPEUTICS  
INDUSTRY*

F R O S T & S U L L I V A N

BEST  
2024 PRACTICES  
AWARD

**Curio**<sup>TM</sup>

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Curio Digital Therapeutics excels in many of the criteria in the women’s health digital therapeutics space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

### Overcoming Disparities in Women’s Mental Health Services

In the United States (US), one in five women face mental health challenges, with women of color experiencing double the risk compared to their peers.<sup>1</sup> The widespread stigma associated with seeking mental health support discourages many from accessing necessary care.<sup>2</sup> As a result, 75% of women with mental health conditions lack adequate care. Long wait times further exacerbate the problem, with over one-third of women waiting more than a month for traditional care.<sup>3</sup>

Women undergo distinct physical and psychological changes during adolescence, reproductive years, perimenopause, menopause, and midlife, leading to various mental and behavioral disorders. Common conditions include depression, anxiety, stress, eating disorders, premenstrual syndrome, and postpartum depression, often intensified by social pressures and hormonal fluctuations. Addressing these challenges, Curio Digital Therapeutics makes mental health support accessible to women globally, applying consistent scientific principles across different regions. Its platform mitigates the stigma surrounding mental health issues by offering anonymity, thus empowering women to seek assistance with greater freedom and confidence.

<sup>1</sup> “The Problem” (Curio Digital Therapeutics website: <https://www.curiodigitaltx.com/>)

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

Frost & Sullivan projects the global mental and behavioral digital health platforms and solutions market to reach \$4.27 billion by 2028, with a compound annual growth rate of about 9.6% from 2023 to 2028.<sup>4</sup> Digital platforms and tools for mental health support, such as apps, wearables, virtual clinics, and artificial intelligence (AI)-driven solutions, are expected to dominate this market during the forecast period.

### **Curio Digital Therapeutics: A Solution**

Founded in 2020 and headquartered in the US, Curio Digital Therapeutics (Curio) is a leading developer of innovative digital health solutions focused on women's mental health. The company utilizes a predictive

*"The company distinguishes itself by building the largest body of evidence, with seven clinical studies published, and delivering a remarkable 5:1 return on investment. Curio's comprehensive, AI-driven platform excels in early identification and risk stratification, significantly improving mental health outcomes for women."*

**- Manuel Albornoz**  
**Best Practices Research Analyst**

algorithm for early identification and triage of common mental health disorders affecting women, turning data into actionable insights. Curio then offers cutting-edge digital self-guided cognitive behavioral therapy (CBT) programs integrated with live health coaches, providing on-demand care.

The company distinguishes itself by building the largest body of evidence, with seven clinical studies published, and delivering a remarkable 5:1 return on investment.<sup>5</sup> Curio's comprehensive, AI-driven platform excels in early identification and risk stratification, significantly improving mental health

outcomes for women. With a strong focus on quality, regulatory compliance, and comprehensive reporting, it sets new standards in women's healthcare, making it a market leader in digital therapeutics for mental health.

### **MamaLift and MamaLift Plus: Solutions Across the Maternal Mental Health Continuum**

Curio has pioneered an innovative platform to enhance women's mental healthcare. At the heart of this platform is the AI-driven Curio-I algorithm, which identifies and risk stratifies at-risk patients early by using a unique set of criteria. It integrates seamlessly with health plans, health authorities and provider data to identify individuals who may benefit from additional support. Following risk identification, the company triages patients to the MamaLift platform, offering a continuum of care that starts with general wellness support and can progress to the MamaLift Plus prescription product for more intensive intervention. MamaLift's proprietary clinical logic also escalates to trained therapists as and when needed.

MamaLift is a general wellness product that manages neurobehavioral symptoms during pregnancy and postpartum period. MamaLift empowers mothers to manage stress, anxiety, and other neurobehavioral symptoms by providing bite-sized digital doses of CBT, evidence-based self management tools, insightful trackers, and on-demand access to health coaches. Curio's "digital dose" approach uniquely ensures user-friendliness, requiring only 10 minutes of daily engagement. It caters to the busy lives of mothers, offering flexibility with audio, visual, reading and gamification options tailored to individual preferences. The

<sup>4</sup> *Growth Opportunities in Mental and Behavioral Digital Health Platforms and Solutions, Forecast to 2028* (Frost & Sullivan, April 2024)

<sup>5</sup> "Our Impact" (Curio Digital Therapeutics website: <https://www.curiodigitaltx.com/>)

platform simplifies complex mental health challenges into small, interactive, manageable tasks, facilitating easy integration into daily routines. Also, the company features a feedback loop, allowing users to rate their experiences and provide free-text comments on each module. This real-time feedback is essential for continuous improvement, keeping the platform responsive and user-focused.

