

Behavidence Launches New Consumer App to Transform Mental Wellness with Playful and Seamless Management

Behavidence launches a new version of their consumer app for mental wellness tracking, reducing stigma & boosting resilience.

NEW YORK, NY, UNITED STATES, March 11, 2025 /EINPresswire.com/ -- [Behavidence](#), a leader in digital biomarkers for mental health, is proud to announce the launch of its new consumer app, designed to make mental wellness management effortless, stigma-free, and engaging. This groundbreaking app empowers users to take control of their mental well-being through an intuitive and playful experience, while also offering new ways to share and track progress over time.

With the rise of digital health tools, mental wellness remains an underserved area in consumer-facing solutions. Traditional mental health tracking apps often focus on symptom management, but Behavidence's new app takes a different approach—one centered on resilience-building, self-awareness, and proactive engagement.

Key Features of the New Behavidence App:

Personalized Goal Setting – Users can set customized goals for mood, worry, stress, and focus, tracking progress in a way that fosters resilience and growth.

Seamless Sharing – Mental wellness is best managed with support. Users can choose to share their daily wellness scores with therapists, friends, or family, fostering accountability and collaboration.

The Resilience Cam – A first-of-its-kind feature that lets users capture moments associated with



Behavidence Resilience Camera

their emotional trends, helping them visually understand patterns and triggers in their mental health journey.

A Unique Fit for Pharma's CNS Strategy

The launch of this consumer-facing app aligns with the growing focus of pharmaceutical companies developing CNS (Central Nervous System) medications. Companies like [Janssen Neuroscience](#), [Otsuka](#), and [Lundbeck](#) have been investing heavily in digital solutions that complement traditional psychiatric medications. As the industry moves towards holistic patient support, tools like Behavidence's app offer a non-pharmacological layer of care that can help users build resilience, track mental wellness, and engage with their treatment in a proactive way.

"Pharma companies working on CNS treatments understand that engagement and real-world monitoring are key to better outcomes," said Roy Cohen, CEO and Co-Founder of Behavidence. "This app provides a bridge between clinical care and self-management, creating a space where users feel empowered, not pathologized, while also allowing mental health professionals to track behavioral trends with their patients in a seamless, data-driven way."



Behavidence New App

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A Step Toward Reducing Stigma in Mental Health

One of the biggest barriers to mental wellness is stigma and disengagement. Traditional mental health apps often focus on disorder management, but Behavidence's approach prioritizes resilience and personal growth. By gamifying and normalizing mental wellness tracking, Behavidence ensures that managing mental health becomes as intuitive as tracking fitness or sleep.

Availability

The new Behavidence app is now available for iOS and Android, with additional [About Behavidence](#)

Behavidence is a digital health company specializing in AI-powered digital biomarkers for mental health. The company partners with healthcare providers, pharma, and research institutions to develop scalable, data-driven tools that help individuals manage their mental well-being in a

seamless and stigma-free way.

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