



Pfizer Launches New “Moodivator” App to Help Support, Encourage and Motivate People with Depression

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Free App Helps Patients as They Manage their Condition through their iPhone with Easy-to-Use Features

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Today, Pfizer Inc announced it has launched a new app, Moodivator, to help motivate and encourage the millions of adults who experience depression. Depression is one of the most common mental health disorders in the United States, as an estimated one in 15 adults (6.7%) experience at least one major depressive episode in any given year.

Living with depression can feel isolating, overwhelming and impact all aspects of a person’s life. An increasing number of patients, especially those who suffer from chronic conditions like depression, are turning to their smartphones to supplement treatment they receive. The new app aims to provide ongoing motivation in a simple and portable way. Moodivator is designed to help complement the treatment patients receive by allowing them to track their mood, set goals and establish routines that can help support them in their daily life. The Moodivator app is free and available to download for iPhones from the Apple App Store at

<https://itunes.apple.com/us/app/moodivator/id1103213442?ls=1&mt=8>.

Treatment for depression often includes a number of approaches such as talk therapy, medication, peer support and a personal wellness plan – however, it may be challenging for some patients to adhere to their treatment. Fortunately, advances in technology like Moodivator are offering new ways to approach health management, encouraging them to take a more active role in managing their condition. In fact, a 2014 survey found that 70% of patients being treated for a mental health disorder say they want to use a mobile application to monitor their mental health on a daily basis.

“As awareness of the magnitude and severity of depression continues to mount, technology like the Moodivator app represents a new and exciting frontier for helping people with depression. The option to set, track and achieve personal goals in the Moodivator app ties in nicely with cognitive behavioral therapy techniques that I use often with my patients,” said Susan Kornstein, MD, professor of psychiatry at Virginia Commonwealth University School of Medicine, who helped consult on the app's design. “The opportunity for patients to track and export their mood and goal progress in easy-to-read charts is also very useful, because the progress can then be shared with doctors to help inform care decisions.”

Mobile apps offer the potential to help address key barriers to accessing real-time support for depression. Designed to fit into patients' schedules and lifestyles, the Moodivator app uses a simple and accessible interface with customizable features. Patients also receive encouraging and inspirational messages in the app to help motivate them as they work to manage their depression. This app includes a number of simple features that leverage some best principles in managing depression:

Goal setting: Ability to create customizable, manageable goals with clear action steps to help patients achieve them, which can be made across one or more categories, including work, home and family or social activities. Goals can be adjusted over time and turned into helpful habits as part of an ongoing routine. **Mood tracking:** A simple scale lets patients track how they are feeling when it is convenient for them, whether multiple times a day or sporadically. Mood tracking is an important tool for improving patients' emotional self-awareness. Tracking mood through a mobile app also offers the convenience of real-time reporting, which can make it easier to identify long-term patterns with their care team. **Sharing results:** Opportunity for patients to share their goal progress with their care team, showcasing their progress through clear charts.

The Moodivator app is not a treatment for depression. All patients should work with their doctor to determine which course of treatment is right for them, and even when patients start to feel better, they should continue their therapy and work closely with their doctor

until they reach an agreement to conclude the treatment plan. This app includes information about a prescription treatment option for depression.

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