



# Building clinical trust in virtual cognitive rehabilitation

**Topics:** Cognitive health | Home & community | Clinical/health system | Virtual care | Equity & access | Human support & coaching | Workflow integration & interoperability



## About Moneta Health



Moneta Health is a virtual brain health company expanding access to cognitive rehabilitation therapy for older adults living at home with mild to moderate dementia and their care partners. Moneta combines AI-supported voice technology with speech-language pathologists to deliver individualized therapy and ongoing cognitive activities through a basic telephone. The program serves Medicare and Medicare Advantage beneficiaries across Washington, Montana, Nevada, West Virginia, and Florida, with a focus on rural and underserved communities where access to specialty care is limited.



## The opportunity

- Expand access to cognitive rehabilitation for older adults living at home with cognitive impairment.
- Reach rural communities and “neurology deserts” where in-person specialty care is limited.
- Deliver higher-intensity support without requiring travel, broadband access, or complex technology.



## The challenge

- Patients may initially be hesitant to participate in telephone-based or partially automated care.
- Referrals and clinical documentation needed to fit established provider workflows and care pathways.
- Despite existing Medicare coverage, clinical partners still required evidence of effectiveness, engagement, and satisfaction before referring patients.



## The approach

- Combined therapist-led cognitive rehabilitation with personalized voice-based activities delivered over a basic telephone.
- Built trust through speech-language pathologist oversight, positive reinforcement, and thoughtful care partner involvement.
- Integrated referrals into existing clinical pathways and electronic systems, such



as Epic, while providing concise progress updates to referring providers.

- Used recognized measures of quality of life, cognitive communication, engagement, and satisfaction to demonstrate program value.
- Strengthened credibility through ASHA NOMS benchmarking, academic collaborations, patient stories, conference presentations, and peer-reviewed research.



### The impact

- ✓ Established national benchmarking through participation in ASHA's National Outcomes Measurement System.
- ✓ Built an evidence base supporting retrospective analyses of program effectiveness, engagement, and satisfaction.
- ✓ Increased visibility and credibility through major conference presentations and peer-reviewed academic collaborations.
- ✓ Secured healthcare investment and non-dilutive funding to support continued product development and growth.