

Media Kit

2020



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About the company

HelloBetter (hellobetter.de) was founded in 2015 under the name GET.ON Institut für Online Gesundheitstrainings GmbH (geton-institut.de) by internationally renowned research psychologists, and in close partnership with one of the largest public health care insurance companies in Germany (BARMER).

HelloBetter is a pioneer in the field of e-mental health and a leading provider of online mental health courses. Its work has a strong scientific basis – the courses were developed, evaluated, and implemented in a practice setting, and their effectiveness has been proven in 32 randomized controlled trials according to the highest standards of scientific practice. HelloBetter offers the widest range of evidence-based online mental health courses worldwide, with 11 digital courses covering 8 problem areas (stress, depression, insomnia, depression in the case of chronic illness, chronic pain, alcohol consumption, excessive worry, and panic and anxiety.)

Through diverse cooperations with national and international research groups (including FAU Erlangen, University of Ulm, VU Amsterdam, and Harvard University) HelloBetter finds practical applications for the latest research innovations.

Our products and our team have been awarded numerous national and international prizes. These include the Novartis & Sandoz/Hexal Digital Health Prize 2018, the Comenius Award of the European Federation of Psychologists' Association, and the Good Practice in Mental Health & Wellbeing seal of approval as part of the EU Compass 2018, which recognises high-quality mental health initiatives in Europe in order to guide health care providers to effective and proven services.

Prizes



Wilhelm Exner Preis



Research Partners



Our story

Health insurance providers

BARMER



Daimler**BKK**



Care system partners



Corporate health management



axel springer



SCHAEFFLER



G...H
2020

GET.ON becomes HelloBetter
GET.ON changes its name to HelloBetter and secures funding from investors and business angels.

2019

Steady growth

The partnership with Barmer is extended by 4 years. GET.ON wins a consumer testing prize from the Stiftung Warentest and grows from 10 to 30 employees.

2018

Acquisition and prizes
GET.ON acquires Arya, a mental health app. It also wins the Digital Health Prize, and receives the seal 'Good Practice in Mental Health & Wellbeing' from the European Commission.



New partnership

A new partnership with SVLFG makes online mental health courses accessible to farmers.



Foundation of GET.ON

The GET.ON Institute for Online Health Training GmbH is founded. The partnership with Barmer begins.



Studies and efficacy

Online courses are proven effective and the first studies are published.



Course development

GET.ON courses are developed as part of a research project at the Leuphana University of Lüneburg.

Testimonials



"HelloBetter helps me to help myself. Whenever I need it."
Christina



"This form of therapy is very well suited to helping people recognize their own situation and find ways to cope. I hope you can help many more people get on the right path - you've already helped me. Keep it up!"

Peter

Interview

— HelloBetter's contribution to DIE ZEIT, Zukunft Medizin, April 2020

Online support for mental health problems

Affordable psychotherapy, accessible for everyone. Dr. Hanne Horvath and her co-founders began pursuing this vision in 2015, and have already achieved considerable success.

Dr. Horvath, it is estimated that around 350 million people worldwide suffer from depression. The illness is often still not dealt with openly. How far does that complicate the treatment?

Shame often prevents people suffering from mental illnesses such as depression from seeking help - on average it takes six to eight years. And when they finally find the courage to seek treatment, the German health system doesn't always make it easy for them. Affected people in Germany have to wait an average of 6 months for a treatment place. As a result, depression often remains untreated and can develop into chronic illness over time.

You began looking for solutions to this problem during your PhD. What exactly was your goal?

Dr. Elena Heber, Prof. Dr. David Ebert and I founded the GET.ON Institute together. We had identified a gap in the German healthcare system and wanted to help close it. We wanted to offer people with mental health problems a low-threshold service beyond conventional psychotherapy. So we started to develop evidence-based online courses for the treatment and prevention of mental health problems.

After you saw that the courses worked, did you want to make them a part of the healthcare system?

Exactly. Our research showed that online training can significantly lower the barriers to seeking help for people with mental illnesses, as well as reducing follow up costs for health insurance companies. Due to the difficulties in accessing psychotherapy, we saw the need to create digital services. At the beginning of this year we developed the HelloBetter brand and reorganised our team. From our founding trio and two other full-time employees, we have grown to 35 employees at two locations in Hamburg and Berlin. We offer a total of eleven different online training courses from eight treatment areas, and employ a team of over 20 psychologists to support our course participants. People insured with Barmer can already use our courses free of charge.

