Dec 2024

BetterHelp Platform Quality & Outcomes in 2024

Introduction

Thousands of therapists join BetterHelp every year in our mission to make therapy affordable and accessible for all. In 2024, we continued to grow our online therapy offering, reaching 900,000+ new clients.

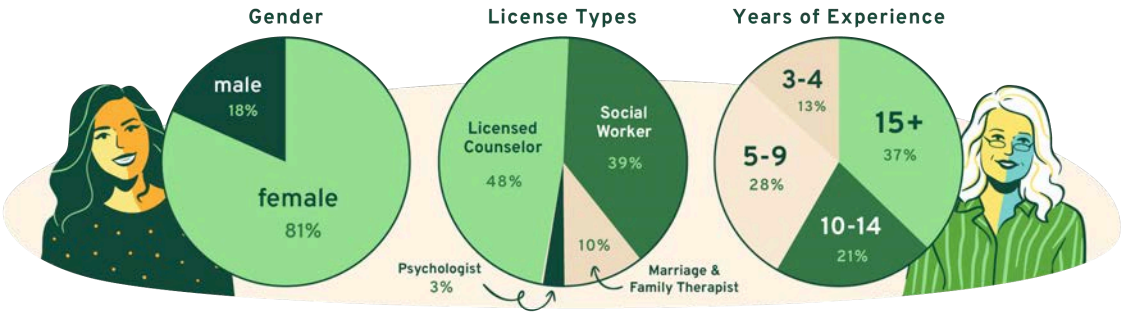
The fit and relationship between client and therapist, the effectiveness of therapy for the client, the technical experience on the platform, and compliance with the highest privacy & security standards are just a few of our many focus areas for achieving great therapy quality.

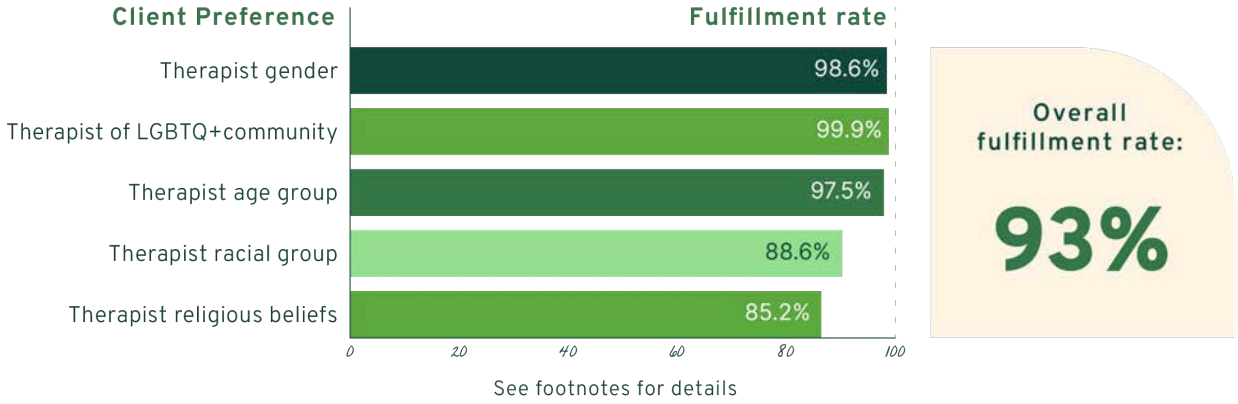
Who are BetterHelp therapists

BetterHelp is proud to be able to provide our clients with high quality tailored matches through our large & diverse provider network of 30,000+ therapists. Every therapist on BetterHelp undergoes rigorous multi-step vetting of their professional history and credentials to practice. While we believe all therapists have the compassion and capacity to support a diverse population of clients, we also understand that connecting with a therapist who has similar lived experience can add value and trust to the therapeutic alliance.

