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Company Profile

Industry Sector: Psychotherapy training and implementation

Company Overview: BTECH-R was founded in 2004 to facilitate the dissemination of DBT and other compassionate and scientifically valid treatments to mental health care providers using innovative technologies in the service of improving the lives of persons with complex and severe mental disorders. BTECH-R is a part of a consortium of other organizations founded and/or directed by DBT treatment developer, Marsha M. Linehan, PhD. These include: Behavioral Research & Therapy Clinics at the University of Washington, Linehan Institute (non-profit), and BTECH, LLC.

Target Market(s):

- Primary Market: Large-size Systems (e.g., Health Maintenance & Behavioral Health Organizations, State and County Public Sector agencies).
- Secondary Market: Mid-size community treatment agencies & graduate training programs.
- Tertiary Market: Individual practitioners

Key Value Drivers

Technology: Electronic Behavior Therapy (eBT; working name) is a web-based computer interface to facilitate the consistent delivery of evidence-based therapies (EBT) to fidelity across providers and their patients. Because EBTs produce superior outcomes often at reduced cost compared to treatment as usual, it is expected that eBT will improve quality of care also at a reduced cost. eBT also provides a coherent, comprehensive approach that complies with standards set by regulators and insurance companies. Finally, the tool enhances session dynamics by actively engaging clients in their own care, fitting in with the emerging recovery movement in mental health. It saves clinicians time by means of incorporating use of concurrent documentation. eBT is built using features known to positively affect client outcomes (e.g., stepped approach, check-lists, outcomes monitoring). eBT holds the promise of significantly increasing the effectiveness and efficiency of treatment, improving adherence to EBTs, and offering a more sustainable way to deliver EBTs.

Competitive Advantage: First to commercialize robust software tool of its kind; only one (*Coping Cat*, designed for socially phobic children) is available on the market; can easily accommodate other therapies and languages; developed and continuously maintained by senior treatment developers (SMEs); provides EBT "whole cloth" and to fidelity; cost-savings and control is significantly greater than cost to implement.

Plan & Strategy: Seeking strategic partners for implementation.

Management

Leadership:

Marsha Linehan, Ph.D., ABPP, Founder/Owner; Chair of the Board

Linda Dimeff, Ph.D., Vice-President & Chief Scientific Officer

Kevin Briscoe, Operations & Leadership Consultant

Linehan Institute Board of Directors:

Andre Ivanoff, Ph.D. (Chair of the Board/President)

Helen McGough, MA, CIP (Secretary/Member)

Charles Roxin, Ph.D., CMC (Member)

Marsha Linehan, Ph.D., ABPP (Member)

Richard B. Stuart, DSW, ABPP (Member)

Product Pipeline

	Submitted	Phase I Development	Phase II Development	Launch Date
Behavioral Activation CAT				May, 2012
Mastery of Anxiety & Panic CAT				
Prolonged Exposure CAT				
Eating Disorders CAT				Contingent on funding
Insomnia CAT				