You just mentioned the lower follow-up costs for health insurance companies. Are they interested in your online trainings and will they cover the treatment costs?

As "GET.ON", we were able to convince Barmer (one of the country's largest health insurance companies) of our offer at an early stage and enter into close cooperation. People insured with Barmer can therefore already use our

offer free of charge. We are currently in the process of concluding similar partnership agreements with a number of other health insurance companies. In addition, starting this year it will also be possible for doctors and psychotherapists to prescribe healthcare products such as online courses and smartphone apps on prescription. This has been made possible by the new Digital Supply Act (DVG). We are one of the first companies nationwide to submit such a digital health product for review and approval. Once approval is granted under the DVG, the costs will be reimbursed in full or in part by health insurance companies. Until then, you can visit HelloBetter.de and check in just a few clicks which health insurance companies already cover our courses.

What criteria must products meet for DVG approval?

Unfortunately, in our view this is one of the points in the DVG where more stringent requirements should have been set. After all, when it comes to health, only the highest standard of clinical research can serve as a benchmark. This means that only applications whose effectiveness has been proven in randomized controlled trials

should be approved. With more than 30 such studies, we are one of the few providers who already meet this high standard. In addition, we are the only digital mental health company that can point to such a high number of scientific studies.

Have the studies provided concrete findings as to whether HelloBetter courses are comparable to conventional psychotherapy?

They have - in fact, the effect of our courses is absolutely comparable to that of traditional face-to-face psychotherapy. We also offer the only online course worldwide that can prevent the development of depression. Prevention is of crucial importance when it comes to reducing the suffering of those affected and limiting the number of cases. For example, sleep problems are reduced by 50 percent on average after a HelloBetter course. And one third of the participants are completely symptom-free thanks to our course!

You're also involved in several national and international projects on implementing digital mental health research.

Yes - getsleep.de is a current example. Via a step-by-step model consisting of an initial consultation with a family doctor followed by an online course, long waiting times are avoided and people can be supported in coping with sleep disorders. People affected by sleep disorders can pre-register for free at getsleep.de.



DR. HANNE HORVATH
Founder and VP Business Development, HelloBetter

THE NAME SAYS IT ALL



HelloBetter offers psychological online courses for the prevention and treatment of mental illnesses such as depression, and also for stress, sleep disorders, anxiety and panic, or chronic pain. Patients are supported throughout the process by professional psychologists. HelloBetter is the result of twelve years of research and over 60 publications. The effectiveness of digital psychotherapy has so far been proven in over 30 randomized controlled studies with over 20,000 participants. HelloBetter's research partners include Leuphana University, Harvard University, VU Amsterdam, FAU Erlangen and University of Ulm.

Media

Handelsblatt

“HelloBetter is significantly further along [than competitor Selfapy]. The company, which was founded at the Leuphana University of Lüneburg and the Friedrich-Alexander University of Erlangen Nuremberg, now offers more than 14 online programs for promoting mental health and coping with chronic illnesses. According to HelloBetter, 25,000 participants have already completed the courses.

While HelloBetter has proven the benefits of its various courses in more than 30 scientific studies and should therefore have a good chance at achieving the necessary legal recognition to have its apps covered by health insurance, Selfapy is still completely without such research. In addition, with around 20,000 patients, Selfapy has a lower reach than HelloBetter.”

Psychotherapy-App Selfapy receives six million euros from investors, Handelsblatt, 30.01.2020



The evidence

No other start-up in the world has such a wealth of scientific evidence to prove the effectiveness of its services.

The studies conducted to date on Hellobetter / GET.ON products can be viewed and [downloaded here](#).

