Denis Fompeyrine, PhD is the Founder and CEO of MyndBlue<sup>tm</sup>.

Denis is a clinical psychologist and healthcare entrepreneur. He recently ran an exploratory study on patient experience and its impact on the implementation of care strategies for AP-HP (Fr). The results were published on behalf of Prof. Reach M.D. as: "Understanding the patient's multidimensional experience: a qualitative study on coping in the hospitals of the AP-HP". In his PhD research, Denis focused on the role of body image and related pathologies during a mental health diagnosis.

Denis is an advisor on observance enhancement and treatment desertion and previously worked a clinical psychologist and consultant to pharmaceutical companies, health maintenance organizations and health providers. He also acted as a strategist at Kurt Salmon, an expert for Orange R&D and commercial director at Arisem (Thalés). Denis holds an MBA from HEC Paris and studied at Babson College, USA.