



Technology Commercialization Opportunity

Digital Avatar Therapy Coach; Digital Behavioral Health Platform

Inventor(s): Caroline J. Easton, Ph.D. and Richard L. Doolittle, Ph.D.

Technology Description:

Using an Avatar Therapy Coach Integrated within an Interactive Digital Therapy Platform as an Adjunct Tool to Cognitive Behavioral Therapy to Improve Treatment Outcomes Among Patients with Behavioral Health Disorders (e.g., Addiction, Intimate Partner Violence)

Cognitive Behavioral Therapy has been shown through numerous trials to be an effective standardized therapy that can be used to treat a range of behavioral health disorders. Practicing specific coping skill sets has been deemed necessary for health behavior change.

Cognitive Behavioral Therapy has a Coping Skills Assignment. The Dogmatic Approach is to use a 'Pencil and Paper version.' Practicing the coping skills has been shown to lead to effective treatment outcomes.

The inventors developed a *digital* behavioral health platform for the coping skills assignment in place of the dogmatic paper and pencil approach. The digital platform is standardized to the maladaptive behavior. Practice exercises are designed to target the maladaptive behavior. The Avatar Coach guides the client and interacts with the client while tracking progress to allow reflection by client and clinician alike.

We have created RITch™ and RITchie™ as an adult and juvenile Avatar Coach, respectively. Content of the Digital Coping Skill set is specific to the maladaptive behavior. We've used the following two maladaptive behaviors with clients to show its capabilities and effectiveness: addiction and Intimate Partner Violence (e.g., aggression). The platform can be administered on a smart phone application, iPads/tablets or web-based by patients, clinicians and researchers.

Keywords: Digital Behavioral Health Therapy Platform, Digital Cognitive Behavioral Therapy Coping Skills, Interactive Avatar Behavioral Therapy Coaches w/Built in Reward System

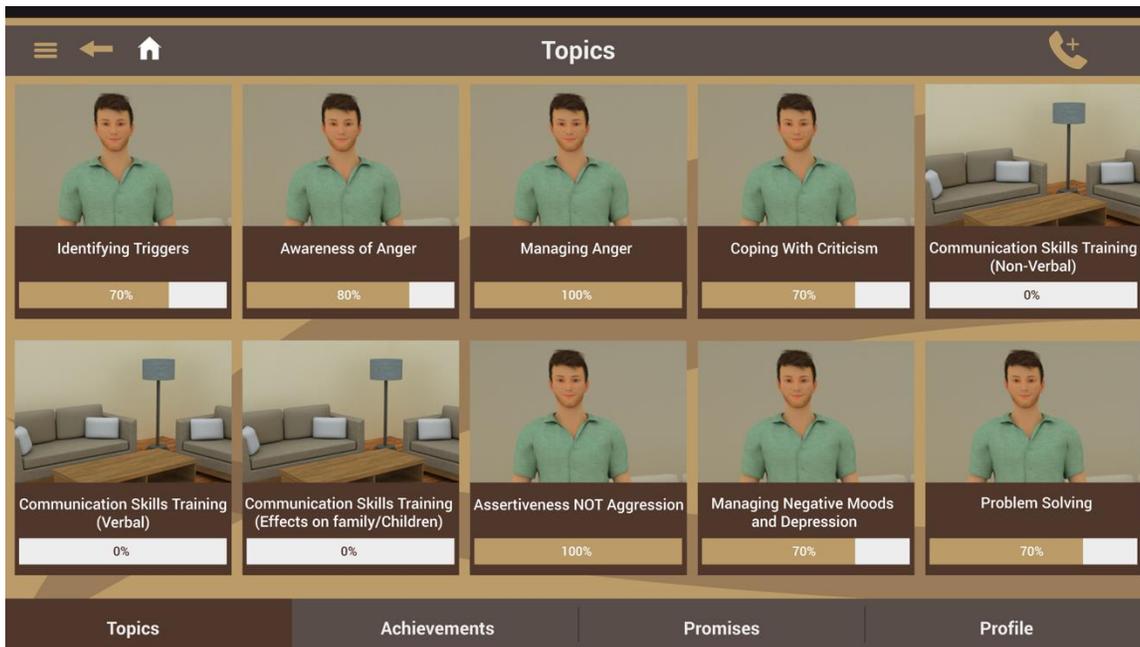
Technology Readiness:

The Digital Behavioral Health Platform w/Personalized Avatar Behavioral Health Coach has an Alpha Version being tested and improved.

Idea	Concept	Prototype	Alpha Version	Beta Version	Released
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Intellectual Property: Patent Pending; US Publication No. 2019/0074081

The initial target population is clients with addiction and aggression (e.g., Intimate Partner Violence) because they are two major public health concerns that contribute to the burden of disease across the globe. Both of these maladaptive behaviors often co-occur. The negative consequences are devastating to families with associated consequences including abuse of alcohol and drugs, depression, anxiety disorders, trauma, medical problems, hospital visits, legal problems and loss of income due to missed work (WHO, 2013). Risks further extend to children who witness acts of IPV (MacDonell, 2012). The estimated economic costs of IPV (e.g., physical assault, sexual assault and stalking) exceed \$5.8 billion each year with \$4.1 billion directly related to medical as well as mental health care services and an additional \$0.9 billion in lost work productivity (Centers for Disease Control and Prevention, 2003)



Specific Target Customers:

Clinicians and medical professionals working with patients that have behavioral health disorders (primary or secondary); *Patients* wanting to change a negative and unhealthy behavior; *Clinicians and medical professionals* who treat clients with addiction and intimate partner violence; *Researchers* wanting to study behavioral health disorders; *Clinical private practices* and organizations that focus on behavioral treatments; *Hospital(s) Settings* that treat psychiatric disorders; *Criminal Justice Systems* that have diversionary treatment programs (mental health court, drug court, intimate partner violence courts, veterans’ courts

Opportunity:

RIT’s Intellectual Property Management Office (IPMO) is interested in working with those parties who are qualified and interested in the commercialization of the Digital Behavioral Health Platform. Arrangement types include licensing to existing organizations or new organizations that have expertise in the field or related fields. The inventors of the technology are available to work with licensees.

Contact:

Those interested in learning more about this opportunity should contact: Mr. William E. Bond, Director of Intellectual Property Management, at RIT (585) 475-2986 or bill.bond@rit.edu .

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