

Customer (Customer needs):

- look for assistance in order to deal with the difficulties and stressful circumstances in life.
- seek mental health services tailored to their specific developmental stages.
- People who need treatment for substance use disorders.
- need to clarify diagnoses (for people who seek psychotherapy treatment)

Competition:

- **Hospitals and Healthcare Systems:** Some hospitals and healthcare systems in Boston may have their own therapy departments
- **University Counselling Centers:** There are a lot of colleges and universities in Boston, and each one has its own counselling center. These services might be competitors for students and faculty seeking therapy.
- **Other Private Therapy Practices:** Cambridge Psychology Group and their other colleagues who started their own private therapy practice in Boston.

Company Skills:

- **Expert Therapists:**
 - Laura Ferrer: Has 25 years of experience
 - All other team members are clinical psychologists or are specialist in cognitive behavior
- **Education:**
 - All team members have PhDs
- *This shows firms have high level skills to meet customer needs providing wide range of therapies.*

Collaborators (Not in Company):

- **Accountant:** Collaborating with an accountant to maintain the firms' financials.
- **Physicists:** They Collaborate with physicians which provides a comprehensive approach to mental health. Collaborative care can improve patient outcomes, addressing both psychological and medical aspects of mental health.
- **Colleagues:** Colleagues in the same field help get them connections and clients. Cambridge Psychology Group Gives referrals to and from to help each other and patients
- **Nutritionist:** they collab with nutritionist so they can contribute to a holistic approach to patient well-being
- **Freelance social media people:** Collaborating with freelance social media professionals contributes to the therapy firm's online presence

Context: Stigmatism in therapy

Market Segmentation: *Based on demographics (income levels and working lifestyle of Boston)*

- **Upper-Class Segment:** high-earning professionals, executives, and business owners in Boston's affluent neighborhoods.
- **Middle-Class Segment:** (White-Collar Workers) Attract clients from the middle-income bracket, including professionals, office workers, and educators.
- **Working-Class Segment:** (Lower Class) Reach out to individuals in the service industry, including restaurant staff, retail workers, and skilled laborers.
- **Senior Citizens Segment:** older adults and retirees who may require therapy for issues related to aging, loss, or life transitions.
- **Young Professionals Segment:** (Recent Graduates) young adults and recent graduates who may be in the early stages of their careers.
- **Student Segment:** (College Students) college and university students in Boston looking for therapy services.

Target Market Selection:

- Upper class segment: high Income Professionals, Executives, Business Owners.
- Focus on individuals with the financial capacity to afford premium therapy services.

Product and service positioning:

- **Premium Quality:** provides high-quality mental health therapy services as have experience and training for many years from well-known institute.
- **Many Specialized Services:** Provide specialized variety of therapies like CBT- Cognitive and Behavioral Therapies, ACT - Acceptance and Commitment Therapy etc. also provide group therapy, motherhood transition, treatment of mood, anxiety
- *By providing high quality (premium service) they target Higher class people who need therapy stating that how the firm has positioned itself and whom they target matches.*

Solution	Access	Value	Education
provide specialized mental health services by offering specialists with expertise in various therapy modalities, as well as specialized treatment programs,	channels through which clients can reach and connect with the firm by Instagram, Facebook and website, phone number.	highlighting that the therapists are Ph.D.-level psychologists this level treatment signifies expertise and sets the firm apart from competitors. This establishes a value. which also supports the high cost of the services.	inform and educate clients about their firm by writing what services they provide on their website, on phone by conversation, on social media through post, chatting or providing link of their website on it.

Customer acquisitions:

- **Network:** They acquire customers through their network of colleagues or when referred by a satisfied client.
- **Online marketing:** Through websites, social media.

Customer retention:

- They retain customers by providing excellent services which actually helped client for their metal health
- They establish a consistent schedule of follow-up sessions and check-ins to maintain the therapist-client relationship. Regular communication demonstrates care and commitment.

Profits: (Are they profitable?)

- Low social media presence however
- When asked her during interview about how much appointments she gets in a month, which is 162 appointments only in September. Based on *this we assume she is profitable* as most of her clients comes through referrals not social media.

Metrics (to evaluate the company's progress if we are manger):

- **Appointment Schedule:** The number of appointments scheduled for the day and also in that month, including new and returning clients.
- **Phone Inquiry Conversion Rate:** The percentage of phone inquiries converted into scheduled appointments.

