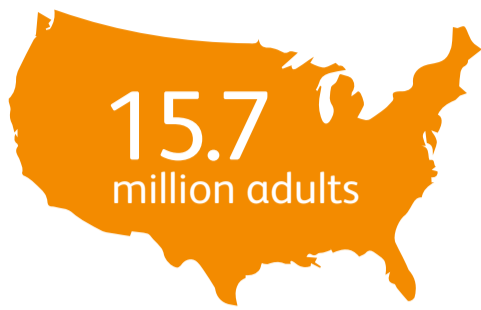


Depression is one of the most common mental health disorders in the United States, yet unmet needs exist even for patients receiving treatment



experience at least **one major depressive episode** in any given year¹

treatment for depression often includes a number of approaches²



Adherence to treatment can be difficult



among those who received treatment for depression in the past year, **more than one-third** reported persisting, unmet treatment needs³

Technology may benefit people with depression⁴

Common Benefits of Health Apps



More and more patients, especially those with chronic conditions like depression, are turning to their **smartphones to supplement treatment** they receive⁵

A 2014 survey found **70% of patients** say they **want to use a mobile application** to monitor their mental health on daily basis⁴



Pfizer created a new free app, Moodivator, to help complement treatment for those with depression



Mood Tracking

Simple scale helps patients track how they are feeling, which offers the mobile convenience of real-time reporting



Goal Setting

Ability to create goals with clear action steps across one or more important areas of one's life, which can be adjusted over time



Sharable Data

Opportunity for patients to share their progress with their care team as desired



Download the free Moodivator app for iPhone in the Apple App Store today!

The Moodivator app is not a treatment for depression. All patients should work with their doctor to determine which course of treatment is right for them, and even when patients start to feel better, they should continue their therapy and work closely with their doctor until they reach an agreement to conclude the treatment plan. This app includes information about a prescription treatment option for depression.

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