Our comprehensive matching system provides clients the opportunity to specify preferences for their therapist match. By focusing on a more tailored approach and investing in the therapeutic relationship early on, we aim to reduce therapy abandonment, which can influence a lifetime of decisions surrounding seeking support. In 2024 we were able to meet over 93% of client preferences; this reflects the strength of our network and matching process. This is a crucial step toward improving access to and satisfaction with therapy, as better client-therapist relationships can lead to better client outcomes[1] [2].

Our therapist network at a glance





See footnotes for details

[1] DeAngelis, T. (2019, November 1). *Better relationships with patients lead to better outcomes*. American Psychological Association.
[2] Ardito, R. B., & Rabellino, D. (2011, September 28). *Therapeutic alliance and outcome of psychotherapy: Historical excursus, measurements, and prospects for Research*. Frontiers.

Client outcomes at BetterHelp

Every element of the BetterHelp platform is designed to enhance client outcomes. New clients are assigned a PHQ-9 and/or GAD-7 survey upon starting therapy and every 45 days thereafter, allowing for consistent monitoring and progress tracking.

With millions of therapy sessions completed on the platform, BetterHelp leverages its unprecedented scale in online therapy to generate a deep, data-driven understanding of client needs and therapist characteristics. Our data driven approach to therapy drives innovation in the client's therapy experience at a pace & precision that smaller online therapy platforms can't replicate.

Our approach to therapy for driving successful outcomes

1	**Reducing Therapy Abandonment**	We aim to keep clients actively involved in their therapy journey by providing tools to support strong client-therapist rapport and engagement.
2	**Promoting Live Session Utilization**	Research consistently shows that increased participation in live sessions correlates with improved clinical outcomes[3] [4]

In 2024, 72% of BetterHelp clients experienced a reduction in symptoms, with 69% achieving reliable improvement and 62% reaching symptom remission. These outcomes highlight our commitment to client progress and maintaining a high standard of care.

[3] Bruijniks, S. J. E., Lemmens, L. H. J. M., Hollon, S. D., Peeters, F. P. M. L., Cuijpers, P., Arntz, A., Dingemanse, P., Willems, L., Oppen, P. van, Twisk, J. W. R., Boogaard, M. van den, Spijker, J., Bosmans, J., & Huibers, M. J. H. (2020, February 7). *The effects of once- versus twice-weekly sessions on psychotherapy outcomes in depressed patients: The British Journal of Psychiatry*. Cambridge Core.

[4] Tiemens, B., Kloos, M., Spijker, J., Ingenhoven, T., Kampman, M., & Hendriks, G.-J. (2019, July 24). *Lower versus higher frequency of sessions in starting outpatient mental health care and the risk of a chronic course; a naturalistic cohort study - BMC psychiatry*. BioMed Central.

How BetterHelp compares to the competition

We compared BetterHelp clinical outcomes against the competing online therapy networks using publicly available clinical outcome data as of October 2024. There are likely widespread differences in the intake of client populations across various online therapy networks due to the nature of billing relationship with the network (out of pocket vs insurance coverage), client demographics (age, income level, occupation & location) & pre-existing medical conditions. Since these factors have a major influence on clinical outcomes of a population, a true side by side comparison would require a randomized controlled trial. That said, we believe the difference in clinical outcomes between us and the competition will become even more stark upon controlling for such differences in populations. Our belief is reinforced by the fact that millions of clients have chosen to pay out of pocket for BetterHelp over other online therapy platforms.

In 2024 the average rating for a live session on the platform was 4.9 of 5 based on over 1.7M client ratings. Additionally, 82% of clients in treatment were likely to recommend their therapist to others, while 4% of clients stated they were unlikely to do so. This yields an industry leading net promoter score of 78 - a testament and vote of confidence in the high quality of our service.

