

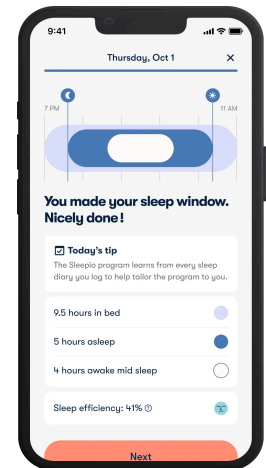
Big Health: Cross-jurisdictional recognition



About Big Health

[Big Health](#), headquartered in the United States and United Kingdom, specializes in digital therapeutics aimed at improving mental health. They offer a comprehensive platform and evidence-based digital programs, making effective mental health care more accessible.

Relevant product: Sleepio provides an accessible and effective treatment for insomnia through an evidence-based approach. By leveraging cognitive behavioral therapy (CBT), Sleepio offers a non-pharmacological solution clinically validated to improve sleep quality and reduce insomnia symptoms.



Background

- As an early leader in the field, Big Health faced the challenge of aligning its evidence with nascent technology assessment paradigms.
- This led to exploratory discussions with key bodies, such as the National Institute for Health and Care Excellence (NICE) in England.



Strategy & approach

- NICE evaluated Sleepio's 28 studies, including 12 randomized controlled trials (RCTs), via its [Medical Technologies Evaluation Programme \(MTEP\)](#).
- Following a lengthy evaluation process, NICE confirmed Sleepio as more clinically effective than the standard of care and cost-saving for England's National Health Service (NHS).



National engagement

- NICE recommendations are only binding in England, yet Scotland – which lacked access to traditional psychological therapies – proactively adopted Sleepio.
- The Scottish government conducted an implementation study with Sleepio, which led to a national adoption strategy. Sleepio was integrated into its healthcare system and made available to 4.5 million adults nationwide.



Key takeaways

- ✓ Following Sleepio's success, the Scottish government adopted Big Health's second flagship product, Daylight (targeting anxiety), nationwide.
- ✓ These successes underscore the potential for digital treatments to address unmet healthcare needs and improve patient outcomes at scale.



“National adoption in Scotland and NICE recommendation in England, both the result of Sleepio's robust evidence base, are a prime example of successful evidence transfer.”

— **Will Goddard**

Managing Director, UK & International, Big Health