

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
06 January 2022 (06.01.2022)



(10) International Publication Number
WO 2022/006496 A1

- (51) International Patent Classification:
G16H 20/70 (2018.01)
- (21) International Application Number:
PCT/US2021/040250
- (22) International Filing Date:
02 July 2021 (02.07.2021)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
63/047,372 02 July 2020 (02.07.2020) US
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- (81) Designated States (*unless otherwise indicated, for every
kind of national protection available*): AE, AG, AL, AM,
AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ,
CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO,
DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN,
HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN,
KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD,
ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO,
NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW,
SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN,
TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(54) Title: SYSTEMS, METHODS, AND DEVICES FOR GENERATING AND ADMINISTERING DIGITAL THERAPEUTIC PLACEBOS AND SHAMS

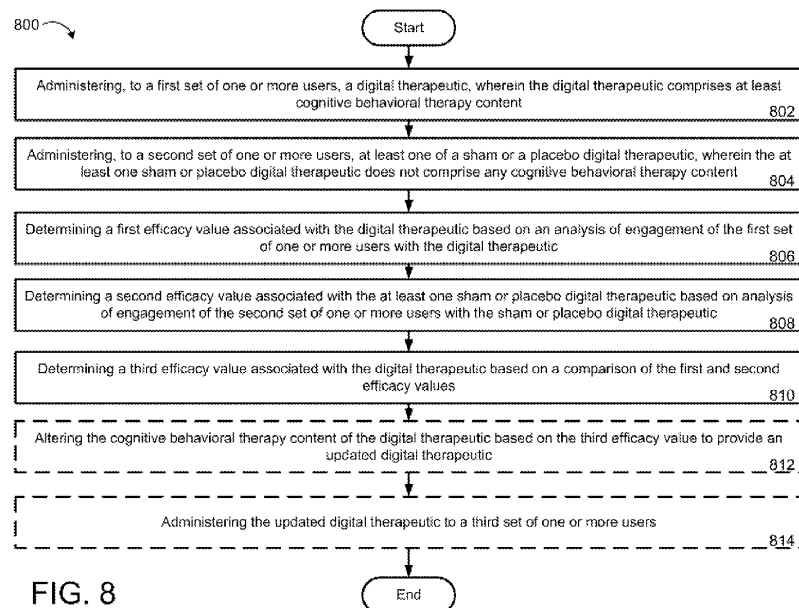


FIG. 8

(57) Abstract: A method of treatment comprises administering, via data processing hardware, to a first set of one or more users, a digital therapeutic, wherein the digital therapeutic comprises at least cognitive behavioral therapy content, administering, via the data processing hardware, to a second set of one or more users, at least one of a sham or a placebo digital therapeutic, wherein the at least one sham or placebo digital therapeutic does not comprise any cognitive behavioral therapy content, determining, via the data processing hardware, a first efficacy value associated with the digital therapeutic based on an analysis of engagement of the first set of one or more users with the digital therapeutic, determining, via the data processing hardware, a second efficacy value associated with the at least one sham or placebo digital therapeutic based on analysis of engagement of the second set of one or more users with the sham or placebo digital therapeutic, determining, via the data processing hardware, a third efficacy value associated with the digital therapeutic based

[Continued on next page]

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

on a comparison of the first and second efficacy values, altering, via the data processing hardware, the cognitive behavioral therapy content of the digital therapeutic based on the third efficacy value to provide an updated digital therapeutic, and administering, via the data processing hardware, the updated digital therapeutic to a third set of one or more users.