Curio's "therapist in a box" digital therapeutic, available 24/7, provides continuous support through adaptable self-guided modules that are customized to each user's unique needs, ensuring personalized care throughout their motherhood journey. By aligning therapeutic content with cultural values,

*"Curio's platform has received an 86% rate of clinically meaningful and statistically significant improvement among participants, compared to 22% in a control group. These engagement rates are impressive, with approximately 75% of users completing the program, matching traditional medication adherence standards. High adherence underscores the platform's effectiveness in maintaining user engagement and delivering consistent mental health benefits"*

**- Supriya Lal Kundu  
Industry Analyst**

nutritional habits, and personal lifestyles, MamaLift delivers tailored and practical solutions for a diverse range of users. Integrating and personalizing multiple therapeutic modalities, the company provides a robust, user-centered experience, fostering better engagement and more meaningful health outcomes.

MamaLift Plus is a prescription-only digital therapeutic intended to provide neurobehavioral interventions to patients 22 years of age and older, as an adjunct to clinician-managed outpatient care. MamaLift Plus treats mild to moderate postpartum depression by improving a patient's symptoms of depression. MamaLift Plus delivers digital Cognitive Behavioral Therapy (CBT), Behavioral Activation Therapy (BAT), Interpersonal Therapy (IPT), and Dialectical Behavior

Therapy (DBT) for postpartum depression. CBT, BAT, IPT, and DBT are neurobehavioral treatments which focus on addressing the maladaptive behaviors, routines, and dysfunctional thoughts that perpetuate during postpartum depression. MamaLift Plus can be used on a mobile device, such as a smartphone or tablet.

The clearance of MamaLift Plus is based on results from the Supporting Maternal Mental Health and Emotional Regulation (SuMMER). SuMMER is a national, sham-controlled RCT. 141 participants who had recently had a live birth and were diagnosed with PPD were enrolled in the study. The study demonstrated 86% of the in the MamaLift Plus arm achieved a clinically meaningful improvement, versus in the sham control arm, where only 23.9% (11/46) of participants achieved a four-point improvement with a p-value <0.0001.<sup>6</sup>

### **Solutions Across the Lifecycle**

MamaLift is part of Curio's proprietary, end-to-end behavioral health platform, BellaLift. BellaLift provides solutions for each stage of women's lives. Among the specific programs available on the platform are FertiLift and MenoLift. FertiLift is a dynamic, digital-forward neurobehavioral intervention to support women's journey to conceive. It provides bite-sized lessons based on CBT, IPT, other therapeutic

<sup>6</sup> "Curio Digital Therapeutics Inc. Announces the U.S. Food and Drug Administration (FDA) Clearance of MamaLift Plus™, the First Prescription Digital Therapeutic Authorized for the Treatment of Postpartum Depression (PPD)" (Curio Digital Therapeutics press release, April 2024)

approaches, and trackers for sleep, mood, activities, and health vitals. On the other side, MenoLift caters to women navigating perimenopause and menopause, combining high-quality, evidence-based therapeutic content with tools for tracking and managing symptoms. These programs further illustrate the company's commitment to providing stage-specific resources and personalized care for women's mental health.

### ***Patient-Centered Design and Engagement Strategies***

Before its commercial launch, Curio conducted extensive user testing to refine the platform's design and integrate behavioral economics to maintain user interest and motivation. Consistently integrating this feedback, the company ensured its digital therapeutics were extremely engaging. This research resulted in engaging features that boost user engagement and incentivize participation through gamification and advanced nudging architecture. For example, users earn points as they navigate the platform, which can be redeemed in an integrated marketplace, enhancing their overall experience and motivation. The MamaLift platform demonstrates impressive engagement rates, with approximately 75% of users completing the program.<sup>7</sup>

Curio also conducted extensive human factors studies and numerous focus groups across various socio-demographic categories, including underserved populations. Supported by a New Jersey grant to study the impact of digital solutions on black, indigenous, and people of color communities, this meticulous approach ensured that Curio's platform was technologically advanced and highly responsive to the diverse needs of its users.<sup>8</sup> Moreover, from 2020 to 2024, Curio has engaged with seven to eight focus groups under Institutional Review Board oversight, refining its algorithms and platform features using real-world insights from various ethnic groups.<sup>9</sup>

*"It is very easy to navigate through. I enjoy the daily learning tasks because they are straightforward and enjoyable to read. It's something different every day, so it doesn't get boring and makes engaging easier."*

- Karen, 28 years old.<sup>10</sup>

*"The overthinking section was incredible. I loved that it had you work through the steps and wasn't just an article to read. It gave real-world advice and practical steps, and I utilized it today to help."*

- Sarah, 30 Years.<sup>11</sup>

Unlike larger vendors who often apply generic formulas to healthcare, Curio addresses its unique complexities with robust feedback loops and culturally competent care. The company creates effective, user-friendly digital therapeutics with scientific rigor and patient-centered design. This approach ensures higher user satisfaction, solidifying Curio's position as a leader in digital health innovation.

