

{apa labs}TM

FROM
**AMERICAN
PSYCHOLOGICAL
ASSOCIATION**
SERVICES, INC.

Where Psychology, Technology,
and Innovation Converge.

**APA Labs connects psychologists,
founders, strategists, and investors to
accelerate responsible mental health
and behavioral health innovation.**



APA LABS OVERVIEW

Where Psychology, Technology, and Innovation Converge

APA Labs, backed by American Psychological Association Services Inc. (APASI), was created to accelerate innovation at the intersection of psychology, technology, and mental health. Our mission is to strengthen the digital mental and behavioral health ecosystem by identifying what works, improving what doesn't, and helping build what's missing.

We do this by uniting psychologists, founders, investors, researchers, payers, health systems, and policymakers—to accelerate access to ethical, evidence-based digital mental and behavioral health technology.

Through collaboration, research, and evaluation, APA Labs helps:

- Psychologists integrate technologies that complement their workflows and improve outcomes.
- Founders strengthen clinical validation and product-market fit.
- Investors identify products with scientific rigor and long-term viability.
- Payers, health systems, and policymakers adopt solutions aligned with ethical, effective, and scalable care.

Together, we're building a future where behavioral health innovation is guided by science, grounded in trust, and driven by collaboration — advancing our mission to center the science, champion ethical and evidence-based innovation, prioritize scale and impact, and connect the ecosystem.

ADVISORY

Where Expertise Meets Innovation

Whether you're launching a new product, exploring a market opportunity, or navigating complex challenges in the digital mental and behavioral health technology space, our Advisory services connect you with the expert insights you need to move forward with clarity and confidence.

When you partner with us, you gain more than just expert input - you gain a collaborator. We work alongside you to ensure your solution is designed for real-world impact.



Expert Matching

The Expert Matching Program provides high-touch, curated connections between digital mental and behavioral health teams and a vetted network of domain experts. Whether you're building evidence, navigating regulations, or preparing to scale, this program delivers the trusted guidance needed to move your innovation forward—faster.



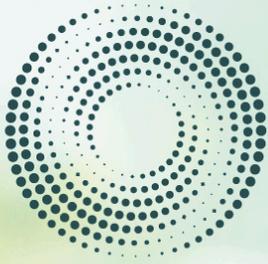
Expert Network

Bringing together leading voices across psychology and technology to accelerate responsible progress in behavioral health. Our affiliated psychologists contribute to research insights, real-world guidance, and domain expertise that strengthen product credibility and impact.

Our Advisory approach is collaborative, agile, and grounded in science—helping partners:

- Translate behavioral research into practical design.
- Anticipate ethical and regulatory challenges early.
- Strengthen evidence claims for funders, payers, and users.

When science informs innovation, the result is progress you can trust.



APA LABS **Digital Badge Program**



DIGITAL BADGE PROGRAM

Raising the Bar for Digital Mental and Behavioral Health

The APA Labs Digital Badge Program sets a trusted standard for evaluating digital mental and behavioral health technologies. In a marketplace crowded with apps and products, our Digital Badge helps clinicians, funders, and users identify solutions that are credible, safe, and grounded in science.

Developed in collaboration with ORCHA, a global leader in digital-health evaluation, our program provides independent, third-party evaluations grounded in scientific principles, clinical insight, regulatory alignment, and user safety.

What We Evaluate

Technologies are reviewed across six key domains:

1. Scene Setters — Product purpose, target audience, and transparency.
2. Scientific Principles — Strength and quality of supporting evidence.
3. Regulation & Safety — Compliance, oversight, and professional involvement.
4. Data & Privacy — Responsible data use and protection.
5. Technical Security — Reliability, stability, and performance safeguards.
6. Usability & Accessibility — Inclusive, equitable, and user-friendly design.

Why Get the Digital Badge?