6 Employees with doctorates

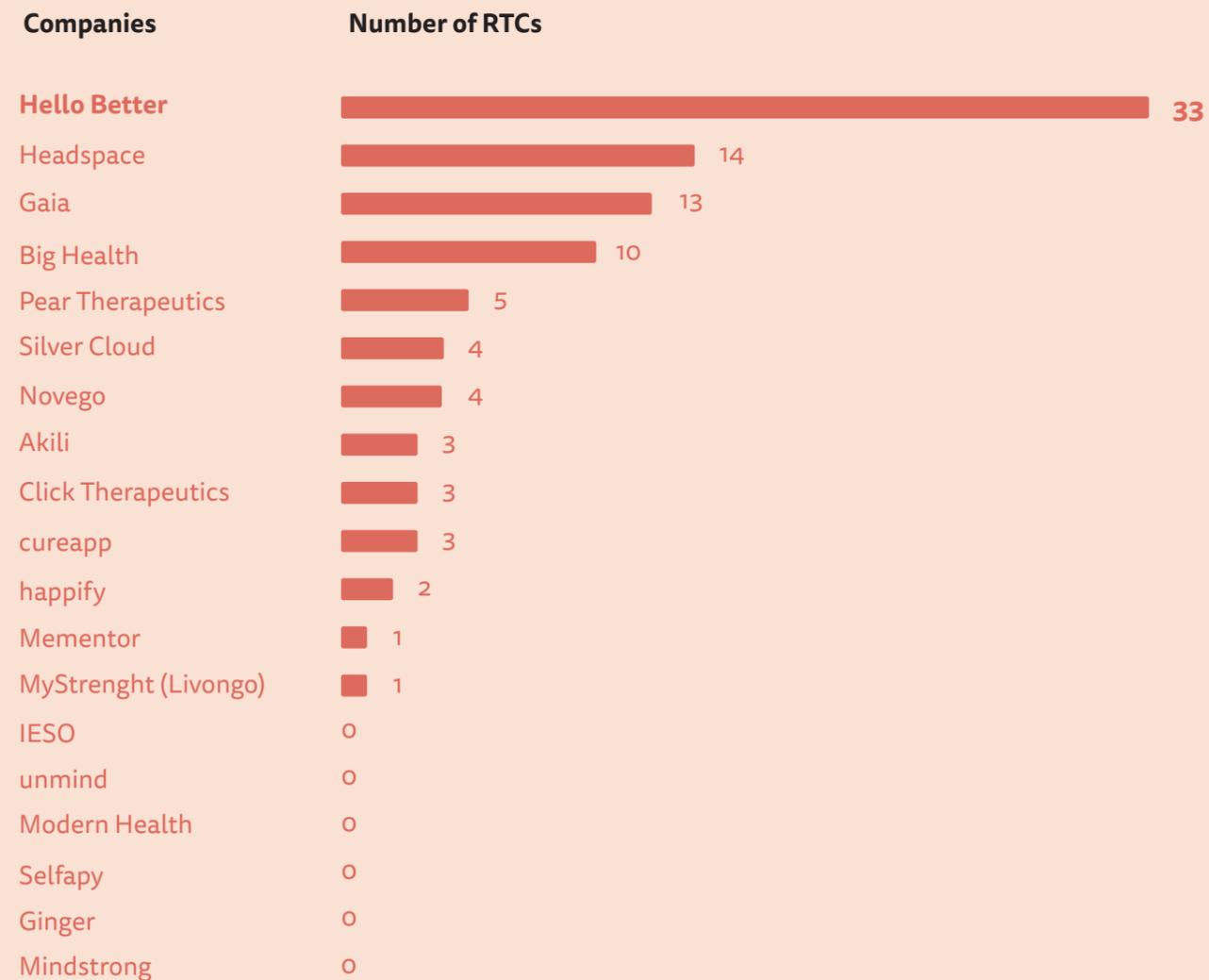
4 Employees currently conducting doctoral research



33

We have conducted 33 randomized controlled trials, which have been published in leading academic journals.

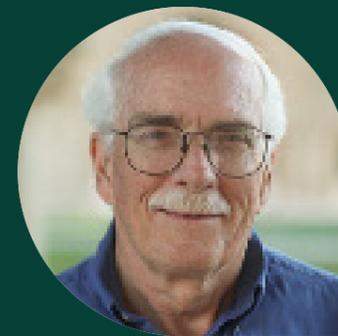
Number of randomized controlled trials per company



*Source: These numbers are based on data from Flying Health as well as our own research.

Our scientific advisory board

Our scientific advisory board is composed of leading figures in psychological research, as well as renowned experts in the field of digital mental health.



