

Cloud Based Mobile Solution for Brain Function and Learning Improvement



Veera Anantha, Ph.D.
CEO & Co-Founder

About Constant Therapy

Constant Therapy (<http://www.constanttherapy.com/>) provides a cloud based mobile solution that helps people improve their brain function & learning after a stroke, brain injury, onset of dementia or learning disorders. This is achieved with science-based exercises that are personalized to each individual's needs, and with data analytics that help drive outcomes. Constant Therapy has already served millions of exercises via its iPad app (<https://itunes.apple.com/app/id575764424?mt=8>), and is making a big difference in the lives of thousands of patients (<http://constanttherapy.com/pr>). Constant Therapy is also used by clinicians & special-educators in hundreds of institutions, including Mass General Hospital and Spaulding Rehabilitation hospital to provide greater access to care to patients. The company was founded in 2013 by world-renowned brain plasticity & rehabilitation expert, Prof Swathi Kiran (<http://www.bu.edu/sargent/profile/swathi-kiran-ph-d-ccc-slp/>) at Boston University, and successful technology entrepreneur, Dr. Veera Anantha (<https://www.linkedin.com/pub/veera-anantha/0/63b/591>). The company recently won the TiE50 award where over 2,800 global companies competed.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Anantha, what is the concept and vision for Constant Therapy?

Mr. Anantha: Constant Therapy helps people improve their brain function & learning after a stroke, brain injury, onset of dementia or learning disorders. We provide them with personalized and anytime, anywhere access to rehabilitation and learning via mobile devices that they can use in the clinic or continue at home. With advanced data analytics, we help to improve outcomes.

CEOCFO: What has been the traditional method of brain rehabilitation?

Mr. Anantha: Without the use of improvements such as Constant Therapy, today patients get one-on-one sessions with a clinician. That clinician is usually a neurologist, speech and language therapist or an occupational therapist. They usually work with paper-based tools in the clinic and even though everybody's intention is to have the patient continue to work on systematic rehabilitation at home, this is usually very hard to achieve. That is where Constant Therapy comes in. We allow the patients to make progress in a systematic way when they are at home or when they are under the care of a clinician. It is as though they have access to an expert clinician through their mobile devices anytime and anywhere they need it.

CEOCFO: Explain what you are actually providing. What is the service?

Mr. Anantha: We have a cloud-based mobile solution today that provides personalized rehabilitation and learning to patients and analytics and clinical decision making tools to clinicians. Our iPad app has already served up millions of exercises to thousands of patients. It allows clinicians and patients to work together in the clinic where the clinician can assess the patient in 58 different categories of tasks that are available in Constant Therapy. For the first time, they are able to use all these science based tasks on a single platform. When the clinician sends the patient home, the clinician is able to set them up with appropriate homework exercises, personalized for their individual needs, that the patient can continue using in the comfort of their home. Even when the clinician is not available, with our Neuro-Performance engine, the patient can continue to make progress. Because of the detailed analytics and the monitoring tools we make available to the clinician and the family members, everybody can see the progress that the patient is making. This is extremely motivational not just for the patient and the family members, but it also allows for the clinician to be able to make better clinical decisions.

CEOCFO: Why would anybody not want to be able to continue at home and work in that manner? What are some of the challenges to adoption?

Mr. Anantha: One of the main things we are finding is that because of the way reimbursement works for this kind of care for patients today, the reimbursement does not really provide enough hours of therapy for the patient. Usually when

reimbursement stops, the patients stop making progress because they just do not have access to any kind of care or tools. In terms of adoption, it is a matter of educating the people who need this kind of rehabilitation that progress does not have to stop when you stop going into the clinic. It does not stop when you leave the four walls of working with the clinician. It is remembering that the brain is plastic and you can continue to make improvement. We want to make sure that message is spread far and wide to the people who need this kind of rehabilitation.

CEOCFO: Do patients come to you on their own or do they pretty much all get to you because their provider has recommended your program?

Mr. Anantha: It is happening both ways today. The patients who have run out of reimbursement or do not have access to the clinicians come to us directly. With the use of our advanced NeuroPerformance engine, they can continue to make progress even when they do not have access to a clinician. In many cases, clinicians use Constant Therapy with their patients in the clinic, or they prescribe it for use to their patients. In those cases the patients come to us through the clinician. It happens in both ways.

CEOCFO: What has gone into creating the programs?

Mr. Anantha: Constant Therapy was born out of research in brain rehabilitation from Boston University and other leading universities. All the tasks available in Constant Therapy are evidence-based, and that combined with a very powerful mobile optimized cloud-based platform is what has allowed us to create a solution that is very compelling for both the patient and the clinician.