- Demonstrate quality and clinical integrity.
- Build trust with clinicians, investors, and users.
- Support procurement and adoption in healthcare settings.
- Enhance visibility within APA's network of 190,000+ psychologists.

The APA Labs Digital Badge is more than recognition — it represents alignment with standards for impact, ethics, and evidence.

DIGITAL BADGE READINESS

Prepare for Evaluation with Confidence

The APA Labs Digital Badge Readiness Program helps innovators evaluate their products, identify evidence gaps, and prepare for full evaluation under the Digital Badge Program.

Each tier offers customized advisory support from experts in psychological science, clinical evidence, and digital ethics, helping products align with principles of trust and transparency.

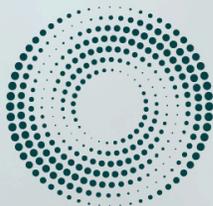
Program Tiers

- 1. Application Assistance & Gap Analysis:** For teams wanting to understand if they're ready for the Digital Badge evaluation. Includes discovery session, preliminary review, and a Gap Analysis Report outlining recommended next steps.
- 2. Evidence Evaluation:** For teams with existing research seeking validation and confirmation. Includes an in-depth review of clinical evidence and a report on how to meet the APA Labs Digital Badge criteria.
- 3. Evidence Collection:** For innovators building or strengthening evidence. Includes advisory guidance, research planning, and referrals to vetted partners for data collection or trials.

Benefits:

- ✔ Clarify what's needed for a full Digital Badge evaluation.
- ✔ Strengthen evidence-based claims and regulatory alignment.
- ✔ Save time and resources by addressing requirements early.

Together, these readiness tiers ensure that every innovation moves forward responsibly, transparently, and backed by science. Whether you're refining early concepts or preparing for full evaluation, we help you turn evidence into action—building credibility, confidence, and measurable impact.



APA LABS
**Digital Badge
Program**



PRODUCT TESTING

Evidence in Action

We offer structured, real-world feedback from licensed psychologists to help you refine your product — reducing risk, enhancing usability, and accelerating market alignment.

Whether you're early in development or refining a feature for scale, our tiered approach provides the insights you need from clinicians, researchers, and behavioral science experts.

Why Product Testing Matters

In an increasingly saturated digital mental health market, skipping end-user testing can lead to costly rework, delayed commercialization, and diminished trust with stakeholders. We help you avoid common pitfalls by providing:

- Direct access to qualified testers across behavioral health, UX, and AI
- Structured, insight-driven feedback to inform your next iteration
- Testing formats designed to match your current development phase
- Insights that build credibility with funders, payers, partners, and users





EVENTS & ENGAGEMENT

Bringing the Ecosystem Together

We unite psychologists, founders, healthcare systems, payers and investors to accelerate ethical innovation in behavioral health. Each event fosters collaboration, insight, and action —turning innovation into real-world impact.

Through our signature events, we create opportunities for innovators to learn from experts, share emerging solutions, and connect with the broader digital mental health community.

Our Flagship Experiences

- **Inside the Lab** — Our flagship event spotlighting the intersection of psychology and technology, featuring leaders who are shaping the future of digital mental health.
- **Pop-Ups** — Immersive showcases that bring new tools, research, and products to life in interactive, hands-on sessions.
- **Demo Days** — Pitch events where founders present evidence-based solutions to potential funders, payers, and partners.
- **AMA Panels & Webinars** — Live discussions exploring key issues in digital ethics, regulatory trends, and the science behind innovation.

APA Labs events inspire collaboration, strengthen partnerships, and drive progress in behavioral health—where science, innovation, and human connection meet.

Join the Movement

Advancing Ethical & Science-Backed Innovation in Behavioral Health

APA Labs is shaping the future of psychology and technology—where evidence, ethics, and innovation meet.

Partner with us to accelerate research, advance solutions, and bring trustworthy tools to market. Together, we can ensure that digital mental health innovation truly serves people first.

**Learn more: www.apa-labs.com
or email: apalabs@apa.org**