Company Profile

**Industry Sector:** Health behavior change

**Company Overview:** Our mission is to help our partners enhance the health and well-being of individuals and organizations through the scientific development and dissemination of high-impact behavior change management programs based on leading theories of behavior change, especially the Transtheoretical Model of Behavior Change (TTM).

**Target Market(s):** Employers, hospitals and health systems, insurance providers, community health centers, local and national wellness organizations such as March of Dimes, Women Infants and Children (WIC), and YMCAs.

Key Value Drivers

**Technology:** Using proprietary software (TTMX) offering a flexible and adaptive platform, we provide brief online solutions proven to change unhealthy behaviors, including smoking, unhealthy eating, and stress.

**Competitive Advantage:**
- 19 years of experience developing and disseminating award-winning, evidence-based behavior change solutions based on the Transtheoretical Model of Behavior Change (TTM)
- 15 years providing adult behavior change programs through employers and workplace clinics

**Plan & Strategy:** Leverage commercial success and proven value through channel partners and to distribute behavior change programs under licensing agreements.

Management

**Leadership:**
Psychologists with 65 years cumulative experience developing and testing interventions based on the TTM:
- Co-Presidents & CEOs: Kerry Evers, Ph.D. & Sara Johnson, Ph.D.
- Chief Science Officer: Deborah Levesque, Ph.D.

**Founder:**
James Prochaska, Ph.D. in clinical psychology
- Developer of the Transtheoretical Model of Behavior Change
- Principal investigator on over $60 million in research grants

Product Pipeline

1. **Healthy Pregnancy: Step by Step** is an engaging and interactive multiple behavior change intervention that offers tailored guidance on fruit and vegetable consumption, smoking cessation and relapse prevention, and stress management. See [prochange.com/pregnancydemo](http://prochange.com/pregnancydemo).

2. **SBIRT** utilizes patient and provider facing mobile tools to implement Screening, Brief Intervention, and Referral to Treatment (SBIRT) for substance use disorders in primary care.

3. **iWin** (Individual Well-Being Navigator) is a substance abuse prevention and well-being enhancement program delivered via mobile application and designed specifically for military personnel.