

Snapshot



CERINA SUMMARY

Cerina is a rapidly growing HealthTech therapy software company based in London, with global reach. The company has developed an innovative mobile application, which is MHRA-certified Software as a Medical Device. Designed to change how people manage mental health, Cerina delivers symptom and/or condition-specific psychological therapy in a self-guided manner, whilst ensuring the user's privacy.

When engaging with Cerina, you can access anxiety tools such as Worry Diary, Goals, Therapy Logs, and Mood History. To support improved self-help, the platform provides a richness of anxiety management information, such as techniques, podcasts, and articles.

ALTUS REVIEW

Cerina's therapy content is developed by leading experts in Psychology to provide the best mental health support. Cerina provides all the benefits of an in-person Cognitive Behavioural Therapy (CBT) within the app experience. After signing up, the user goes through a series of questionnaires to analyse their anxiety.

Once this benchmark is established, a user can continue to track their anxiety, as their condition management improves through the exercises and tools on the platform.

Importantly, as the user engages more, Cerina will begin to demonstrate emerging patterns in anxiety levels. It is at this point that the introduction to therapy would start, using the analysis from Cerina to shape and optimise the in-person treatment available.

FACTS & FIGURES

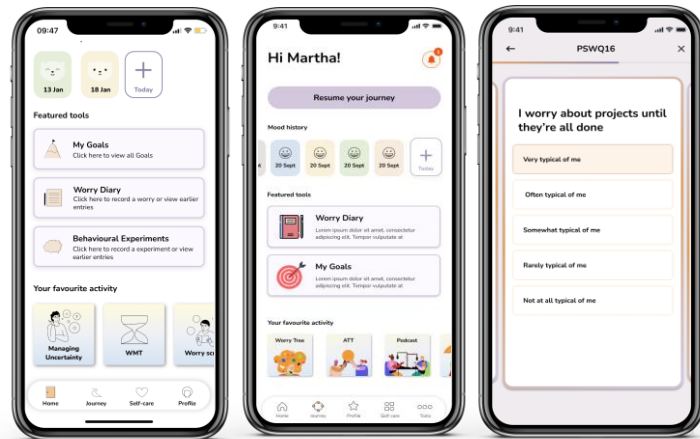
Founded in: 2020

Headquartered: London

NO. OF EMPLOYEES: 6

FUNDING: Pre-seed funding

RECOGNITIONS / CERTIFICATIONS: MHRA Certified Software as a Medical Device; Youngest start-up recommended by NICE to be used in NHS Talking Therapies in the Research Context



Unlike the traditional approach, which at times provides immediate help but doesn't address the long-term need, Cerina comes from a position of proactivity and offers targeted disorder-specific care. For example, the traditional mindset is that you may opt to engage with an employee assistance programme that could result in access to CBT in the short term. Instead, Cerina can be deployed as a preventative, self-help tool which builds patterns to encourage long-term engagement, providing the right tools to manage a healthy mental health journey.

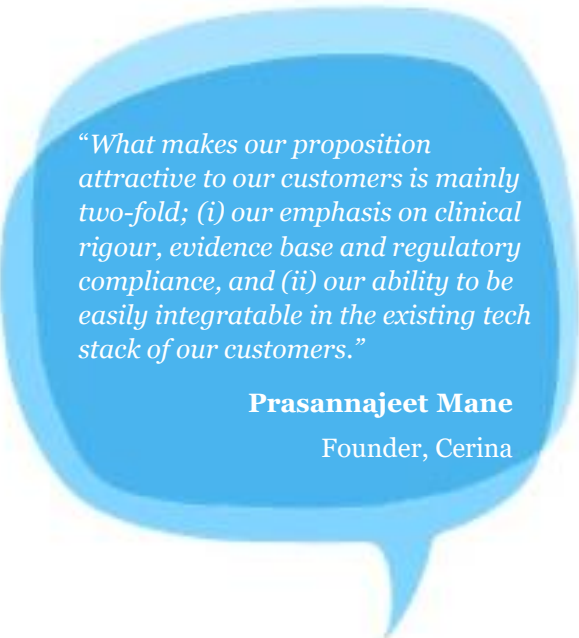
As an industry-wide challenge across the Health and Protection market, with mental health affecting 1 in 4 of us, access to digital services has never been more important. The industry continues to seek new ways to address the challenges of ongoing claims management. A tool such as Cerina, which helps improve, guide and educate an individual in how best to manage their mental health, can only be seen as a positive move for the industry. Cerina uses Generative Conversational AI to support users during their therapy journey. With further AI development in Cerina's product roadmap to enhance the in-app experience, which will detect and monitor emotional and anxiety levels, Cerina is on an exciting journey to change the way we think about mental health.

Altus Capability Mapping: Cerina

The **Altus Capability Model** enables organisations to define what they do, using a common language and understanding of the make-up of an end-to-end Insurance business.

Using the Altus **Health & Protection Capability Framework**, we have mapped Cerina to our industry reference model, across more than 1,300 capabilities. The diagram below summarises the core capabilities of the Cerina proposition, highlighting where it fits within the model. As a technology provider, Cerina has been mapped to the core business capabilities that describe what an insurance business delivers.

Additional lower-level capability mapping has been captured in our proprietary PEAK platform and is available on request.



“What makes our proposition attractive to our customers is mainly two-fold; (i) our emphasis on clinical rigour, evidence base and regulatory compliance, and (ii) our ability to be easily integratable in the existing tech stack of our customers.”

Prasanna Mane
Founder, Cerina

