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FOR IMMEDIATE RELEASE:

MeYou Health launches brand-new digital program for building better sleep habits

BOSTON, Mass., July 3, 2018 – MeYou Health (MYH) has announced the launch of [Better Sleep](#), a streamlined digital program to improve participants' sleep habits.

Better Sleep is a new six-week program delivered within Daily Challenge, the MeYou Health clinically validated behavior change intervention that sends members one small healthy challenge to complete each day.

Employers Pay the Price for Employees' Insufficient Sleep

The National Safety Council [reports](#) that fatigue is a rapidly growing problem in today's workforce, with 97% of workers showing at least one workplace fatigue risk factor and more than 80% showing more than one risk factor. Insufficient sleep has become so common that it was [declared](#) a "public health problem" in the United States by the Centers for Disease Control and Prevention (CDC).

Research shows fatigued employees experience decreased cognitive performance, lower levels of workplace productivity, and are at a higher risk for injury and illness, costing employers an estimated [\\$136 billion per year](#) in health-related lost productivity. Chronic sleep-deprivation can also lead to depression, obesity, cardiovascular disease, and other illnesses.

"Fatigue from lack of sleep is one of the most under recognized costs to employers," noted Nathan Cobb, MD, MeYou Health's Chief Medical Officer. "Over a third of Americans don't get enough sleep and don't know that there are effective treatments other than medication."



A Proven Approach for Lasting Behavior Change

Better Sleep provides daily manageable strategies and proven techniques for developing healthy sleep habits, reshaping the way participants think about sleep, and improving quality and length of sleep. It's based on the best practices of a program called CBT-I, or Cognitive Behavioral Therapy for Insomnia.

Throughout the course of the Better Sleep program, participants learn:

- How to track progress in a daily sleep diary
- Which foods and drinks to avoid and when to avoid them
- How to modify environmental factors that can affect sleep, including room temperature, light, and noise
- Exercises to do during the day that can improve sleep at night
- Relaxation techniques such as easy breathing and visualization
- Ways to stay motivated to maintain healthy sleep habits after completing the program

More Social Support, Better Outcomes

Better Sleep captures essential social elements by encouraging participants to share how they complete challenges and learn from each other along the way.

Members are also enrolled as a group, so they begin their journey together on day one, and complete their challenges together for the duration of the program. The curriculum and social setting combine to create meaningful opportunities to learn, share, and make long-lasting change for improved sleep patterns over time.

The new program is currently available to new and existing MeYou Health clients, on both desktop and mobile devices.

About MeYou Health

MeYou Health provides a full-feature, turn-key wellness suite optimized for small and mid-sized businesses. Designed for digital delivery, MeYou Health's platform was built from the ground up to give employers a social, engaging, and effective alternative to traditional wellness programming. With industry-leading engagement and multiple clinical trials demonstrating impact, MeYou Health's programs deliver measurable results to even the smallest organization.

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