



# Flow Neuroscience

## Press Pack 2022



## Company history

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Flow Neuroscience was founded in 2016 in Malmö, Sweden as the brainchild of clinical psychologist Daniel Månsson and neuroscientist Erik Rehn, to develop transformational treatments for mental illnesses.

Utilising expertise from psychiatry and neuroscience, Månsson and Rehn had a vision to combine innovation with traditional science and healthcare to empower mental health on a global scale.

Flow is the first solution of the hardware-enabled digital health company and is a medically approved at home brain stimulation treatment for depression that provides less severe side effects than alternatives.

Addressing the biological aspects of depression, the Flow headset utilises the proven technology of transcranial direct current stimulation (tDCS) and has shown to alleviate 81% of user's depression symptoms in three weeks. The headset is combined with the flow behavioural therapy app which provides and motivates individuals to self-manage their treatment in a personalised way through psychological courses and symptom tracking.

Building the gateway for the healthcare system to close the treatment gap and for patients to improve their depression remotely – Flow enables a new wave of treatment.

Looking to the future, Flow Neuroscience will continue to create disruptive mental health tools to increase accessibility and medication-free options.



## Erin Sivyler Lee | CEO at Flow Neuroscience

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Erin is passionate about transforming global human experiences using new technologies.

An experienced executive in building exceptional global teams for some of the world's largest and fastest-growing consumer technology companies, including Uber, Google, and Babylon Health. Erin is a visionary who wants to tackle the mental health epidemic by driving a deeper understanding of the brain to develop targeted treatments for mental illnesses that truly work. This led her to join Flow Neuroscience, a hardware-enabled digital health company that is focused on change how mental health is managed; starting with their transformational depression treatment - Flow

Personally, Erin wants to bring the world class customer experiences from some of the best tech companies to the healthcare industry. Few things are more precious than health and the average experience for patients today is stressful, confusing and lacks care. Erin is committed to bringing this change across mental disorders, particularly for addition where current solutions are woefully inadequate with no accessible medication-free options.

If you'd like to keep up with Erin you can find her here:

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S: <https://www.linkedin.com/in/erinslee/>



## Erik Rehn | CTO and Co-founder at Flow Neuroscience

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Erik's passion in the fundamentals of the brain and what it means to have positive human experience, drives his interest in intersecting science and technology to treat mental health issues.

As a master of Computational Neuroscience, Erik has always been a keen innovator, looking at how we can use AI and other technology to create science transfer with a human focus. This led him to co-found Flow Neuroscience, a neurotech company with a focus on empowerment, accessibility and science. The first product born from this was Flow, the only medically-certified device to treat Major Depressive Disorder combining brain stimulation with behavioural therapy.

Personally, Erik wants to drive innovation in mental health by utilising revolutionary technologies to understand the brain's role in altering human circumstance.

If you'd like to keep up with Erik you can find him here:

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*S: <https://www.linkedin.com/in/raindeer/>*



## Daniel Månsson | CCO and Co-founder of Flow Neuroscience

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Daniel is passionate about changing the way the world views and treats mental health.

As a Clinical psychologist with a BSc in Computer Science, he has made it his mission to merge technology with psychology to treat mental health across the world. As a result of this mission, he co-founded Flow Neuroscience, a neurotech company with a focus on rigorous science, empowerment and accessibility. The first product born from this was Flow, the only medically-certified device to treat Major Depressive Disorder combining brain stimulation with behavioural therapy.

Personally, Daniel wants to normalise conversations towards mental health, question traditional methods of treating mental diseases and make real progress towards treating everyone suffering.

If you'd like to keep up with Daniel you can find him here:  
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## Flow | The Product: Overview

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With over [280 million people](#) affected, depression is the most common illness worldwide and whilst there are effective treatments available over 3/4 of people receive no treatment.

Flow Neuroscience wants to address this by empowering healthcare systems, clinicians and patients to treat and manage mental health with accessible solutions.

The first product, Flow, comprises a tDCS headset and behaviour therapy app to treat Major Depressive Disorder in a two-pronged approach.

