GoodTherapy.org®

Helping people find therapists. Advocating for ethical therapy.

Summary

"Ranked as one of the top therapist directories on the internet, GoodTherapy.org is an association of mental health professionals from more than 30 countries worldwide and rehab and treatment centers across the United States who support efforts to reduce harm in therapy. As an advocate for healthy psychotherapy, GoodTherapy.org educates the public about the differences between healthy and unhealthy psychotherapy practices and promotes collaborative and nonpathologically based approaches within the professional community."

Primary Audience

Anyone looking for a therapist or resources.
GoodTherapy offers a directory of vetted and verified therapist, as well as, resources about therapy, services, and overall mental health.

Key Differentiators

> Therapist and healthy psychotherapy focus

> Relationship with therapists

> Patients can search, but also learn more about therapy

Strengths

> Focus on therapist and healthy psychotherapy, positioning themselves as experts in the field

> Features for finding a therapist easy to find, can be filtered/sorted

> Resources on healthy psychotherapy offer more than just a search and find experience

> Paid membership for therapists means information can be verified

Weaknesses

> Content is difficult to consume because of lack of hierarchy

> Mobile experience can be improved; navigation and hierarchy are confusing and difficult to follow

> No reviews for therapists, by anonymous or by patient name

> No clear way to create an account or save information found while searching; review saved therapists

Opportunities

> Introduce similar focus on therapist background and verifications

> GoodTherapy has a large directory, but they do not have patients reviews. Offer a similar size directory but including reviews

> Improve the user experience on site and mobile. Users should not get lost while looking for information; improve hierarchy of information

Threats

> Established user base; GoodTherapy users may not switch if they have had positive experiences using GoodTherapy in the past

> Large directory of therapists paying for GoodTherapy membership. May not want to have their information on another platform.

healthgrades.

Summary

"At Healthgrades, our mission is to provide trusted information that helps consumers and providers make meaningful connections."

"With our scheduling solutions and advanced analytics applications, we partner with more than 500 hospitals across the country to cultivate new patient relationships, improve patient access, and build customer loyalty."

Primary Audience

Anyone looking for health information. Healthgrades not only wants to connect patients to healthcare providers, but also provide resources on health topics. They are looking to be a hub of health related topics and conversations, the center of that being conversations between patients and potential doctors.

Key Differentiators

> Focus on health

> "Experience match" offers higher level of searchability for patients

> Focus on doctor's background and credentials

Strengths

> Focus on finding best health options for patients; claims 30% of patients making appointments will visit Healthgrades

> Offers "experience match" to match your specific criteria with a doctor

> Doctor's profile includes valuable background information - languages spoken, background check, education, etc.

Weaknesses

> Difficult to find therapists on site, not many listings if any at all

> Without a patient profile, process for booking appointment is unclear

> App/mobile site do not offer a pleasant user experience; layout and hierarchy are confusing and navigation is confusing

> Doctor profile; difficult to navigate and cluttered with ads and articles

Opportunities

> Provide similar focus on "health" - while platform is focused on finding therapist

> Offer a better user experience while on site and mobile

> Use similar design patterns for focusing on therapist background information

Threats

> Users of Healthgrades may not want to use another platform for therapists

Zocdoc

Summary

"We created Zocdoc to solve patient problems, beginning with online appointment-booking – and we haven't stopped building since. With Zocdoc, you can see doctors' open appointment times and book instantly online, make informed choices with verified reviews, and stay on top of important checkups with tailored reminders."

Primary Audience

Patients right now. Zocdoc is tapping into how patients interact with doctors and technology. With a user-focused website and smartphone app, they are reaching patients where they are today.

Key Differentiators

> Good user experience on site and mobile app

> Redesigned method for storing patient insurance information

> Online appointment booking process

Strengths

> Offers website and app; easy to use and navigate

> Search feature is prominent on website and app; navigation ease

> Partnerships with insurance companies = verified insurance information and redesigned view for patient's insurance information

> Online booking = patients are able to see open dates and time and book directly through ZocDoc

Weaknesses

> Therapists and counseling not a focus, not featured and less listings

> Reviews are not highlighted well; basic 5 star review system with little or no personal commentary from patients

> Specifically for therapists, the review categories do not make sense (ie., bedside manners)

> No clear way to navigate to leaving a review

Opportunities

> Create a more focused experience for finding a therapist

> Offer a more holistic review approach - focus on commentary from patients, not number of stars

> Include similar design patterns for search features and booking appointments

Threats

> If decided to include insurance partnerships as well, insurance companies may not provide information to another platform if already established with ZocDoc

> Users may want a platform that offers more than just therapists; will need strong reasons to use swtich if they are already ZocDoc users