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Big Health launches New Daylight App

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Daylight is Big Health's second digital CBT-based program following the success of its first product, Sleepio



Digital therapeutics company Big Health has announced the launch of Daylight™ a scientifically rigorous yet approachable mobile app for reducing feelings of worry and anxiety.

Anxiety is the most common mental health issue in the United States, affecting more than 40 million Americans (18 percent of the adult population) every year. Worry and anxiety can significantly interfere with people's day-to-day functioning and overall quality of life.

As per the company statement, "Daylight uses scientifically proven techniques based on cognitive behavioral therapy (CBT) to address feelings of worry and anxiety wherever and whenever the need arises. Big Health collaborated with the world's leading experts from Boston University, University of California, Los Angeles, University of Oxford and University of Texas, Austin to teach individuals how to respond to negative thoughts, use their body to reduce stress and tension and face their fears directly. Users can come back at any time to check-in, learn new techniques and measure their progress."

It is developed by podcast producers, filmmakers, designers and animators, including veterans of Pixar and NPR's Radiolab, the Daylight app combines animation with the intimacy of the human voice to provide a fully immersive visual and auditory experience that is personalized, lighthearted and upbeat.

Peter Hames, CEO and co-founder of Big Health said, "With anxiety and other mental health issues causing distress to millions and costing trillions worldwide, widespread access to effective solutions has never been more critical. By combining the expertise of world-leading scientists, animators and storytellers we've been able to develop digital therapeutics that respond to the human, emotional reality of these problems. We are excited about the potential for Daylight to help many more people back to good mental health."

Lisa Kelly-Croswell, SVP and chief human resources officer at Boston Medical Center said, "As an organization, we are committed to providing comprehensive wellness and mental health resources. We've found Big Health's first program, Sleepio, to be a fun and effective way to help our employees improve their sleep. We're now excited to offer Daylight and further expand options for our employees to access mental health resources in an innovative and accessible format."

“Most people who need help with worry and anxiety don’t get it. Daylight is a scalable solution that aims to address that”, Hames added.

Daylight is Big Health’s second digital CBT-based program following the success of its first product, Sleepio, a digital sleep improvement program accessible to more than 12 million people worldwide through employers and payers including Boston Medical Center, Comcast, the Hartford and the U.K.’s National Health Service (NHS).