



WHAT: The first clinically proven digital therapeutic program that targets anxiety at its core, Unwinding Anxiety, utilizes cognitive neuroscience, evidence-based mindfulness training, and emerging mobile health technology to break the cycle of worry.

The behavior change training of Unwinding Anxiety was developed at Yale University School of Medicine by Dr. Jud Brewer MD, PhD, and is based on:

1. Research into how the brain forms habits
2. Evidence-based mindfulness practices that have been translated for modern-day use through programs, such as mindfulness-based stress reduction (MBSR)
3. Digital delivery platforms

To develop the Unwinding Anxiety program, Dr. Brewer created over 30 behavior change training modules anchored to how anxiety is learned and reinforced. In a recent randomized controlled trial with individuals who have Generalized Anxiety Disorder, **Unwinding Anxiety reduced GAD-7 scores by 67% at two months after treatment initiation ($p < .001$).**¹ In a study of physicians experiencing anxiety, **GAD-7 scores decreased by 57% after 3 months of use.**² The GAD-7 scale is used by mental health clinicians and physicians to track anxiety symptoms in individuals with Generalized Anxiety Disorder, Panic Disorder, and Social Anxiety Disorder.

HOW: The Unwinding Anxiety program focuses on teaching individuals to:

1. Understand how anxiety is developed and perpetuated like other habits through reinforcement learning
2. Learn how to recognize these anxiety “habit loops” and the onset of panic attacks
3. Learn how to bring mindful awareness to moments of anxiety so they can “ride out” habitual mind states that perpetuate and reinforce anxiety

The program is comprised of a mobile app-based platform that delivers progressive daily trainings via short video modules. Designed to take less than 10 minutes a day, to ensure ease of use and giving users a feeling of success. The videos are supported by daily app-initiated check ins, live weekly check-ins with experts, options for customized coaching, and a supportive online community.

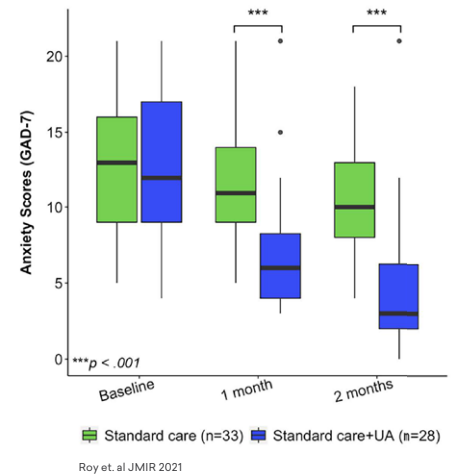
Free trial includes first **4 modules**. Subscription plans include all modules, lessons, group coaching calls, and online community support.

Unwinding Anxiety is available on iOS, Android, and web.

Learn more at unwindinganxiety.com



4.8 STARS ON THE APP STORE



“I would recommend this program/ training to everyone. The tools and information given about working with anxiety are ancient and cutting edge simultaneously. The program builds life-long teachings that can be used in any part of one's life...

I am recommending this for my patients as a vital component of anxiety management.”

—DOCMTS2013 ★★★★★

REFERENCES

¹ Roy, A., Hoge, E. A., Abrante, P., Druker, S., Liu, T., & Brewer, J. A. (2021). Clinical Efficacy and Psychological Mechanisms of an App-Based Digital Therapeutic for Generalized Anxiety Disorder: Randomized Controlled Trial. *Journal of medical Internet research*, 23(12), e26987.

² Roy A, Druker S, Hoge EA, Brewer JA. Physician Anxiety and Burnout: Symptom Correlates and a Prospective Pilot Study of App-Delivered Mindfulness Training. *JMIR Mhealth Uhealth*. 2020 Apr 1;8(4):e15608. doi:10.2196/15608.