	Reliable Improvement 4pt reduction in PHQ9 or GAD7	**Remission** PHQ9 or GAD7 <10	**% clients with symptom reduction**
betterhelp	69% of clients in 12 weeks	62% of clients in 12 weeks	72% of clients in 12 weeks
Spring Health	69% of clients in 12 weeks	58% of clients in 12 weeks	-
Talkspace	-	-	37% of clients in 12 weeks

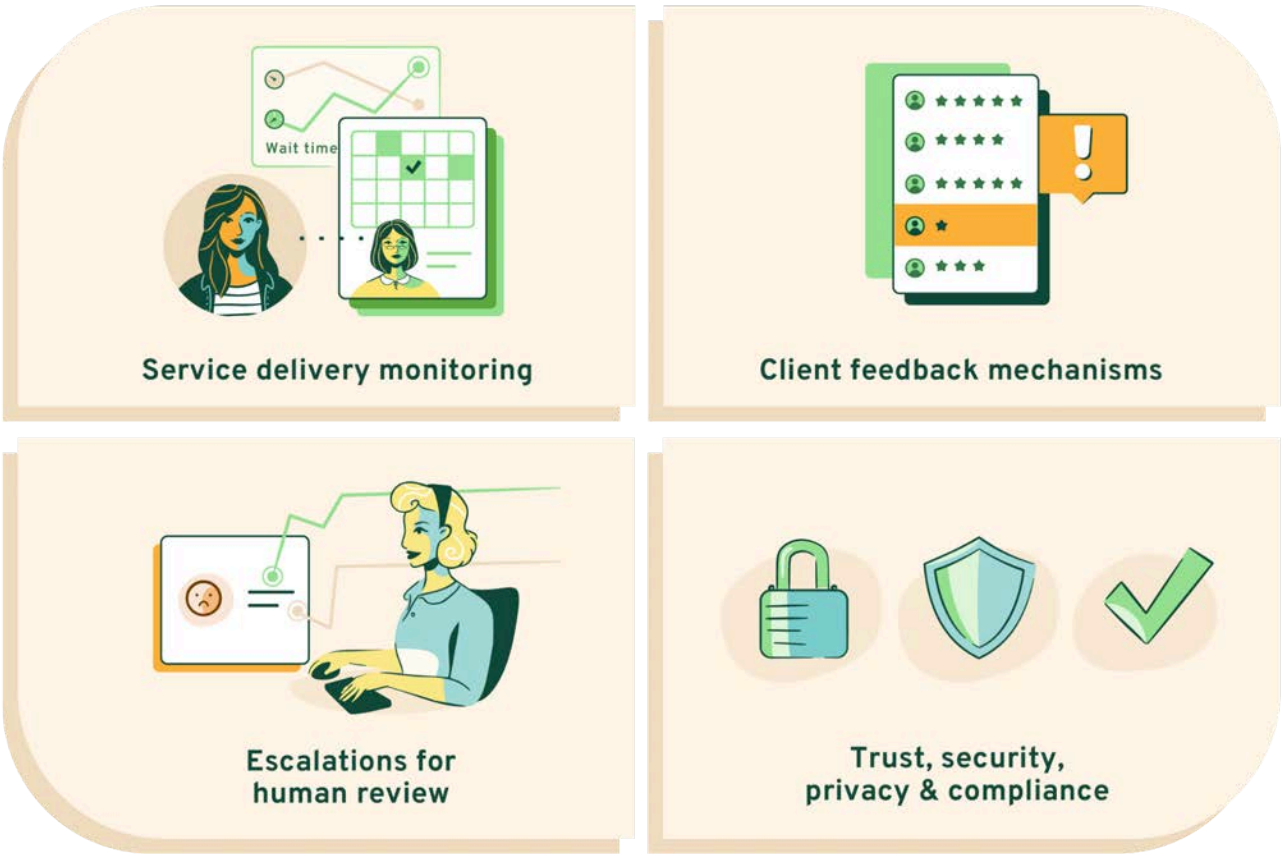
See footnotes for comparison methodology

