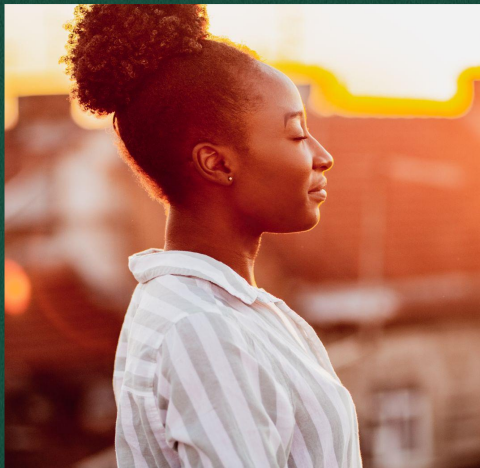
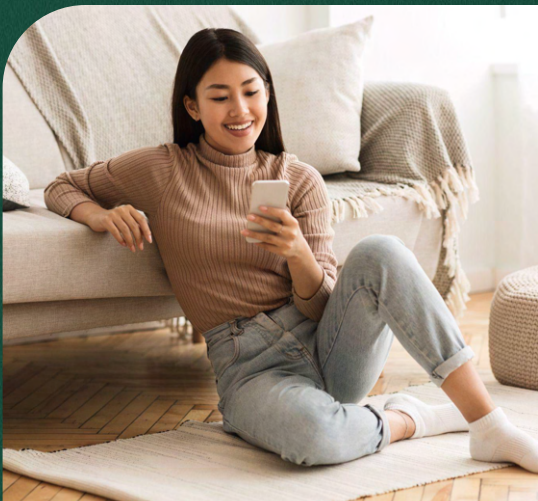


betterhelp

Clinical Quality & Outcomes



2025

Who Are BetterHelp Providers?

Quality care begins with qualified providers. BetterHelp maintains one of the largest networks of licensed mental health clinicians in the world, each of whom completes a rigorous, multi-step vetting process that includes credential verification and assessment of clinical skills before joining the platform.

Experience & Training

14

Avg. Years of Experience

15,000+

Hours of Clinical Training in 2025 ⁴

License Types

LCSW:

Clinical Social Worker

LMFT:

Marriage & Family Therapist

LMHC:

Mental Health Counselor

LPC:

Professional Counselor

PsyD, PhD:

