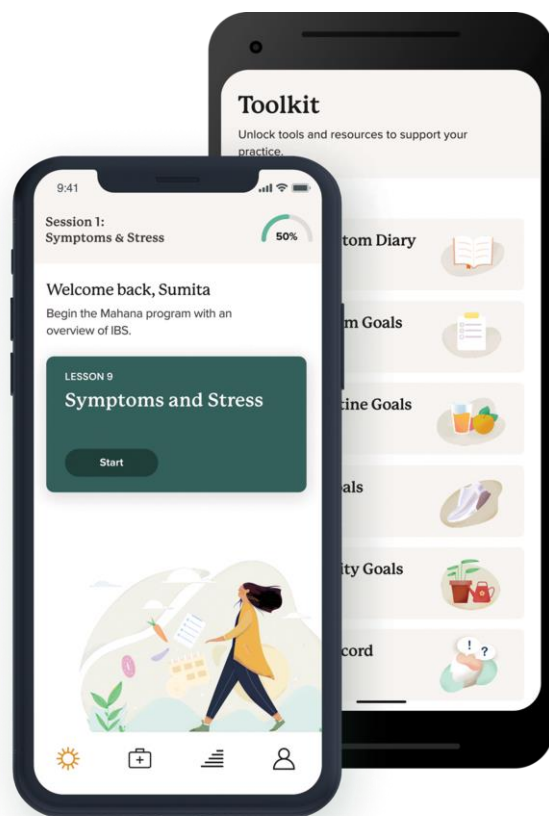


PROBLEM

An estimated 10% of the UK population live with IBS, a chronic gut disorder which costs the NHS of up to £2bn annually. 34-year old Laura felt hopeless about her symptoms when diagnosed with IBS. She was prescribed medication but it didn't help and she struggled for years before being referred to a gastroenterologist.

Leading gastroenterologists say millions are spent on unnecessary investigations or ineffective medicine as IBS is primarily a disorder of the brain-gut communication. Treatments such as cognitive behavioural therapy, are effective for many but the NHS doesn't have enough psychotherapists to treat the millions who could benefit.



“ We began the programme aiming to understanding how to better navigate the NHS, becoming an NHS preferred supplier and profiling Mahana IBS to key stakeholders. Thanks to the excellent support of the team, we have largely achieved these aims. We have been profiled multiple times during the year (including to HIN and AHSN stakeholders), gained invaluable insights to hone our value proposition and advanced our credentials. The DigitalHealth.London Accelerator has opened doors to new partners too. ”



🖱️ mahana.com

🐦 @HelloMahana

SUCSESSES AND IMPACT

- Mahana IBS is the first FDA cleared, CA and CE marked for mobile CBT App for IBS. They also gained CA and CE mark for Mahana IBS Mobile App in the UK in 2022.
- Mahana had a successful USA Launch at Digestive Diseases Conference, May 2022 – Mahana IBS gained tremendous stakeholder advocacy in the USA, they have a growing network of prescribing HCPs and insurance coverage, they partnered with the IBS Network on World IBS Day and became quarter finalists in the prestigious USCF awards.
- They conducted a real-world evidence pilot at Homerton NHS 'Talk Changes' IAPT, which informed a scalable deployment plan for Mahana IBS Self-Guided App. Building on their 558 patient RCT (ACTIB Trial), their pilot with Homerton Talk Changes Services demonstrated how to optimise pathways with Mahana IBS in IAPT & Gastroenterology settings.

1st
FDA Cleared, CE, CA
Mark CBT smartphone
App for IBS

75%
reported improvement
on global relief scale

63%
reported a clinically meaningful
improvement of severity of their IBS

Find out more:



SOLUTION

Mahana IBS App provides personal digital Cognitive Behavioural Therapy (CBT) for IBS, validated at KCL. Laura described it as the 'least invasive and most effective treatment' she'd had. NICE recommended their digital CBT for evaluation in practice. 60- 75% of adult IBS patients can achieve lasting symptom improvement via Mahana IBS.



“ Mahana IBS could give providers a new tool to help IBS patients reduce symptom severity and improve the quality of their daily lives. ”
- Professor Hazel Everitt

WHAT'S NEXT?

Mahana IBS App will be launched in multiple gastroenterology and IAPT settings during 2023 and they will conduct an RCT with Nottingham NHS Trust to gather evidence for earlier intervention with Mahana IBS. They will continue US expansion and reimbursement coverage, and they also plan to launch Mahana IBS in Germany in 2023.