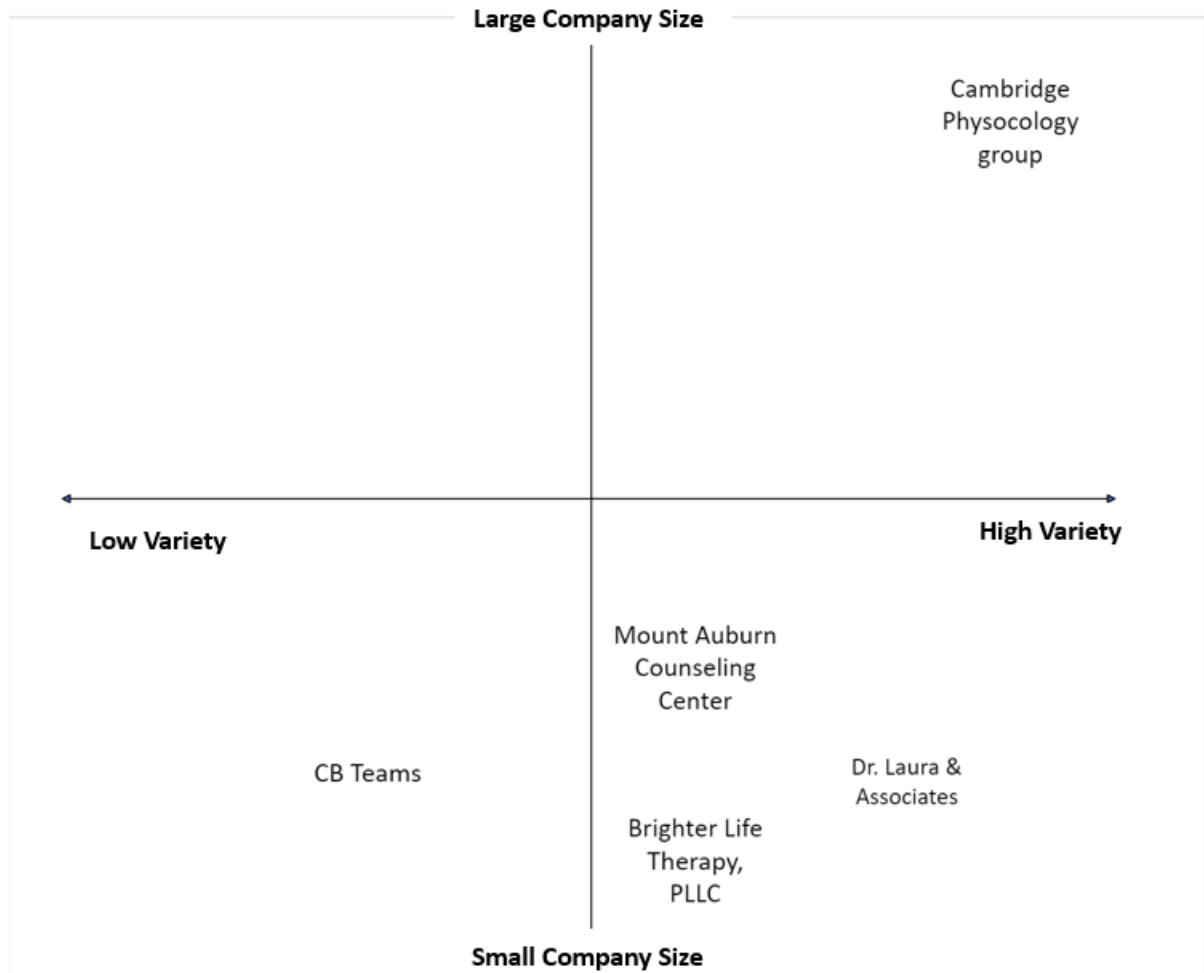
Social/Digital Media Strategy:

- It has some social media like Instagram, Facebook, LinkedIn. It also has a website, and a newsletter.

Perceptual Map:

Attributes:

- Variety:
 - High Specialization (High variety): therapy firms that offer specialized and variety of services.
 - Low Specialization (Low variety): firms that provide general therapy service.
- Company size:
 - Larger therapy firms: may have multiple therapists on staff
 - Smaller therapy firms: may consist of a limited number of therapists or just one



Stakeholders:

- **External:**
 - Clients/ Patients: The firm must prioritize the well-being, and satisfaction of clients help them improve their mental health.
 - Colleagues: The firm should maintain positive relationships with colleagues or other doctors in health care industry. So they refer clients to them.
- **Internal:**
 - Therapists: The firm should ensure a supportive and conducive work environment for therapists and staff. To maintain productivity and quality.

Strength:

- **High Specialization:** The firm offers a wide range of specialized therapy modalities
- **Diverse Therapist Expertise:** The therapists within the firm are highly qualified with Ph.D.

Weakness:

- **Limited Online Presence:** The firm's online presence, especially on social media and its website, is weak.
- **High Pricing and no insurance services offered:** eliminating a potential of acquiring new market segments like students or lower classes. Young people generally more mental health issues which can increase their customers if they could target them.

Recommendations:

- Regularly publish good quality content on social media, such as success stories, informative posts and therapist profiles, to boost engagement. This can be done by hiring a freelance social media manager or by yourself.
- To increase online visibility, Optimize the website for search engines. This can be done by paying to a SEO (search engine optimization firm).