Mentalyc — Website Briefing (2–3 pages)

1) One-liner & Positioning

Mentalyc is an AI-powered documentation assistant for mental-health providers that turns recorded or dictated sessions into accurate, compliant clinical notes (SOAP, DAP, BIRP, PIRP) and treatment plans, with export to EHRs via FHIR. It reduces admin time, strengthens the *Golden Thread* from goals → progress → plan updates, and meets HIPAA/GDPR/Israel PPL requirements with region-aware data residency.

Audience: solo clinicians, group practices, telehealth networks, behavioral health systems; IT/security buyers; payers/partners.
Category: Clinical documentation & assistive AI for behavioral health.

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2) Why Mentalyc (Outcomes, not features)

- **Win back 6–10 hours/week per clinician.** Faster notes; fewer late-night write-ups.

- **Fewer denials, clearer reimbursement.** Payer-aligned templates; defensible language; evidence-linked plans.

- **Higher clinical quality.** Risk language flagged with source quotes; measurable progress tracking.

- **Enterprise peace of mind.** PHI redaction, immutable audit, BAAs/DPAs, data residency controls.

Proof points to highlight on site:

- Avg. note turnaround time ↓ 60–80%

- Template completeness ≥ 95%

- STT WER < 10% (clean audio); PHI recall > 95%

- Clinician satisfaction ≥ 4.0/5 by week two

3) What It Does (Feature Pillars)

A. Capture & Transcribe

- **Capture anywhere:** mobile (Android/iOS), desktop (Windows/macOS), or upload audio/video.

- **High-quality transcription:** cloud STT (Azure Whisper, Google STT), with **offline fallback** on desktop (Vosk/Picovoice).

- **Smart cleanup:** punctuation, diarization (Clinician / Client), filler removal without changing meaning.

B. PHI Redaction & Privacy

- **PHI detection:** HIPAA's 18 identifier classes via rules + ML; replace in working transcripts and logs.

- **Guardrails:** no model training on PHI unless opt-in; content filters; DLP on logs; short-TTL access tokens.

C. Notes & Plans (The Golden Thread)

- **Instant drafts:** SOAP, DAP, BIRP, PIRP with payer-friendly phrasing.

- **Golden Thread:** links today's content to diagnosis, goals, and measurable objectives; tracks progress over time.

- **Risk flags:** high-recall detection for SI/HI/abuse, with evidence quotes and suggested documentation language.

- **Clinician in the loop:** quick review, edit, approve; style and tone preferences.

D. Templates & Customization

- **Modality libraries:** CBT, EMDR, play therapy, family sessions; editable JSON schemas.

- **Org policy & style:** required fields, length guidance, redaction rules; versioned at org/department level.

- **Multilingual workflows:** EN/ES/HE; translate or normalize idioms to clinical language.

E. Export, Integrations & Analytics

- **EHR export:** FHIR R4 (Composition, DocumentReference), PDF/DOCX, secure webhooks.

- **APIs:** REST + FHIR endpoints for partners and internal tools.

- **Ops analytics:** turnaround times, WER, PHI precision/recall, adoption and quality dashboards.

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4) How It Works (At a Glance)

1. **Record or upload** the session from phone or desktop.

2. **Transcribe** in the cloud (or offline on desktop as needed).

3. **Redact PHI** (rules + ML) before LLM drafting and storage.

4. **Draft note** (SOAP/DAP/BIRP) and **link to goals** (Golden Thread).

5. **Flag risk** and **suggest documentation** with citations.

6. **Clinician reviews** and approves.

7. **Export to EHR** (FHIR) and store immutable **audit trail**.

Architecture (for IT): cloud functions/containers for STT→Redact→LLM→Checks→Export; tenant-scoped keys; object storage with lifecycle policies; OpenTelemetry logging; WORM audit.

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5) Security, Privacy & Compliance

- **HIPAA:** BAAs, encryption in transit (TLS 1.2+) and at rest (AES-256).

- **GDPR:** DPAs, SCCs/BCRs as applicable; data subject rights workflows.

- **Israel PPL:** regional hosting option (e.g., me-west1) and residency controls.

- **Data residency:** pin tenants to US/EU/IL regions; no cross-border transfer without lawful basis and contracts.

- **Zero-retention model options:** LLM providers configured for no training on your data; redacted logs.

- **Audit & access:** immutable audit logs; privileged access monitoring; periodic access reviews.

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6) Who Uses It (Personas & Use Cases)

- **Solo/Group Practice Clinicians:** cut documentation time, standardize notes, maintain compliance.

- **Clinical Directors:** enforce templates, reduce denials, improve quality and supervision.

- **Health System IT/Sec:** regional hosting, SSO (OIDC), device policies, APIs, auditing.

- **Telehealth Networks:** consistent notes across distributed teams; low-friction onboarding.