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CEOCFO: Who would be likely to use your services? What are the common brain injuries that could benefit and what might be some conditions that people generally do not even think about that would benefit?

Mr. Anantha: The people who would benefit from this today are people who have had a stroke, traumatic brain injury, onset of dementia, or learning disorders, where they have lost some aspects of their communication, language or cognitive skills. We are also finding that it could also benefit someone who has had a sports concussion, or people with Parkinson's. In addition kids who need help with specific types of coaching could also benefit from Constant Therapy to achieve specific learning goals. With Constant Therapy, they should be able to get access to very personalized and individualized programs for learning and relearning to really get to the full potential of what each one of our individual brains is capable of. We think there is a lot of opportunity to really make a difference in these people's lives, and it is very meaningful.

CEOCFO: Tell us a little bit about ease of use, particularly thinking about elderly patients who are not as iPad savvy as others might be.

Mr. Anantha: This is one of the first things we had thought about when we did our first set of pilots. We tested various prototypes and hit upon an interface that is really easy to use even for elderly folks on an iPad. It turns out that even people who may not have seen an iPad before, find it extremely to use. Unlike a computer from ten to 15 years ago, an iPad is much easier to use. With our easy to use interface, now in fact, many people will go out and buy an iPad because they want to use Constant Therapy on their iPad. We do not see that as a problem or barrier to adoption because we have invented a really easy to use interface on our program.

CEOCFO: How do you reach potential customers?

Mr. Anantha: Many of our customers find us organically and through word-of-mouth, which is great. Since Constant Therapy provides tremendous value to clinicians such as having all the different types of evidence based tasks on their fingertips, clinicians use Constant Therapy with their patients in the clinical, health care or school setting. They have been one of our biggest proponents, and we expect this to grow as we move forward. We reach the health care institutions and educational institutions through very specific education programs as well as other programs that allow them to quickly learn about what Constant Therapy can do for them to make their practice more efficient. That allows both the clinicians to benefit as well as their patients to benefit.

CEOCFO: How often might you change your program? How often will you review the various programs you have available?

Mr. Anantha: With our cloud-based architecture, we ensure that the software is updated continuously. For example, we now have over 12,000 types of exercise items that are available to our user community today, and that number keeps

growing. We expect to have many more exercise categories as well as different types of items for exercises and difficulty levels in the future. On a monthly basis we roll out new types of content for our user group.

CEOCFO: *What is your geographic reach today and do you see that changing?*

Mr. Anantha: Today it is predominantly used all across the United States with users growing in other English speaking countries such as England, New Zealand, Australia and some parts of India. The predominant usage today is in the US, and we expect that to continue to grow in the future.

CEOCFO: *How is business now?*

Mr. Anantha: It is good. We have seen tremendous uptake in the number of people we have been able to serve. This includes both patients as well as clinicians, and the user growth has been tremendous over the last few months.

CEOCFO: *What might be different a year from now for the company?*

Mr. Anantha: In a year from now, we expect the obvious things such as greater reach of our product in terms of the number of people we can have an impact on and greater impact on the different types of the disorders we talked about – such as stroke, brain injury, Parkinsons, dementia and learning disorders, We expect greater international reach and we also expect to remove as many barriers of adoption by making Constant Therapy available on more mobile platforms.

CEOCFO: *Constant Therapy is a new and exciting method to help a large audience; why pay attention?*

Mr. Anantha: It is a unique example of how mobile and cloud-based technologies can positively impact the lives of people in a very meaningful and positive way. It is heartwarming to see some of the stories that we hear back from our patients and clinicians where they tell us how we have changed their lives (See: <http://constanttherapy.com/pr>). It is very meaningful from that standpoint, and it is one of those things where not only do we expect to have a fantastic impact on society, but we also expect this will be a great business.

CEOCFO: *Final thoughts?*

Mr. Anantha: Please help us spread the word. A lot of us know people who may need specific help with specific kinds of learning or relearning. Please ask your loved ones or friends to visit constanttherapy.com so that they can access the tools that needed to get better.

BIO: Dr. Veera Anantha (<https://www.linkedin.com/pub/veera-anantha/0/63b/591>) is the Founder and CEO of Constant Therapy, an award winning mobile health startup. Veera is an experienced hands-on technology entrepreneur and business leader and has previously held executive positions at Motorola and several mobile technology startups. He has successfully launched several award winning enterprise software and consumer products in the past decade. Veera has a Ph.D. from Northwestern University, BS from the Indian Institute of Technology, Mumbai and holds several technology patents.



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