

## Better Therapeutics Appoints Diane Gomez-Thinnes as Chief Commercial Officer



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[Better Therapeutics, Inc.](#), a prescription digital therapeutics (PDT) company developing a novel form of cognitive behavioral therapy (CBT) to address the root causes of cardiometabolic diseases, announced that Diane Gomez-Thinnes joined the company as Chief Commercial Officer starting October 26, 2022.

Gomez-Thinnes brings more than two decades of experience in the healthcare industry, leading the commercialization and launch of products spanning the medical device, prescription medicines and consumer health sectors for companies including Johnson & Johnson and Galderma, where she served as President of U.S. Operations.

“We could not be more pleased to welcome such an accomplished and well-respected executive to the Better Therapeutics team,” said Frank Karbe, CEO of Better Therapeutics. “Diane has an extensive track record of building and leading highly successful commercial businesses, in areas including first-of-kind medical devices. As we look to launch the first prescription digital therapeutic for type 2 diabetes, if the FDA authorizes BT-001 for marketing, it will be Diane who helps us write the playbook for what a successful launch in this new and promising space looks like.”

At Galderma, Gomez-Thinnes led the company’s largest U.S. business in which she delivered double digit growth while playing a leadership role during a transformative period for the company. During her tenure, she directed the launch of more than 20 products including innovative drug delivery technology, a refreshed consumer product line, and new aesthetics products with a focus on data-informed treatments. Prior to Galderma, Gomez-Thinnes spent 17 years at Johnson & Johnson, ultimately serving as Worldwide President for Mentor, where she led the return of that business to a #1 global leadership position through a refreshed product pipeline, a new digital customer experience solution, and in-market commercial partnerships.

Gomez-Thinnes joins Better Therapeutics following the FDA’s acceptance of the company’s *de novo* classification request of its BT-001 prescription digital therapy for type 2 diabetes (T2D) in adults for review. This comes on the heels of completion of an encouraging pivotal clinical trial generating positive results for the company’s lead prescription digital therapeutic. The Better Therapeutics CBT platform is designed to deliver a novel form of CBT via a smartphone application to help individuals tackle the underlying causes of cardiometabolic diseases. In its pivotal trial for BT-001, T2D patients using the Better Therapeutics platform with the current standard of care showed improved A1C control compared to patients only receiving the current standard of care and were less likely to need additional – and often more costly – medications to control their disease progression.

“It’s rare to see a company seeking to truly tackle huge health problems with such an innovative approach that is not only clinically promising, but which is leveraging advanced technology to reach patients and potentially improve their quality of life at a scale that simply was not possible before. Having an opportunity to set the standard for what prescription digital therapeutics may accomplish was something that I could not pass up,” said Gomez-Thinnes. “With prescription digital therapeutics rooted in CBT, we have a chance to change how we treat epidemic, chronic conditions like type 2 diabetes, fatty liver disease, heart disease and more by giving individuals control over their own health. And we can do this in a way that reaches more patients, especially those who experience disparities in access to health treatments and services. I look forward to working with the team to ensure these investigational therapies make their way to patients and on working tirelessly to establish Better Therapeutics’ prescription digital therapies as the market-shifting innovations they have the potential to become, if authorized by the FDA.”

Source: [Better Therapeutics](#)

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