



Contact: Deborah Van Marter, M.P.H. **Location:** Pro-Change Behavior Systems, Inc. **Email:** dvanmarter@prochange.com **Tel:** 401.360.2981 **Website:** www.prochange.com



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.



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.