



MURPHY CARES™

DIGITAL PET THERAPY

Making Life A Little Bit More Caring



Mission

Our mission is to help make life a little bit happier, healthier, and more caring for everyone.



Why Murphy Cares?

We live in a stressed-out, anxious, and lonely world. Despite the proliferation of social media that is supposed to connect us, people feel more alone than ever before. Add to that the daily stresses of life and we have a perfect storm of mental health challenges for young and old alike.

Murphy Cares was created as a way to help make life happier and healthier. Taking a page from pet therapy, Murphy Cares combines videos of real dogs with an immersive interface that makes people feel that they are truly interacting and connecting with a dog. As a result, users experience benefits similar to those of pet therapy in just 5-7 minutes: reduced stress, anxiety, and loneliness and increased oxytocin and serotonin – the hormones of happiness.

Anytime, Anywhere, Digital Pet Therapy

With over [78 million](#) Americans owning dogs, puppy love is real. And so are the benefits of owning a dog. Unfortunately, pets can't be with us all the time and not everyone has the space, time, or resources needed to care for a dog. That's where Murphy Cares comes in.

Murphy Cares is a digital pet therapy app that supports positivity – or “pawsitivity” as we like to say. Murphy Cares is there when you need it – when you're alone or feeling lonely, or when you're in a stressful situation at work or school, or because you're not feeling well.



Murphy Cares Is for Everyone

Murphy Cares can help positively impact the experiences of patients, veterans, students, employees – literally everyone. With Murphy Cares, you can change the dynamic of stress and loneliness to one of happiness and care. Everyone deserves a little love when they need it most. Now, making that happen has never been easier.

Bring Murphy Cares to Your Organization

Murphy Cares is designed to be a valuable part of your organization and brand. Our app can be white-labeled as desired and we will provide a full marketing toolkit to support adoption throughout your community.

Each app uses a QR code specific to your organization, enabling you to see basic, aggregated data, such as usage and time on app. No personal information is shared.

If you're ready to add a dose of "pawsitivity" to your hospital, organization, school, or community, please contact Michele Davey at michele@murphycares.com. We would love to work with you!



Delivers a mental
boost in as little as
5 minutes

Safe, Secure, and Easy to Deploy

Murphy Cares is a family-friendly app that is relevant for all ages, from 4 to 104. Delivered via a specific QR code for your organization, company, or school, the app requires no personal or financial information. Hosted on Amazon Web Services, Murphy Cares is safe and secure.





MURPHY CARES™

FAQs

How does Murphy Cares work?

Murphy Cares works by engaging the user in a 1:1 connection with a dog. We combine videos of real dogs with a digital interface that allows the user to feel like they are in control of the dogs' movements and activities – like eating, sleeping, or catching a ball. The app fosters a connection with the dog, as well as feelings of control – both key to reducing stress and anxiety and feeling more positive.

Is Murphy Cares expensive?

No! Murphy Cares costs a fraction of the cost of pet therapy in an organization.

Can I do a pilot with Murphy Cares?

Yes! We would love for you to do a pilot with us. Our pilot programs do include a nominal fee.

How can I buy Murphy Cares?

Murphy Cares is available to all organizations on a yearly subscription basis. Fees are based on size of organization and planned usage.

Can I partner with Murphy Cares for promotions?

We are actively seeking partners who are looking to spread positivity and better mental wellness. We can partner with you in a number of ways. Please contact us to learn more about how we can support your goals.

Will Murphy Cares work with nonprofits to fundraise?

Yes! We welcome the potential to partner with all non-political, nonprofit organizations, especially those supporting health and wellness, veterans, and children.

For additional information, please visit our website at www.murphycares.com

74%

of pet owners have experienced mental health improvements from pet ownership.¹

**OVER
60%**

of US colleges have a pet therapy program.²