People diagnosed with depression often have a lower neural activity in their left frontal lobe, the part of the brain controlling important cognitive skills, including emotional expression. The Flow headset uses transcranial direct current stimulation (tDCS), a form of neurostimulation that delivers constant, weak direct current via electrodes on the head to stimulate neurons in this area and help rebalance activity. The brain stimulation delivered in the Flow headset is technically and clinically equivalent to devices used in clinical settings.



## Flow | The Treatment: Overview



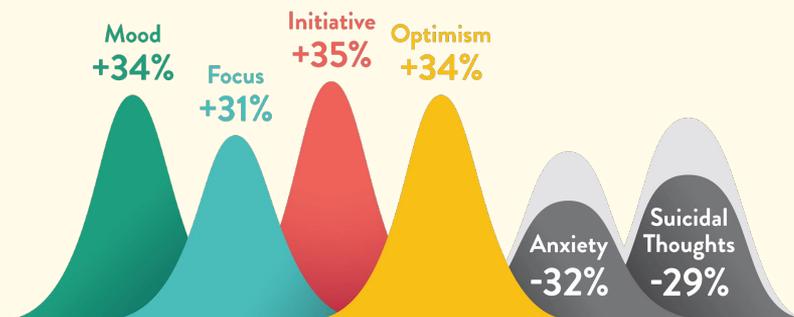
During brain stimulation, users engage with a virtual therapist, via the Flow app. The treatment is written by clinical psychologists, utilising behavioural therapy practices to deliver courses on how to reduce depression.

This is combined with advice and videos on positive routine setting and lifestyle factors such as sleep, nutrition, fitness and meditation.

Stimulation typically lasts for 30 minutes per session, with 18 sessions over 6 weeks. Continued treatment is then possible for 1-2 sessions per week.

Symptom changes are tracked through weekly self-reporting via the standardised MADRS measurement and users can follow their progress throughout the treatment to see what works for them.

The revolutionary technology provides a remote, non-pharmaceutical treatment for depression which is accessible to all.





The Flow brain stimulation treatment is based on over a decade of clinical research with the most [recent meta-analyses](#) showing that tDCS has similar, or enhanced, efficacy on treating depression compared to other treatments but with [fewer side effects](#).

The Flow therapy app is based on a hundred years of psychological research, showing that [exercise](#), [sleep](#), [diet](#) and [meditating](#) all have an impact on reducing depressive symptoms when incorporated into a regular routine.





We propel leading neuromodulation research across a range of mental health disorders. Pairing with world-class institutions to build credible, scientific evidence that can be translated into healthcare settings and change how we manage and treat mental health disorders.

Today, Flow works with the world's leading researchers, including Dr. Andre Brunoni, associate Professor of Psychiatry at the University Hospital, São Paulo, and Dr. Sophia Frangou, Professor of Psychiatry, and neuroimaging world expert, at Mount Sinai Hospital, New York.

The Flow treatment has been used in clinical trials to evaluate its' [safety, efficacy and portable design](#) as a depression treatment:

The treatment is also a part of ongoing clinical studies at University São Paulo in Brazil and University East London in the United Kingdom, the first pilot results of these indicate the [efficacy of Flow in treating depression](#).



**Andre Brunoni, MD PhD.**

Assoc. Professor of Psychiatry at the University Hospital of Sao Paulo, Brazil. World-leading tDCS researcher.

*"By combining tDCS with behavioral therapy, the Flow team has created a powerful treatment solution that I, with much enthusiasm, have decided to back by joining their advisory board and to work with them on further advancing the solution through clinical studies and providing feedback from the scientific field."*



In total since Flow's inception in 2019, there has been 3 million stimulated minutes or 100,000 sessions.

Our users do approximately 7500 sessions per month as of 2021.

All of the following data has been collected from the active user base of more than 2000 users for the Flow treatment plan:

Flow users experience a 30% decrease in pessimism and a 30% increase in their focus, supporting adherence to the treatment and making positive routines manageable.

30% of users overcame their depression using the Flow treatment in 2021.

$\frac{2}{3}$  of the Flow user base fall within moderate to severely depressed, showcasing that it is effective in treating more complex cases of long term depression.

32% of Flow headset users have had depression for more than a year.

