

Media Information

Clinical psychologist Dr Lloyd Humphreys appointed to lead expansion of no-code digital health platform Cogniss global

Dr Lloyd Humphreys, former Managing Director at ORCHA, has joined Cogniss to launch the leading no-code digital health platform in the UK.

Dr Humphreys joins as Managing Director of Cogniss as they relocate their global headquarters to the UK and build on their success in Australia. Supported by the UK's Department of International Trade's (DIT) Global Entrepreneurs Programme (GEP) and Investment NSW, Cogniss will be driving the no-code revolution in Digital Health. Their mission is to empower healthcare professionals and organisations to create hyper-personalised, patient-focused apps at scale, without technical and financial barriers.

Prior to joining Cogniss, Dr Humphreys helped lead a sustained period of triple-digit growth at ORCHA, the world's leading digital health assessment, accreditation and distribution platforms. Previously, he co-founded Breaking Free Online, a digital therapeutic for addiction; improved access to evidence-based digital mental health at SilverCloud Health; and enabled patients to access their records through Patients Know Best, where he was chosen to become an NHS Innovation Accelerator fellow.

Leon Young, the founding CEO of Cogniss, said: "I am thrilled that Lloyd is joining the Cogniss team as we embark on our next stage of global growth. Lloyd brings a wealth of experience and expertise in scaling market-defining digital health companies that will be invaluable as we establish our global HQ in the UK. As well as Lloyd's proven business acumen, his clinical psychology background and patient-first approach align perfectly with the philosophy of the Cogniss platform and business, which is centred on empowering subject matter experts to create impactful digital solutions."

Dr Humphreys said: "I've been fortunate to help some of the most disruptive technologies and inspiring leaders to scale and become mainstream approaches to care. It is a real privilege to join the incredible team at Cogniss as they empower health systems to leverage their greatest asset — their people — to create the next generation of digital health apps for patient care quickly, easily and cost-effectively."

Dr Humphreys is a qualified clinical psychologist and completed an executive MBA at the European School of Management and Technology in Berlin. He has been acknowledged as one of the Top 100 Health Tech Influencers.

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Notes to editors

About Cogniss

Cogniss is revolutionising digital health by putting the power back in the hands of healthcare experts. It's a unique no-code app building platform designed specifically to create digital health apps – therapeutics, diagnostics, research tools and more. No longer do you need to be technically proficient, wait for developers or spend hundreds of thousands of pounds to bring effective new solutions to patients.

The Cogniss platform incorporates best-practice UX design, behavioural science and artificial intelligence, offering 80+ pre-built tools through its simple plug-and-play interface. Behind the intuitive interface of Cogniss is sophisticated technology built over six years of co-development with academics and other paying customers.