Prof. C. Barr Taylor
Stanford University
Professor of Psychiatry and
Behavioural Sciences, Emeritus



Prof. Burkhardt Funk
Leuphana University Lüneberg
Professor of Computer Science



Prof. Dirk Lehr
Leuphana University Lüneberg
Chair of Health Psychology



Gerhard Andersson
Linköping University
Full Professor of Clinical
Psychology



Prof. Matthias Berking
University of Erlangen-Nuremberg
Chair for Clinical Psychology and
Psychotherapy



Prof. Ron Kessler
Harvard University McNeil
Family Professor of Healthcare
Policy



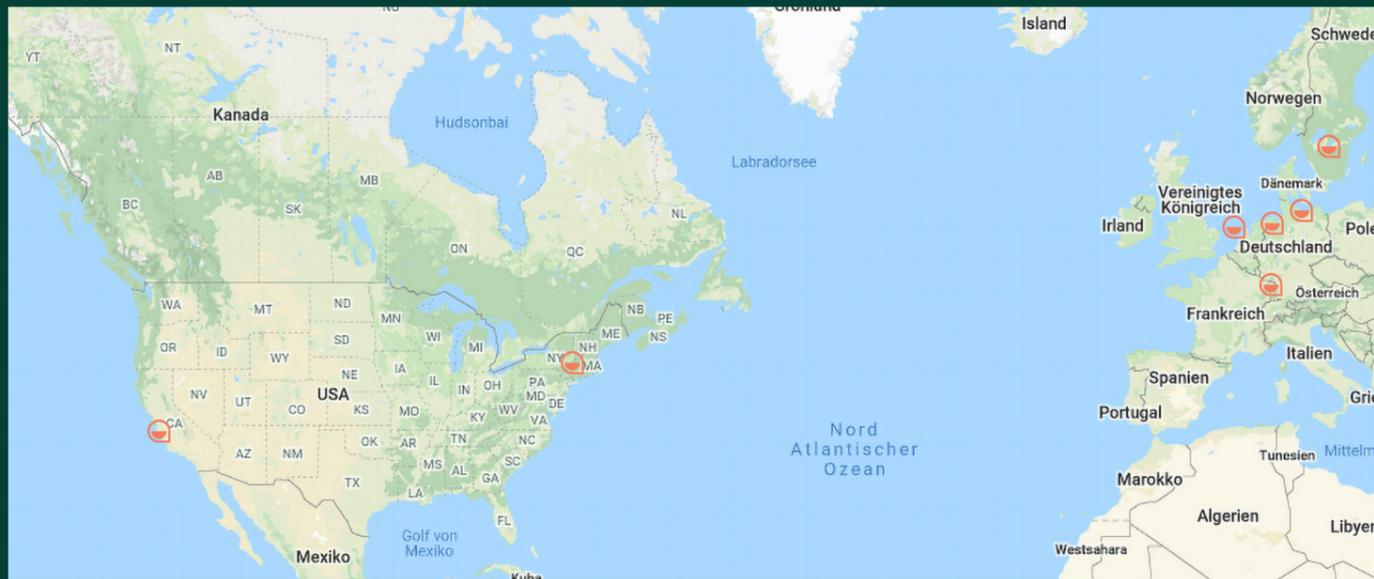
Prof. Heleen Riper
 Vrije University Amsterdam
 Professor e-Mental Health and former President ISRII



Prof. Martin Hautzinger
 University of Tübingen
 Chair for Clinical Psychology and Psychotherapy



Prof. Pim Cuijpers
 Vrije University Amsterdam
 Chair for Clinical Psychology



Team

Since early 2019 the HelloBetter team has grown from half a dozen to several dozen employees. Together they are setting a quality benchmark in the digital mental health sector.





**Assoc. Prof. Dr.
David Daniel Ebert
Founder & CSO Managing Director**

Dr. David Daniel Ebert received his doctorate in psychology with summa cum laude in 2013 from the Philipps University of Marburg. He completed his German habilitation at the Friedrich-Alexander University of Erlangen-Nuremberg, where he still heads the Department of Digital Health today. He is president of the International Society for Research on Internet Interventions (ISRII), and has published over 160 scientific articles and written over 20 book chapters. At HelloBetter, David's responsibilities include scientific quality assurance.