Common scenarios: individual, family/group, intake/discharge, progress notes, risk/incident documentation, supervision summaries.

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7) Implementation & Onboarding

- **Week 0–1:** Tenant setup, SSO, data residency, consent flows; pilot with 5–20 clinicians.

- **Week 2–3:** Template tuning, prompt preferences, export to test EHR.

- **Week 4+:** Scale to departments; enable analytics and policy enforcement.

Minimum tech: modern browser; desktop app optional for offline; Android/iOS for mobile capture; standard microphones; EHR with FHIR or SFTP/PDF intake.

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8) Plans & Packaging (example copy — pricing TBD)

- **Starter (solo/2–5 seats):** core capture/transcribe, note drafts, PDF export, basic templates.

- **Clinic (6–50):** org templates, Golden Thread, risk flags, FHIR/PDF/DOCX export, SSO, audit, analytics.

- **Enterprise (50+):** region-specific hosting, BAAs/DPAs, advanced policy and DLP, custom SLAs, dedicated support, partner APIs.

Add an "Essentials vs Pro vs Enterprise" comparison table; keep pricing "Contact Sales" until finalized.

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9) Differentiators (site talking points)

- **Purpose-built for behavioral health.** Templates and phrasing aligned to payer and clinical expectations.

- **Golden Thread built-in.** Evidence-linked goals and measurable objectives, not just raw text generation.

- **Hybrid privacy model.** Cloud accuracy where permitted; offline/edge STT where needed.

- **Enterprise controls.** Residency, BAAs/DPAs, no-retention LLM modes, immutable audit, and FHIR-native export.

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10) Metrics & Social Proof (what to surface)

- Median note time saved (mins)

- % notes approved without edits

- Denial rate reduction (when available)

- Quotes from clinicians and clinical directors

- Logos (with permission) and short case snapshots

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11) FAQs (short answers)

Is this HIPAA compliant?
Yes. Mentalyc operates on HIPAA-eligible infrastructure with BAAs, encryption, PHI redaction, and immutable audits. (Your org's administrative/physical safeguards still apply.)

Does it train on our data?
By default, no. Customer data isn't used to train shared models. Optional fine-tuning is available under explicit agreements.

Which EHRs are supported?
FHIR R4 export works broadly; we also support PDF/DOCX and secure webhooks.

What about accents and non-English?
Excellent English STT; strong Spanish and Hebrew support with clinical phrasing normalization.

Can I work offline?
Yes—desktop mode offers offline STT and local redaction with later sync.

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12) Page Structure (Information Architecture)

Landing (single page)

1. **Hero** — headline, subhead, primary CTAs ("Start Pilot", "Talk to Sales"), short logo strip.

2. **Outcomes** — time saved, quality, compliance; 3–4 KPI tiles.

3. **How it works** — 6-step flow with icons; link to security page.

4. **Features** — 5 pillars (Capture/Transcribe, Redaction, Notes/Plans, Templates, Export/Analytics).

5. **Security & Compliance** — HIPAA/GDPR/PPL, residency, BAAs/DPAs, audit.

6. **Integrations** — FHIR, APIs, partner logos (when available).

7. **Personas** — Solo/Clinic/Enterprise cards with tailored benefits.

8. **Pricing tiers** — Starter / Clinic / Enterprise (CTA to contact).

9. **Testimonials** — 2–3 quotes; link to case stories.

10. **FAQ** — top 5 questions.

11. **Final CTA** — "Start your pilot" + contact form.

Secondary pages: Security & Compliance, For IT, For Clinicians, Resources (guides, webinars), Careers.

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13) On-page Copy Blocks (ready to paste)

Hero headline:
 Clinical notes that write themselves—accurately and on time.

Hero subhead:
 Mentalyc turns sessions into payer-ready notes and treatment plans, with risk flags, the Golden Thread, and export to your EHR.

CTA buttons:
 Start a Pilot · **See a 5-min Demo**

Outcomes tiles (examples):

- *–70%* Note time per session

- *≥95%* Template completeness

- *<10%* STT WER (clean audio)

- *0* PHI beyond the redaction layer (target)

Security short copy:
 Built on HIPAA-eligible cloud with encryption, PHI redaction, immutable audits, and regional data residency (US/EU/IL). BAAs and DPAs available.

Clinician quote placeholder:
 "Mentallyc cut my documentation time in half without sacrificing clinical quality."

Final CTA band:
 Ready to reclaim your evenings?
 Start a two-week pilot with your own templates and sessions.

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14) Content & Asset Checklist (for launch)

- Screenshots: capture screen (mobile & desktop), review/approve note UI, analytics dashboard

- 2× short demo videos (60–90s): "How it works" & "Security in 60 seconds"

- PDF: Security & Compliance overview (1–2 pages)

- Case blurb(s) and 2–3 anonymized sample notes (before/after)

- Logos and approvals, brand guidelines, favicon, open-graph images