From Sleep Science to Scalable Care.

Clinical strategy, evidence-based intervention design, and scientific advisory.

Building a sleep program requires more than educational content or a sleep tracker. Decisions about eligibility, intervention structure, behavior change, safety, personalization, measurement and real-world delivery need a clinical framework. Sleep & Change translates behavioral sleep medicine, circadian science and health psychology into credible, usable digital programs.

THE DIGITAL SLEEP PROGRAM DEVELOPMENT ROADMAP

Discover & Define

Understand intended users, clinical or wellness positioning, program goals, product capabilities and evidence.

- Product and clinical needs assessment
- Scientific evidence review
- Population and use-case definition
- Clinical opportunity and risk summary

Design the Clinical Framework

Establish the intervention model and boundaries.

- Clinical program architecture
- Eligibility and screening recommendations
- Intervention pathway design
- Safety, escalation and referral recommendations
- Clinical governance considerations

Develop the Intervention

Translate the framework into a structured digital experience.

- Behavioral intervention protocols
- CBT-I-informed modules where appropriate
- Circadian and sleep education content
- Behavior-change strategies
- Engagement and adherence frameworks
- Personalization logic and content specifications

Support Product Implementation

Work with product, engineering, design and clinical teams.

- Clinical logic documentation
- User journey and workflow review
- Content and feature acceptance criteria
- Clinical implementation guidance
- Review of user-facing language and safety boundaries

Evaluate & Refine

Define meaningful improvement and how to measure it.

- Measurement and evaluation framework
- Recommended validated instruments
- Sleep diary and patient-reported outcome specifications
- Engagement and adherence measurement
- Feasibility or pilot evaluation planning
- Scientific and clinical claims review

Launch, Govern & Improve

Support responsible implementation and future iterations.

- Clinical quality review
- Launch readiness recommendations
- Clinical team training
- Scientific roadmap consultation
- Periodic protocol review
- Ongoing advisory support

Software engineering and coding are performed by the client's technical team unless separately contracted. Clinical outcomes are distinct from engagement, satisfaction and consumer wearable estimates.

Discuss a Digital Sleep Health Project

Christine Mason, PhD, DBSM
Health Psychologist | Board-Certified in Behavioral Sleep Medicine
Founder, Sleep & Change Specialists
sleep-change.com | info@sleep-change.com

From Sleep Science to Scalable Care.

Clinical strategy, evidence-based intervention design, and scientific advisory.

Defined engagements, explicit boundaries and a scientific approach to implementation.

Focused Project Engagement

A defined review, assessment, scientific analysis, clinical content package or specific deliverable. Fixed-fee project with agreed scope, timeline, milestones and deliverables.

Full Program Development

For organizations building or substantially redesigning a digital sleep intervention. A phased engagement with deliverables, decision points, review cycles and acceptance criteria. May include clinical architecture, intervention development, workflows, content, measurement and implementation consultation.

Ongoing Scientific & Clinical Advisory

- Scientific advisory board participation
- Clinical roadmap guidance and program-change review
- Scientific and marketing claims review
- Clinical safety and quality consultation
- Product and research strategy
- Training and clinical team support
- Evaluation and measurement consultation

Advisory arrangements may use a monthly retainer, defined consulting allocation or separately negotiated strategic advisory agreement.

Why work with Dr. Mason?

Board certification in behavioral sleep medicine; health psychology and clinical experience; digital health program development and leadership; CBT-I and circadian expertise; behavior-change design; technology-enabled workflows; outcome measurement; collaboration with clinical, product and technical teams.

Detailed professional experience: DrChristineMason.com

Compensation and commercial terms

Consulting is structured around defined project scopes, deliverables, milestones, and timelines rather than open-ended hourly commitments. Ongoing scientific and clinical advisory relationships are available through separately negotiated agreements.

Use of Dr. Mason's name, credentials, likeness, or professional endorsement is not automatically included in consulting fees and requires separate written approval and agreed terms.

For substantial product development or long-term strategic advisory work, compensation may include cash fees and separately negotiated equity or other strategic consideration.

Important boundaries

- Clinical expertise does not automatically constitute product endorsement.
- Scientific or clinical advisory services do not independently establish regulatory approval.
- Medical device, privacy, security and regulatory determinations require appropriate specialist review.
- Evaluation uses measures appropriate to the claims being assessed.
- Intellectual property ownership, licensing, attribution and reuse rights are defined in each agreement.

Discuss a Digital Sleep Health Project

Christine Mason, PhD, DBSM
Health Psychologist | Board-Certified in Behavioral Sleep Medicine
Founder, Sleep & Change Specialists
sleep-change.com | info@sleep-change.com