



Media Kit

SensoryTreat helps pediatric therapists empower caregivers of children with developmental disorders.

Product Summary

SensoryTreat provides a digital-health platform for pediatric therapy: occupational, speech, behavioral, etc. The platform enables practitioners to empower caregivers (families, teachers...) to better carryover interventions beyond the clinic. Using HIPAA compliant cloud and mobile apps with proprietary content bank. Studies have shown that interventions in the child's natural environments have the most lasting impact. SensoryTreat is the only evidence based tool that empowers carryover into the child's natural environments.

The Opportunity

Value based care changes the way providers get paid: from fee-per-session to evidence-based measured outcomes and population health management. For therapists, the only way to reduce costs is by optimizing in-session face-time with inter-session caregivers' managed intervention. Reimbursement for Telehealth products has been expanding to behavioral health, reinforcing the opportunity. With over 800K therapists in the US alone, the estimated market size is \$40B-\$80B US. Launched first in the field of Sensory Processing Disorder, SensoryTreat has been successfully established as the market leader. Now growing to additional fields.

Our Story

SensoryTreat was founded by Hadas and Oren Steinberg, parents of 2 kids with Sensory Processing Disorder. Hadas is a neuropsychologist who treats families at her practice and Oren is a serial entrepreneur at the Startup Nation. In SensoryTreat they brought together their professional expertise with firsthand experience of the challenges of therapy carryover. SensoryTreat was developed with professional guidance from key opinion leaders such as [Prof. Winnie Dunn](#) and other scholars, clinicians, and neurologists from around the world.

For more information [click here](#)



Publications

Gal E. & Steinberg O. (2017). Using home-program adherence app in pediatric therapy: case study of Sensory Processing Disorder. *Telemedicine and e-Health*, in press.

[Steinberg O. \(2017\). Carryover Empowerment: Reinforcing Positive Outcomes Through Home and School Programs. *OT Practice \(AOTA Publication\)*, 22\(12\), 14-18.](#)

[Steinberg O. & Owens A. \(2016, April\). Simple Ways Sensory Based Intervention Can Change Your Child's Life. *Autism Parenting Magazine* \(46\).](#)

What people say about SensoryTreat

"I'm just loving it! Super excited about it!

This is something parents can carry around with them, because they don't remember what to do. I spent all these years writing down activities and laminating sensory cards but who carries those around...

My job as an OT is to guide, and it's great to finally have an actual tool. These days I'm meeting with parents giving them sensory instructions for the summer and now it's not just me talking; now it makes sense for them right away.

Once I spent some time with the app it became self-explanatory very quickly. I Love the graphics, thanks for spearheading this!"

Jenny Johnson, OTR/L, Blossom Therapeutics

For more therapists' reviews [click here](#)

"When my sons OT introduced me to this app, I could tell immediately it was designed by someone who had a personal testament of what it's like to have a child with sensory issues. The sensory ideas it offers, and especially the pictures, are so helpful. A babysitter, friend or other family member could do them! The schedule is the best part as it is difficult to follow your child's sensory diet without reminders. This app lets you set alarms to remind you of the activity. 5 stars!"

K Robison, NV, mom of 2 boys with SPD, ASD, and cerebral palsy

For more families' reviews [click here](#)



“This app is a huge help to parents of children with SPD. It is well thought out when it comes to scheduling and planning for a sensory diet at home! I have a 5 year old who needs lots of sensory input and the ability to schedule it and have it send me reminders is a huge help. I also love the pictures and illustrations. They are easy to see and my son likes looking at them and following the directions. One thing I didn’t like was that the app schedule doesn’t rotate. You will always need to be in vertical mode. This is probably fine on an iPhone but on the iPad, this was a little annoying. Overall, I am incredibly impressed by the app and will be using it day to day with my son.”

Touch Autism

For more press coverage [click here](#)

SensoryTreat around the net

Website and platform access: <https://sensorytreat.com/>

Facebook: <https://www.facebook.com/SensoryTreat>

AppStore: <https://itunes.apple.com/us/app/sensory-treat/id833885177>

GooglePlay: <https://play.google.com/store/apps/details?id=com.sensorytreat.sensorytreat>

Logo



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