Psychologist

Diversity

17%

Identify as LGBTQIA+

30%

Identify as BIPOC

81%

Female

19%

Male

<1%

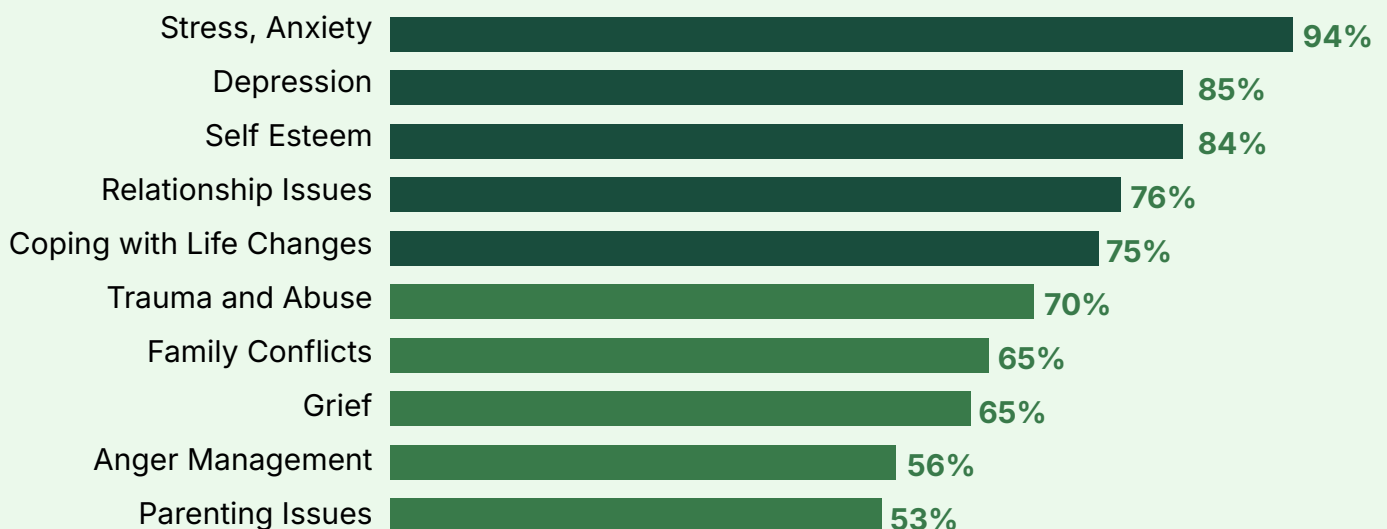
Non Binary

Our Provider Network, At A Glance

BetterHelp's provider network represents more than 20 areas of clinical expertise, helping clients connect with therapists experienced in a wide range of needs and concerns. Once they join BetterHelp, therapists continue to grow their skills through continuing education, regular webinars, direct practice feedback, and best-in-class provider tooling.

BetterHelp believes that when therapists are well supported, clients receive better care. That's why we invest in tools to reduce administrative burden—supporting therapists organize and draft documentation so they can spend more time focused on their clients, while remaining fully in control of clinical decisions. Importantly, BetterHelp's AI, which is optional for both therapists and clients, never makes independent clinical decisions, diagnoses, or replaces a therapist's clinical judgment. Cumulatively, these resources are intended to support consistent, high-quality care and help providers remain focused on what matters most—their clients.

Top 10 focus areas



Additional areas of expertise:



"Expertise" refers to areas self-selected by therapists during onboarding and does not indicate additional credentials or qualifications validated by BetterHelp.

Introduction

BetterHelp's vision is to eradicate the barriers to wellness across the globe. In 2025, we expanded that mission by increasing insurance access, growing our global provider network, and investing in new ways to support both clients and therapists.

But expanding access is only part of the equation. Just as important is helping ensure people receive high-quality care that supports meaningful progress.

This report highlights how BetterHelp performed across key dimensions of quality in 2025, and what that means for the clients, clinicians, and partners we serve.

78%

of clients with elevated depression symptoms showed improvement within 12 weeks.¹

75%

of clients with elevated anxiety symptoms showed improvement within 12 weeks.²

BetterHelp clients rated their relationship with their therapist **4.8 out of 5**, reflecting a strong therapeutic alliance.³



What does therapeutic alliance mean?

The quality of trust, support and collaboration between a client and therapist.

The Framework: Six Domains of BetterHelp Quality

Ensuring a high-quality care experience is at the heart of everything BetterHelp does. Our quality care model is structured around the National Academy of Medicine's six aims for healthcare quality—client-centered, timely, efficient, safe, effective, and equitable—which serve as both a clinical compass and a framework for ongoing evaluation and improvement.⁵



Client-Centered

Care that respects client needs, preferences and values



Safe

Care that prevents harm and reduces risk



Timely

Care that reduces delays and delivers quick time to service



Effective

Care that alleviates symptoms through evidence-based treatment



Efficient

Care that respects clients' time by delivering value quickly



Equitable

Care that does not vary in quality based on personal characteristics

Client-Centered

Great therapy starts with finding the right therapist.

At BetterHelp, the therapy experience is shaped by the individual—not the other way around. Research suggests that when care aligns with a person's cultural background, preferences, and values, both engagement and outcomes can improve.⁶ That alignment begins at sign-up.

91%

**client-stated matching
preferences fulfilled**

Clients are matched with providers based on their clinical needs, language, cultural preferences, and areas of provider expertise. In 2025, BetterHelp fulfilled 91% of client-stated matching preferences⁷—a reflection of the strength and diversity of our provider network.

4.8/5

**Therapeutic
alliance rating**

Higher alliance is consistently linked to better retention and improved clinical outcomes⁸—making the quality of the match not just a satisfaction metric, but a clinical one.



Timely

When someone decides they're ready for therapy, getting started quickly matters.

Delays in accessing mental health care are more than an inconvenience—research shows it can be associated with early disengagement and can allow symptoms to worsen before treatment begins.

BetterHelp is designed to reduce friction at every step, from sign-up to the first completed session.

STEP 1

~8 hours

**Median time to be
matched with a provider**

STEP 2

~1 day

**Median time from sign-up
to session available**

STEP 3

~5 days

**Median time from sign up
to session completed**

Based on a 2025 analysis of all U.S. members who entered a credit card, regardless of payment type.

