

## Justin Zamirowski Appointed as Chief Commercial Officer

October 7, 2020



**Justin Zamirowski to lead upcoming launches of Better Therapeutics' maturing prescription digital therapeutics product portfolio with a near term focus on type 2 diabetes and associated comorbidities.**

Justin Zamirowski to lead upcoming launches of Better Therapeutics' maturing prescription digital therapeutics product portfolio with a near term focus on Type 2 diabetes and associated comorbidities.

Justin brings over 20 years of diverse biotech and pharma commercialization experience across multiple therapeutic areas and classes. As Chief Commercial Officer, Justin will lead [Better Therapeutics'](#) efforts in market development and commercial operations to prepare for the upcoming launch of BT-001, a prescription digital therapeutic delivering nutritional cognitive behavior therapy (nutritional CBT), a novel form of behavioral therapy. BT-001 is intended to help adult patients with type 2 diabetes, under the guidance of their physician, improve glycemic control by lowering HbA1c.

"I'm excited and humbled to be part of the Better team and for the opportunity to transform the system of care for the most common, costly and complex chronic diseases," said Justin. "In clinical trials, Better's digital therapeutics have demonstrated the ability to improve clinical outcomes in patients with even long-standing diabetes and comorbidities. By harnessing data generated through patient use and remote monitoring, we can create feedback mechanisms to providers that inform clinical decision-making and improve the overall quality of care."

Most recently, Justin served as the life science practice lead for launch at Guidehouse (formerly Navigant Consulting), where he was responsible for providing commercial and launch leadership to pharmaceutical, biotech, and medical device companies. "Justin's diverse experience launching regulated products across multiple systems of care, stakeholder groups, treatment settings and therapeutic areas, will help us build a commercial capability as innovative as our products," said Kevin Appelbaum, CEO of Better Therapeutics.

Prior to Guidehouse, Justin held commercial leadership roles at Edge Therapeutics and Otsuka, where he launched products across cardiovascular, central nervous system, and oncology therapeutic areas. Justin received his B.S. in biology from Illinois Wesleyan University, and resides in the Princeton, NJ area.

### About Better Therapeutics

Better Therapeutics is developing prescription digital therapeutics (PDTs) for the treatment of diabetes, heart disease, and other chronic conditions. Today, drugs are used to treat the effects of these diseases while leaving the behaviors that cause them in place. Better's PDTs treat and often reverse disease by changing behaviors using nutritional CBT, a novel form of digitally-delivered behavioral therapy. Better's PDTs are clinically-validated, FDA-regulated software applications intended to be prescribed by

physicians and reimbursed like traditional medicines.