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<sup>7</sup> "Our Impact" (Curio Digital Therapeutics website: <https://www.curiodigitaltx.com/>)

<sup>8</sup> Frost & Sullivan Interview with Curio Digital Therapeutics (Frost & Sullivan, May 2024)

<sup>9</sup> Ibid.

<sup>10</sup> "Our Impact" (Curio Digital Therapeutics website: <https://www.curiodigitaltx.com/>)

<sup>11</sup> Ibid.

### ***Business Model: Driving Growth through Scientific Rigor and Strategic Partnerships***

Curio achieved a significant milestone in April 2024 with the Food and Drug Administration 510(k) clearance for MamaLift Plus.<sup>12</sup> Looking ahead, Curio will launch its Class 2 therapeutic in North America, primarily focusing on the US market while advancing research and development in fertility, perimenopause, and menopause.<sup>13</sup> The company plans to release its first minimum viable product for these new areas by 2024 year-end and is preparing to navigate regulatory pathways for subsequent product approvals.<sup>14</sup> Additionally, Curio is exploring international expansion, engaging in ongoing discussions in Asia-Pacific regions, including India, Japan, Korea, and the Gulf Cooperation Council market.<sup>15</sup>

The company's recent partnerships further demonstrate its strategic advances. Collaborating with Startek, Curio extends vital mental health support to new mothers, aligning with Startek's diversity, equity, and inclusion initiatives to address postpartum depression.<sup>16</sup> Similarly, the partnership with Metro Nashville Public Schools broadens the company's reach, offering the MamaLift program to assist mothers in navigating pregnancy and postpartum challenges.<sup>17</sup> Additionally, collaborations with large employers and health plans, employee benefits, consulting companies, facilitate the integration of Curio's platform into employee health programs.<sup>18</sup>

Finally, Curio's acceptance by the American College of Obstetricians and Gynecologists enhances its credibility and paves the way for increased marketing efforts toward healthcare providers.<sup>19</sup> Curio's growth strategy also includes forming partnerships with companies specializing in complementary health areas, such as obesity and diabetes management, to provide a holistic approach to chronic conditions.

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<sup>12</sup> "Curio Digital Therapeutics Inc. Announces the U.S. Food and Drug Administration (FDA) Clearance of MamaLift Plus™, the First Prescription Digital Therapeutic Authorized for the Treatment of Postpartum Depression (PPD)" (Curio Digital Therapeutics press release, April 2024)

<sup>13</sup> Frost & Sullivan Interview with Curio Digital Therapeutics (Frost & Sullivan, May 2024)

<sup>14</sup> Ibid.

<sup>15</sup> Ibid.

<sup>16</sup> "Startek® offers mental health support app to new mothers as part of diversity, equity and inclusion initiatives" (Startek press release, March 2023)

<sup>17</sup> "Metro Nashville Public Schools Partner with Curio Digital Therapeutics to Provide Maternal Mental Health Support to Teachers-Nashville, TN" (Curio Digital Therapeutics press release, December 2023)

<sup>18</sup> Frost & Sullivan Interview with Curio Digital Therapeutics (Frost & Sullivan, May 2024)

<sup>19</sup> Ibid.

## Conclusion

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To create a new solution, a company must understand the market's needs and deliver a robust, high-quality product with reliable performance. Frost & Sullivan finds that Curio Digital Therapeutics (Curio) embodies this concept. MamaLift combines empathy-driven technology with clinical expertise to ensure personalized care tailored to each woman's journey through motherhood. The platform's self-help tools and insightful trackers empower mothers to manage stress, embrace joy, and reduce the risk of depression and anxiety during and after pregnancy. It provides continuous, compassionate support with 24/7 access to resources, including personalized health coaches and trained therapists.

Moreover, Curio integrates a customer-centric approach to ensure its offering matches users' wants and needs. The company employs cutting-edge neurobehavioral therapy programs to address risk factors for postpartum depression. The program's daily learning modules foster essential psychological skills such as emotion regulation, psychological flexibility, and self-compassion, providing mothers with the tools they need to navigate the challenges of motherhood.

With its strong overall performance, Curio Digital Therapeutics earns Frost & Sullivan's 2024 Global New Product Innovation Award in the women's health digital therapeutics industry.

## What You Need to Know about the New Product Innovation Recognition

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Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

### Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *New Product Attributes*

**Match to Needs:** Customer needs directly influence and inspire product design and positioning

**Reliability:** Product consistently meets or exceeds customer performance expectations

**Quality:** Product offers best-in-class quality with a full complement of features and functionality

**Positioning:** Product serves a unique, unmet need that competitors cannot easily replicate

**Design:** Product features an innovative design that enhances both visual appeal and ease of use

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



## About Frost & Sullivan

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