Efficient

Making therapy easier helps people stay focused on their progress.

Efficient care means reducing unnecessary friction in the care journey and supporting clients as they work toward meaningful progress over time. Early dropout, particularly within the first few weeks of care, can be a barrier to positive outcomes in mental health treatment.

81%

of clients remain with their initial provider⁹—this continuity may support early engagement and a more consistent care experience.

Research confirms that early improvement is a robust predictor of longer-term outcomes.¹⁰

Time to Meaningful Improvement



BetterHelp Clients reach meaningful improvement after an **average of 5 sessions** over **52 days¹¹**

What is meaningful improvement?

In this report, meaningful improvement means a person's symptoms improved enough to make a noticeable difference in their day-to-day life. Clinically, this is measured using established thresholds for meaningful improvement on standardized assessments such as the PHQ-9 and GAD-7.

Safe

Quality care means people feel supported, both during therapy and when they need help most.

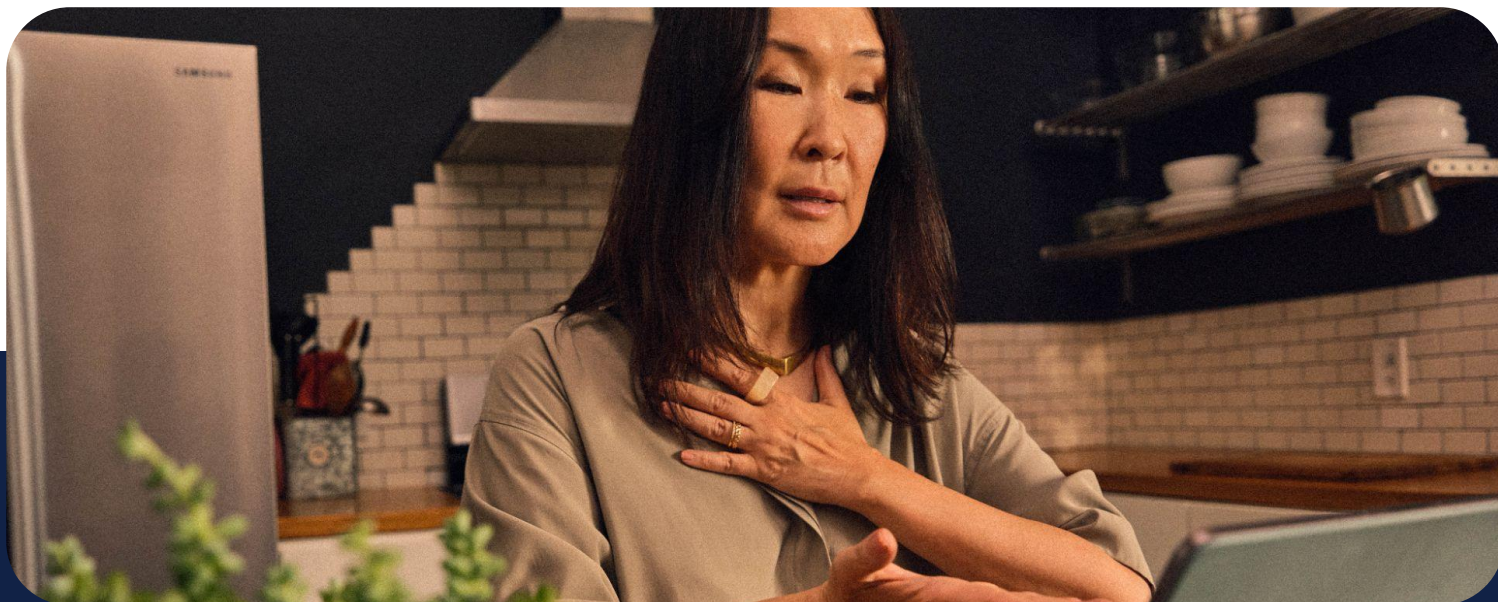
Safety at BetterHelp is built into the platform at every level—both for the individual client and across the system as a whole.

24/7 Crisis Support

At the individual level, BetterHelp recognizes that mental health needs do not follow a schedule. In 2025, the platform introduced 24/7 crisis support, ensuring that clients in distress have access to help at any hour—not just during sessions. Following a crisis support interaction, providers receive relevant feedback so they can stay informed and deliver appropriate, connected follow-up care.

