

# American health group buys into wellness app

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Mayo Clinic, the American healthcare centre, has taken a stake in Myndstream, a UK-based wellness music platform, as the two prepare to study the medical benefits of music together.

Clinical trials held at Mayo Clinic institutions will research the benefits using Myndstream's catalogue of "functional music", in turn improving the company's ability to create music.

Freddie Moross, Myndstream's chief executive, defines functional music as driven by its impact on the listener. He said: "You sit down and think 'what does the listener need in this moment?'"

Moross launched the platform after wellness music grew in popularity during the pandemic. At the time, 95 per cent of wellness music came from five sources, Moross said, inspiring him to launch The Stream, his own streaming service, in 2023. It began in spas, which were "a safe space to start and hone our craft" before partnering with Hilton, Hyatt and Marriott, as well as becoming the first official audio partner to the Forbes travel guide.

Mayo Clinic's Dr Dawn Mussallem has seen the benefits of music first hand as someone who has undergone a heart transplant and survived stage four cancer. She said: "Music was at my bedside and it's how I got through it."

Myndstream previously worked with the producer Timbaland after he battled oxycontin addiction following a root canal procedure. It left him wanting to create music that could help others.

Moross worked with rehab clinics to use Yellow as a sensory reset programme.

The streaming service will make music therapy more accessible on a wider scale, with the added benefits of being no-risk and inexpensive. Moross hopes that one day clinicians could prescribe music to patients.

Research has shown that music can improve heart rate and blood pressure, It can also help with pain, anxiety and reduce the need for medication.