40% of Flow users have another diagnosis, with the highest comorbid being anxiety at 13%



Meet  
**Steve Hubbard**



### Quotes

Gemma G, United Kingdom:

“Having suffered from depression and anxiety for over 20 years, I'd almost given up hope of ever feeling better. I'm so pleased I saw Flow on social media. I've been using it for around 2 weeks and I've noticed a difference already. The app which accompanies it is brilliant and I've implemented so many things which make me feel better. I'm currently working on my sleep. I regard myself as quite well read on the subject of depression and didn't expect the app to teach me much but I've learnt a lot. It's given me hope that I might get better and that's something I've not had for a long time.”



### Quotes

Zellina H, United Kingdom:

“Excellent. I am always sceptical about products until I have tried and judged for myself. 2 months ago my mood was plummeting. I have a long history of moderate to severe depressive episodes. I am on full whack of antidepressants. I have used flow for the last 5 weeks. It has definitely made a difference. I find it much easier to do things. I make these actions ones which support my recovery. The balance has tipped and I am having more good days than bad. I will definitely continue to use flow for the next couple of months and then review. Life saver. Literally.”





### Releases

[Flow Neuroscience receives \\$9 million in Series A funding to make self-managed medical device available globally](#)

[Flow Neuroscience increases sales in 2020, with 30% of users recovering from depression](#)

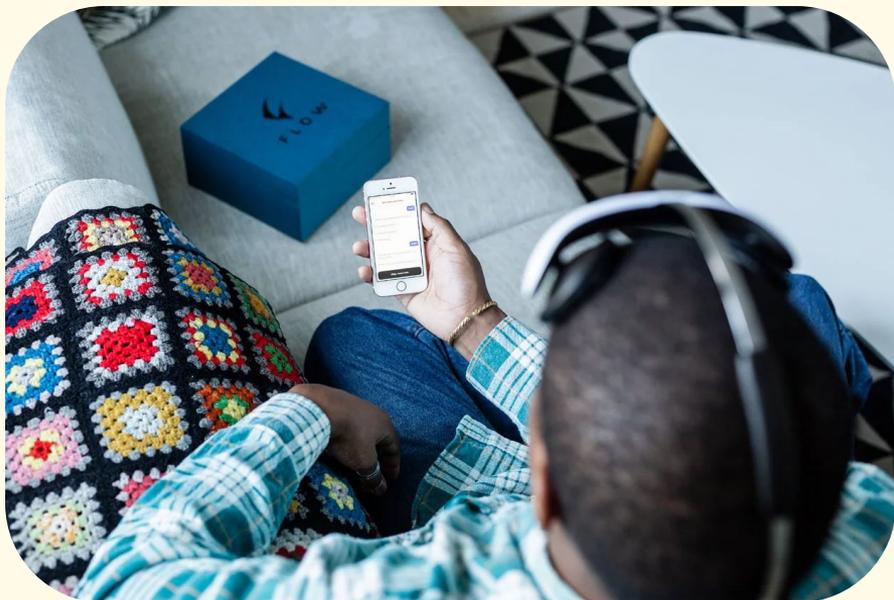
[Flow Neuroscience acquires assets of leading neuromodulation company Halo Neuroscience](#)

[Flow depression headset and app to tackle UK's 'lockdown loneliness' as new research links loneliness to worse mental health](#)

[Flow depression treatment helps 81% of patients to feel better after three weeks](#)

[Mental health startup Flow joins ORCHA App Library](#)

[Flow unveils chatbot therapist to combat depression](#)



### Regulatory approval

In Europe, Flow is classified as a Class II medical device by the British Standards Institute, intended for use as a treatment for depression. In the process of becoming a medical device, Flow went through a strict regulatory audit process to ensure its effectiveness and safety according to the requirements of the European Commission.

### Pricing:

The Flow headset can be purchased for £399 or rented for a monthly fee of £79.

The Flow app is free to download [here](#).

**Safety:** <https://flowneuroscience.com/home/safety/>

**Website:** [www.flowneuroscience.com](http://www.flowneuroscience.com)

**Twitter:** @flowneurosci

**Facebook:** [www.Facebook.com/flowneuroscience](http://www.Facebook.com/flowneuroscience)