Member of a Patient Safety Organization

At the systemic level, BetterHelp made preparations for its partnership with the Institute of Patient Safety and Quality of Virtual Care, a component Patient Safety Organization (PSO) of Teladoc Health. BetterHelp became a member in spring 2026. Federally recognized PSOs create a structured, protected environment where healthcare organizations can identify risks, analyze safety events, and share insights to prevent future harm. BetterHelp's participation builds on the company's existing foundation of rigorous clinical standards and systems that monitor engagement signals and escalate potential concerns to licensed clinicians for structured review, enabling a level of safety and oversight that is difficult to achieve in traditional settings.



Effective

The goal of therapy is simple: helping people feel better.

BetterHelp uses measurement-based care, including standardized clinical assessments such as the PHQ-9 and GAD-7, so providers can monitor client progress and adapt their approach as clinically appropriate.

PHQ-9

A widely used questionnaire that measures **symptoms of depression.**

GAD-7

A widely used questionnaire that measures **symptoms of anxiety.**

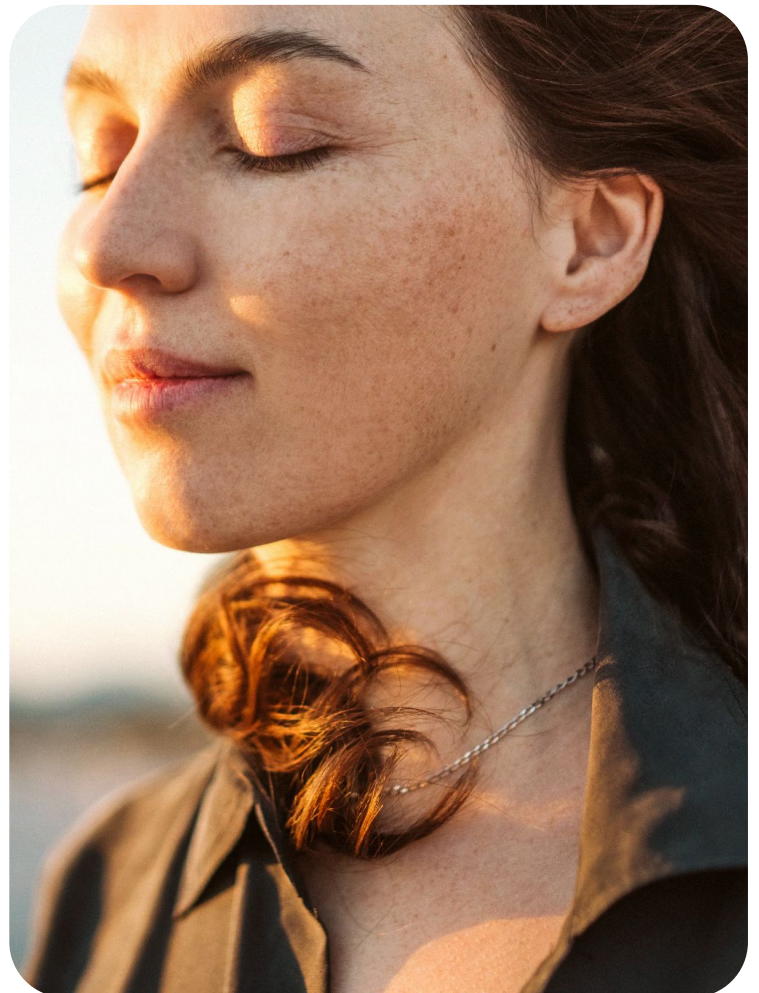
Among BetterHelp clients with elevated depression or anxiety symptoms who met the analysis criteria, the majority showed improvement within 12 weeks.

78%

of clients with elevated depression symptoms showed improvement.¹

75%

of clients with elevated anxiety symptoms showed improvement.²



These results align with extensive research showing that therapy can help people make meaningful improvements in their mental health.^{12, 13}

Effective

Complementing its real-world outcomes data, BetterHelp conducted a pilot randomized controlled trial (RCT), a rigorous study design used to evaluate treatment effectiveness.

What is a randomized controlled study (RCT)?

A research study where participants are randomly assigned to different groups, allowing researchers to compare outcomes and better understand the impact of an intervention.

