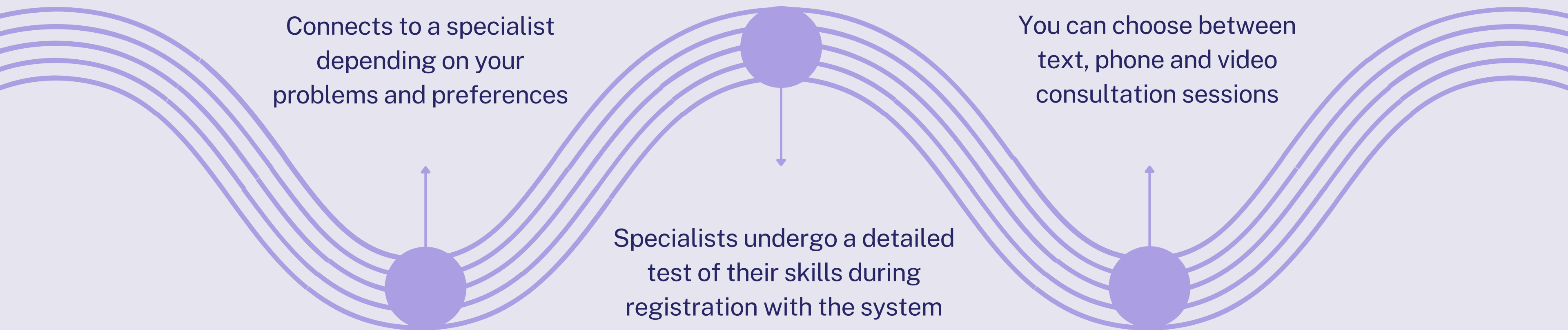# Online Therapy

Creation of an online platform for psychological assistance

Psychological assistance platform

Main goals

Connects to a specialist depending on your problems and preferences

Specialists undergo a detailed test of their skills during registration with the system

You can choose between text, phone and video consultation sessions

Market Gap

Why do people need such a platform?

The problem in the market is the lack of easy and accessible mental health support. Many people face barriers such as stigma, cost, or a lack of nearby mental health professionals. A mental health platform can bridge this gap by offering convenient and confidential access to therapists, counselors, or mental health resources.

Examples of business

BetterHelp

Cost: $60-90 per week, billed monthly, depending on your subscription plan

Features: text, live chat, audio, and video calls, group seminars, personal online journal (with prompts), patient survey

Pros

- **Many ways of access:** Therapy via texts, live chat, phone calls, and video calls. Ability to remain anonymous.
- **24/7 access:** Unlimited messaging with the therapist.
- **Easy to change therapists:** Request a change of therapist whenever.
- **No time commitment:** Patients can cancel anytime.
- **Qualified and experienced therapists:** Minimum of 3 years and 1,000 hours of experience. Vetting process before therapists are admitted into the network.
- **Easy to navigate**
- **Flexible schedule for both patients and therapists**

Cons

- **Limited scope:** Therapists can provide talk therapy, but they can't prescribe medications or fulfill a court order. Not all have licenses to diagnose mental health conditions.
- **Limited control when choosing therapists:** The platform doesn't give its users control over the therapist it selects for them (though you can switch).
- **Low pay for therapists**

Talkspace

Cost: $100 per session and more

Features: talk therapy, teen therapy, couples therapy, psychiatry, text messaging, video chat, and audio messaging

Pros

- **Many ways of access:** Therapy via texts, live chat, phone calls and video calls.
- **Patient choice:** Choose a therapist from three options. Switch therapists any time.
- **Offers discounts for paying biannually or quarterly**
- **24/7 access:** Unlimited messaging with the therapist.
- **Offers a psychiatry service and medication prescription**
- **Flexible schedule for both patients and therapists**
- **Data protection:** The platform encrypts your conversations and offers a password-secured login system to keep your data private.

Cons

- **Feedback:** A lot of awful feedback, people don't prefer this app
- Some subscribers express frustration about having to sign up for an entire month of services, which means you'll still be billed for the month if you cancel early.
- **Therapist control:** Nobody controls therapists, and there is a lot of awful feedback
- **Low pay for therapists**

Quenza

Cost: for client: depends on a therapist; for therapist: $41-149 per month

Features: Chat feature, groups, pathient notes, homework exercises, assessments, psychoeducation, online care paths

Pros

- **Additional exercises and resources:** Therapists can engage their clients with homework exercises, assessments, psychoeducation, and online care paths.
- Library of pre-made exercises, materials and assessment tools in addition to being able to build your own
- **Organization:** Organizes patient information, monitors progress. Can be shared with clients
- **Chat feature**
- **Allows multiple people to work on a single client**
- **Data protection and confidentiality**

Cons

- Platform is an additional tool **focused on therapists with already existing clients**
- **No scheduling features**
- **No way to create packages or take payments**
- **Education and licensing is not required and depends on a therapist**
- **Clients need to be manually invited** by their therapists

Mindly

Cost: $16 (₴600) per session and more

Features: talk therapy, teen therapy, couples therapy, psychiatry, text messaging, video chat, and audio messaging

Pros

- **Many ways of access:** Therapy via texts, live chat, phone calls and video calls.
- **Free therapy for Ukrainians**
- **Qualified and experienced therapists and psychiatrists:** Only therapists with higher education and 3 years minimum work experience
- **Easy to change therapists.**
- **24/7 access:** Unlimited messaging with the therapist. 24/7 support service.
- **Flexible schedule for both patients and therapists**
- **Free session rescheduling or cancellation**

Cons

- **Feedback:** Some users don't prefer this app
- **Pay before:** Users have to pay for several sessions in advance
- **Awful UX:** Awful algorithms for matching with therapist
- **Subscription:** Not clear advertisement for subscription methods and pricing.

