



Entertain Me Well

Technology number: 2019-303



Technology ID

2019-303

Category

Content

Further information

Tina Suntres

tsuntres@umich.edu

Learn more



OVERVIEW

Tailored mental health treatments delivered through an engaging internet platform

- Allows easy, low-cost customization and entertaining content delivery
- Mental health treatment delivery, wellness program customization, user engagement in therapy

BACKGROUND

Mental health treatment has traditionally relied on in-person therapy sessions and standardized treatment protocols, which can be costly and inaccessible for many. The rise of digital health solutions has aimed to address some of these barriers, offering online therapy and mental wellness resources. However, existing digital platforms often lack flexibility in content customization and fail to engage users effectively, resulting in suboptimal treatment outcomes. Additionally, the cost and effort involved in tailoring content to specific populations can be prohibitive. There is a need for an innovative solution that not only makes mental health treatment more accessible but also personalizes and enhances user engagement through an entertaining and easily modifiable platform. This approach could bridge the gap between traditional therapy and the dynamic needs of diverse user groups.

INNOVATION

Entertain Me Well is an internet-based platform specifically designed to deliver mental health and wellness treatments that are both engaging and customizable to meet the needs of different target populations. The platform allows administrators to effortlessly modify and store customized content, including images, videos, and text, making it highly adaptable. One of its core innovations is the ease with which intervention content can be updated at little to no cost, ensuring that treatments remain relevant and effective. Another significant advance is the entertaining delivery format, which keeps users engaged and more likely to adhere to their treatment plans. Real-world applications of Entertain Me Well include mental health treatment delivery for diverse demographics, customization of wellness programs for specific needs, and increasing user engagement in therapeutic activities through interactive content.