A multi-layered approach to platform quality

Ensuring a high quality therapy experience is at the heart of everything we do. Our service delivery layer is powered by a multitude of intelligent signals to ensure clients have a great

therapy experience. Some of examples of these signals include minimizing client wait times for matching with a therapist, guiding therapists to schedule their first live session with their client promptly, providing clients with ample time slot options for scheduling a live session with their therapist, providing clients with a diversity of live session modality options for convenience and privacy preferences. All of these signals are designed with the goal of promoting live session utilization. Client feedback is continuously surfaced to therapists through a multi-dimensional rating system that offers therapists actionable insights to improve their client's experience.

We also have proactive quality measures that leverage hundreds of programmatically monitored signals to ensure consistent platform quality, with systems to escalate incidents for timely review. This robust automation is paired with numerous comprehensive human review processes designed to address client concerns swiftly and diligently. Every new therapist undergoes thorough vetting to be onboarded onto the platform with additional clinical reviews to ensure a high quality experience. Additionally, and importantly, we maintain platform trust with dedicated teams overseeing account security, fraud & abuse prevention, and compliance.



Beyond live sessions -

Getting more from the therapy experience

BetterHelp is dedicated to carefully measuring the utility & value of every tool we make available. These tools are thoughtfully designed to support our clients along their wellness journey, both in and outside of therapy. In 2024, 69% of clients used one or more self care features in between sessions with their therapist.

69% of BetterHelp clients use one or more self care & clinical tools

Most used tools

Worksheets
Goal & habit tracking
Journal
Support groups
Classes

Journaling & progress tracking reimagined

The BetterHelp journal and progress tracking features allow clients to bring clinical attention to important aspects of their lives without relying solely on session time. Clients can write and share journal entries directly with their therapist, or update their progress toward their goals & habits in real time.

For many clients, these journal reflections between sessions can provide valuable information that may have been left unsaid during their session time. Additionally, by updating their progress toward healthy habits and therapeutic goals throughout the week, clients can maintain investment in their process.

Support groups, psychoeducation classes, and individual therapy in one place

In addition to an individual live session every week, clients on BetterHelp have access to 300+ support groups and 35+ educational Classes. Support groups are facilitated by licensed BetterHelp therapists & provide clients the support of peers who are navigating similar challenges. At BetterHelp, support groups and Classes can enhance the therapeutic journey by offering an additional treatment option to engage with concepts relevant to their process.

By combining group support and reputable psychoeducation with individual therapy, BetterHelp resists a one-size-fits-all approach and encourages diverse therapeutic exploration

to meet a variety of needs and styles. This seamless integration of varied treatment components can enhance and accelerate the achievement of therapeutic goals[5].

A clinical resource library to guide therapeutic engagement and success

Therapists on BetterHelp have access to our expansive clinical resource library where they can browse over 230 worksheets, assessments, and planning tools to share with their clients. With various therapy topics that address a range of needs and approaches, this library is designed to augment the therapeutic process with intentional, interactive resources.

BetterHelp therapists can tailor worksheet-based interventions or clinical assessments to meet the specific needs of their clients. Assessments and scales offer important clinical data to both clients and therapists to inform and highlight needs along the therapeutic journey. This clinical oversight and intentionality serves BetterHelp clients by bringing therapeutic moderation to what could otherwise be an isolated or unspecific self-help pursuit.

Closing remarks

This article provides a glimpse into some of the many facets of quality that our teams tackle everyday to create an engaging and impactful experience for our clients. Our team is ever attentive to evolving client needs, industry innovations, and emerging therapy best practices. Quality is not a static goal but a continuous journey, and we are committed to adapting to uphold the highest standards of care.

[5] Smit, D., Miguel, C., Vrijsen, J. N., Groeneweg, B., Spijker, J., & Cuijpers, P. (2022, September 6). *The effectiveness of peer support for individuals with mental illness: Systematic review and meta-analysis: Psychological medicine*. Cambridge Core.