MDLIVE

MD

Cost: from $0-284 depending on insurance

Features: therapy, psychiatry, urgent care, primary care checkups, dermatology, video and phone calls

Pros

- **Telemedicine app that includes therapy and psychiatry among other services.**
- **Therapy via phone and video calls.**
- **You can choose your own therapist or psychiatrist.**
- **Qualified and experienced therapists and psychiatrists**
- **Accepts children and teens:** You can schedule psychiatry or therapy appointments for children ages 10 and up.
- **Members can save up to 85% on prescription medications**

Cons

- **Doesn't offer subscription plans**
- **They don't offer email or chat support options**
- **Limited therapist availability:** Long wait time and hard to schedule for evenings and weekends.
- **Not all medications can be prescribed:** Psychiatrists can't prescribe stimulant medications, benzodiazepines, and certain other psychiatric medications.

The target
audience

Categories

Your target audience includes people who are dealing with various mental health issues such as stress, anxiety, depression, relationship problems or personal development goals. This can also extend to organizations looking to support the mental wellbeing of their employees.Especially today, with all the life crises that are happening in the world. The platform may also include segments of psychologists offering psychotherapy services. These can be either beginner psychologists (the platform will help them create a client base) or experienced psychologists who want to help more people.

B2B

Selling packages to businesses with a core service to help their employees

B2G

Selling government aid packages to certain categories of people

Psychologists

Selling supervision services

Revenue generation

Subscription models

Offer tiered subscription plans with varying levels of access and support.

Pay-Per-Session

Allow users to pay for individual therapy sessions.

In-App Purchases

Sell premium content or additional resources. Such as guides, books, podcasts, exercises and other pre-made content.

Corporate Partnerships

Collaborate with businesses to offer mental health support for employees.

Data Analytics

Offer anonymized insights to mental health researchers or organizations.

Ethical requirements

The business must comply with the following:

1 **Client Confidentiality:** Ensure stringent data protection and privacy measures.

2 **Professional Standards:** Partner with licensed and accredited therapists.

3 Crisis Response: Provide clear guidance and resources for crisis situations.

4 Stigmatization: Educate users and the public about mental health to reduce stigma.

5 **Distrust of medical professionals:** Offer anonymous reviews for each psychologist

6 **Green Hosting:** Use eco-friendly hosting services.

7 **Paperless Operations:** Minimize paper usage and encourage digital communication.

Feasibility

Considerations: costs, stigmatization, privacy

Psychological expertise and ways of confirmation

Legal part

Privacy needs

Technology: software, hardware, cybersecurity, data collection

24/7 help for crisis response

User Experience design

Partnerships with healthcare organizations, universities, insurance providers, or employee assistance programs to expand user base and credibility.

Challenges

Privacy and security risks

Risk: Data breaches or privacy violations can result in severe consequences, eroding trust and reputation.

Invest in robust cybersecurity measures, including encryption and regular security audits.

Comply with data protection regulations (e.g., GDPR or HIPAA).

Educate staff on best security practices

Have a clear and transparent privacy policy that users can access and understand

Regulatory and Legal Risks

Risk: Operating across borders can expose your platform to varying regulations and legal requirements.

Consult with legal experts well-versed in healthcare and data protection laws.

Stay informed about evolving regulations and adapt your practices accordingly.

Clearly communicate your compliance efforts to users.

Quality and Misconduct

Risk: Users may encounter therapists with varying levels of competence, or rare cases of misconduct.

Implement a thorough vetting process for therapists, including background checks and credential verification.

Establish a user review and rating system to provide feedback on therapist performance.

Have a clear code of conduct and a reporting mechanism for user complaints.

Ethical Concerns

Risk: Ethical dilemmas can arise when dealing with sensitive mental health issues.

Ensure all therapists adhere to ethical guidelines and professional standards.

Provide users with information on ethical considerations in therapy.

Establish a strong ethics committee or advisory board.

User Safety

Offer clear instructions for users experiencing a crisis, including contact information for crisis hotlines.

Have a crisis response team or network of crisis-trained therapists available.

Train customer support staff to recognize and handle crisis situations.

Market Competition

Risk: The mental health tech industry is competitive, and new entrants may pose a challenge.

Continuously innovate and improve your platform's features and user experience.

Establish partnerships with mental health organizations or universities to strengthen your credibility.

Invest in marketing and branding to differentiate your platform.

Sustainability Risks

Risk: Sustainability concerns may affect your business's reputation and attractiveness

Develop a sustainability strategy that includes eco-friendly practices and responsible resource management.

Communicate your commitment to sustainability in your marketing materials.

Engage with users and stakeholders on sustainability initiatives

Business idea

Thank you for your attention!