BetterHelp's pilot RCT is an important first step in building a broader research program to better understand meaningful improvements in anxiety and depression. In the study, participants assigned to BetterHelp therapy showed greater symptom improvement than those assigned to the control group.¹⁴

BetterHelp Participants

65%

Clinically meaningful improvement in **depression symptoms** at 12 weeks

77%

Clinically meaningful improvement in **anxiety symptoms** at 12 weeks

Control Group

44%

Clinically meaningful improvement in **depression symptoms** at 12 weeks

49%

Clinically meaningful improvement in **anxiety symptoms** at 12 weeks

Taken together, these pilot findings provide an encouraging early signal and reflect BetterHelp's continued investment in rigorous clinical research and outcome measurement.

Equitable

High-quality mental health care should be available to more people, not just those who can easily access it.

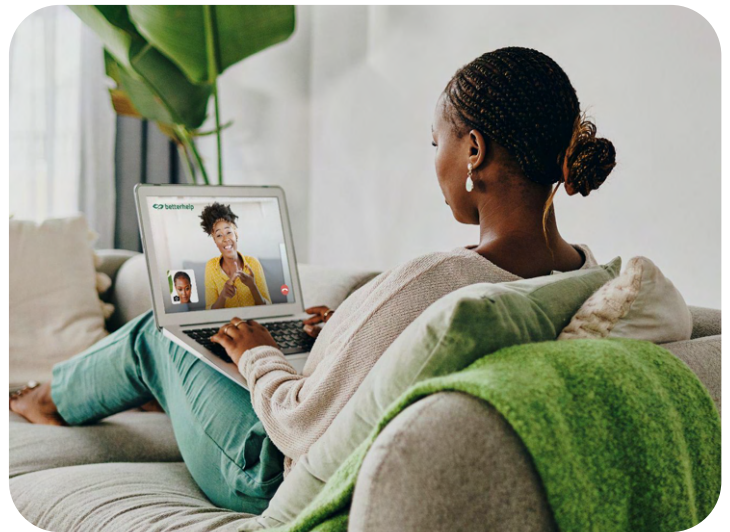
In 2025, BetterHelp began accepting insurance—a significant step toward reducing the financial barriers that prevent many people from seeking help. BetterHelp also conducts ongoing analyses to ensure that provider quality is consistent across demographic groups, including gender, employment status, disability status, and veteran status. These efforts reflect a commitment to care that does not vary based on who a person is or where they come from.

Worked with 96 non-profit organizations



33,000+

Months of therapy donated



\$15 Million

In financial aid provided

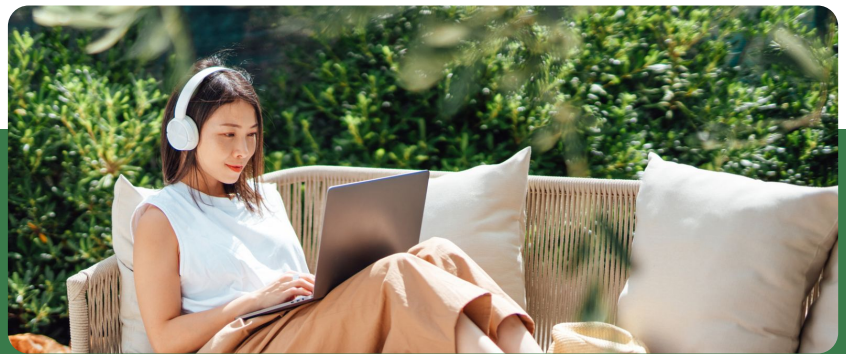


What This Means For You

For BetterHelp Clients Finding the right, high quality provider builds trust and connection, making it easier to stay engaged, navigate challenges, and achieve meaningful progress.

For BetterHelp Clinicians A structured quality framework and access to the right clinical resources empowers providers to focus on their clients — while supporting the use of their own evidence-based approaches and clinical judgment.

For Health Plans and Employers Access to care is the starting point, not the finish line. BetterHelp's quality framework is designed to support timely, effective, and efficient care, with a focus on client engagement, outcomes measurement, and responsible use of mental health resources.



Looking Ahead

In 2025, access to mental health care continued to expand—but access alone is not enough. It must be paired with care that is evidence-based, thoughtfully delivered, and focused on meaningful client progress.