Footnotes

1. Therapist composition & count figures based on network composition as on Dec 1 2024. License type data only includes US therapists. Individual preference fulfilment rates show the share of US client matches where a given preference was fulfilled by the therapist matched with the client. The overall preference fulfillment rate reflects the weighted average of individual preference fulfilment rates shown. BetterHelp relies on therapist self-attested data for certain preferences such as race and religious beliefs.

2. BetterHelp clinical quality metrics are based on client data in 2024. Comparable clinical quality metrics from competitors were sourced from publicly accessible publications as of Oct 2024 Publications reviewed (1) Spring Health clinical outcomes - Bondar, J., Babich Morrow, C., Gueorguieva, R., Brown, M., Hawrilenko, M., Krystal, J. H., Corlett, P. R., & Chekroud, A. M. (2022). Clinical and financial outcomes associated with a workplace mental health program before and during the COVID-19 pandemic. *JAMA Network Open*, *5*(6). (2) Talkspace clinical outcomes - Hull, T.D., Malgaroli, M., Connolly, P.S. et al. Two-way messaging therapy for depression and anxiety: longitudinal response trajectories. BMC Psychiatry 20, 297 (2020). A '-' in the column indicates that our team was unable to identify a comparable data point for a given metric within the public domain. BetterHelp currently assigns clients PHQ9 and/or GAD7 assessments upon starting therapy and every 45 days thereafter. Our inclusion criteria for measurement of clinical outcomes requires clients to complete a minimum of 2 assessments, not every client will complete 2 assessments. A client is considered 'in treatment' once they complete a live session or exchange messages with their therapist (whichever is earlier). We survey the client 2 weeks after they are 'in treatment' and every 4 weeks thereafter. Our NPS score is benchmarked against published data by Customerguage.com that shows an industry average NPS of 58, and an 80th percentile NPS of 71 for Healthcare companies.

3. Self care & clinical tool feature overall usage data is based on a client cohort that joined BetterHelp between Aug 30 '23 - Aug 29 '24.

4. Availability of Group sessions, Journal and other product functionality can vary by the member's plan. The number of support groups, classes, worksheets and assessments can vary over time due to ongoing curation.

About

BetterHelp was founded in 2013 to remove the traditional barriers to therapy and make mental health care more accessible to everyone. Today, it is the world's largest therapy service — providing professional, affordable, and tailored therapy in a convenient online format. BetterHelp's network of more than 30,000 therapists has helped over 5 million people take ownership of their mental health and work towards their personal goals. As the unmet need for mental health services continues to grow, BetterHelp is committed to expanding access to therapy globally.

Authors

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Hear from our clients

> This wonderfully dedicated doctor is helping me understand me better and with the sessions, classes, worksheets, and journaling I have no doubt I will be the best me.
>
> Written for Dr. Vernon Stewart, LCPC on December 11, 2024

> She helps me so much by turning my venting and rambling into things that can be addressed, and she suggests concrete tasks (e.g., journaling, completing various assessments) which help me address things. I continue to see Joanna because my anxiety is greatly reduced, my thoughts are clearer, and I have a more realistic perspective on my life.
>
> Written for Joanna Hedin, LCSW on May 23, 2024

> Rachel has been amazing! She truly takes the time to understand what I'm going through and offers various methods of help not only direct from her but through classes, worksheets, and group sessions. I feel at ease speaking with her and feel like I've gotten so much out of just the 3 sessions we've had which makes me feel confident in how much my life can improve moving forward with her.
>
> Written for Rachel Anauo, LMHC on November 21, 2024

> I have been working with Russell for nearly 4 months now and he is the best therapist I have ever had. Each week we come up with individualized goals for me to work on. I have had a marked decrease in the amount of anxiety and panic attacks I have. He has helped me to add new coping skills to my "tool box."
>
> Written for William (Russell) Glass, LPC on November 22, 2024