**Dr. Hanne Horvath
Founder & VP Business
Development**

Dr. Hanne Horvath completed her doctorate in psychology in 2016 as part of the GET.ON research project at the Leuphana University of Lüneburg, for which she was awarded the Wilhelm Exner Prize for Psychology. At HelloBetter, Hanne is responsible for business development and services, as well as for expanding our partnerships with health insurance providers and organising psychologist support for our course participants. Hanne received her diploma in psychology from the University of Trier.



**Dr. Elena Heber
Founder & VP Content and
Research**

Dr. Elena Heber completed her doctorate in psychology in 2016 as part of the GET.ON research project at the Leuphana University of Lüneburg and was awarded a prize for excellence. Elena is responsible for the development and evaluation of our digital health products and heads our content and research department. Elena received her Diploma in Psychology from the University of Constance and was a research fellow at the University of Southampton.



**Hannes Klöpper
Founder
& CEO**

Hannes Klöpper is responsible for the overall strategy and corporate financing of HelloBetter. He was previously co-founder and CEO of the education start-up iversity (now part of Springer Nature), an online platform in the field of higher education. He is the co-author of "The University in the 21st Century". He studied International Relations at Technische Universität Dresden, Liberal Arts at the European College of Liberal Arts, and Public Policy at the Hertie School in Berlin and Columbia University in New York.



Philip Ihde
COO & Managing Director

Philip is responsible for finance and HR, as well as regulatory and legal affairs. Most recently, he was Head of Finance and Operations at Media4Care GmbH, a Munich-based tech start-up developing a tablet solution for dementia patients. After his studies he worked for BMW in Beijing and New York before taking over the Management at ROCK YOUR LIFE! GmbH, a nationwide mentoring network. He studied Technology Management at the Technical University of Munich.



Pierre Cantegril
VP Product

Pierre is responsible for product concept and design at HelloBetter. He was previously responsible for these topics as Head of Product at 8fit, a leading fitness app startup. Before that he was CPO and then Managing Director of MONOQI's B2B business unit. Pierre studied Management at the LSE and at the HEC.



Johannes Schatz
VP Marketing

Johannes is responsible for marketing and business intelligence. Prior to HelloBetter, Johannes worked as founder and managing director of LeROI Online Marketing GmbH (today Dept Data & Intelligence GmbH) and as founder and managing director of dealvertise GmbH. Johannes started his career at Rocket Internet where he quickly rose to Co-CMO Groupon International. Johannes studied Media Management at the University of Applied Sciences Mittweida.

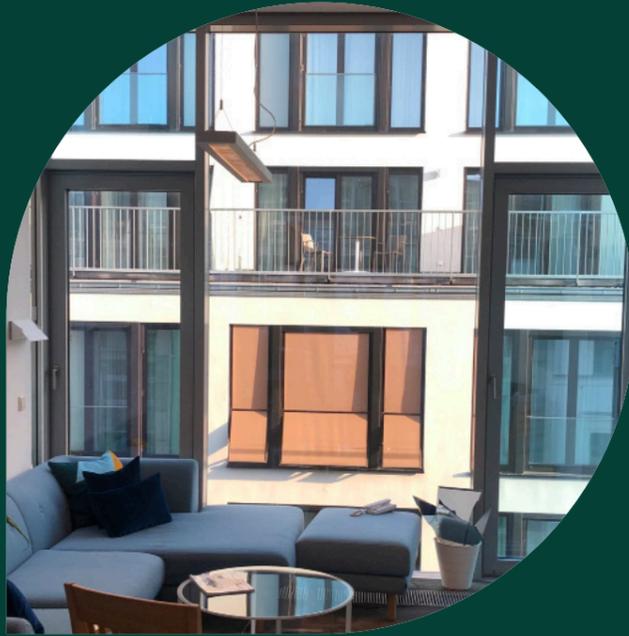


Amit Gupta
VP Engineering

Amit is responsible for technical product development and infrastructure. Before joining the HelloBetter team, he was Director of Engineering at Curo Healthcare Technologies Pvt. Ltd, a solution to help diabetes patients manage their treatment plan. He was previously a senior engineer at Quovantis Technologies. Amit studied Engineering and Information Technology at Maharshi Dayanand University.

Office

Our positive attitude is reflected in the attention to detail with which we have decorated our offices. Come and visit!



How to find us