As BetterHelp broadens access through insurance acceptance and global expansion, we remain committed to continuously improving the quality of care across every stage of the client journey. That includes investing in clinical research to strengthen the evidence that informs high-quality care, improves clinical outcomes, and better meets the evolving needs of people we serve.

As AI becomes more integrated into supporting the therapeutic process, BetterHelp is applying its quality framework to ensure that AI is used safely, effectively, and responsibly—with the same rigor applied to every other aspect of care.

Quality is not a static goal. It is a continuous journey, and BetterHelp is committed to continuously improving the quality of care across the client experience.

References

1. Based on a 2025 U.S. analysis of members who completed at least two PHQ-9 assessments within 12 weeks and had an initial score of 10 or higher, 78% showed improvement, measured as any point decrease, on the PHQ-9.
2. Based on a 2025 U.S. analysis of members who completed at least two GAD-7 assessments within 12 weeks and had an initial score of 10 or higher, 75% showed improvement, measured as any point decrease, on the GAD-7.
3. Based on 2025 internal client feedback from in-treatment clients who answered selected therapist feedback questions related to therapeutic alliance. The 4.8 rating reflects all instances of session-level feedback responses, not unique clients; clients may have submitted more than one response, and response counts vary by item.
4. Based on 2025 completed hours in Relias for BetterHelp providers. Relias courses are clinical in nature and include continuing education courses and training focused on clinical topics.
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6. Swift, J. K., & Callahan, J. L. (2009). The impact of client treatment preferences on outcome: A meta-analysis. *Journal of Clinical Psychology*, 65(4), 368–381.
7. Preference fulfillment data is based on U.S. client matches from Jan. 1, 2025 through Dec. 31, 2025, filtered to demand preferences. Individual preference fulfillment rates show the share of stated matching preference requests where a given preference was fulfilled by the matched provider. The overall preference fulfillment rate reflects the weighted average of individual preference fulfillment rates. Because clients may state more than one preference, counts reflect preference requests and should not be read as unique clients. BetterHelp relies on provider self-attested data for certain preferences, such as race and religious beliefs.
8. Ardito, R. B., & Rabellino, D. (2011). Therapeutic alliance and outcome of psychotherapy: historical excursus, measurements, and prospects for research. *Frontiers in Psychology*, 2, 270.
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10. Lutz, W., Hofmann, S. G., Rubel, J., Boswell, J. F., Shear, M. K., Gorman, J. M., Woods, S. W., & Barlow, D. H. (2014). Patterns of early change and their relationship to outcome and early treatment termination in patients with panic disorder. *Journal of Consulting and Clinical Psychology*, 82(2), 287–297. <https://doi.org/10.1037/a0035535>
11. Based on 2025 U.S. BetterHelp clients with baseline PHQ-9 or GAD-7 scores of 10 or higher, a minimum weekly subscription, at least one completed live session, and at least two assessments. Meaningful improvement was measured as a ≥ 5 -point reduction in PHQ-9 and/or ≥ 4 -point reduction in GAD-7 within 12 weeks of starting therapy. Follow-up assessment was required within 90 days of entering care. Average sessions and days reflect clients included in this analysis.
12. Springer, K. S., Levy, H. C., & Tolin, D. F. (2018). Remission in CBT for adult anxiety disorders: A meta-analysis. *Clinical Psychology Review*, 61, 1–8. <https://doi.org/10.1016/j.cpr.2018.03.002>
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14. Based on a pilot randomized controlled trial over 12 weeks among 86 U.S. adults with baseline GAD-7 or PHQ-9 scores of 10 or higher. Hong, M., Yadush, D., Suri, S., Frumkin, M., & DuBois, R. Feasibility and clinical outcomes of a virtual psychotherapy platform for moderate to severe depression and anxiety: a pilot randomized controlled trial. osf.io/preprints/psyarxiv/5thaz_v2

Founded in 2013 to remove the traditional barriers to therapy and make mental health care more accessible, BetterHelp is the world's largest online therapy platform. Guided by its mission to champion the well-being in all of us, BetterHelp offers convenient, tailored online therapy through its global network of more than 30,000 thoroughly vetted, licensed therapists. Available through both direct subscription and insurance, BetterHelp works with more than 125 health plans, reaching more than 150 million contracted lives across the U.S., and has helped millions of people around the world access high-quality mental health care.