

Digitized Healthcare Services: How Mental Healthcare Platforms Shape Therapy



Ghalia Shamayleh
Zeynep Arsel

Context

Interpersonal Services

- Offered through meetings (interactions & relationships) between service provider & client.
- Increasingly offered **online** since the **COVID pandemic**.
- Examples of interpersonal services: tutoring, career & life coaching, personal physical training, & therapy.



Mental Healthcare Services

- Global prevalence of anxiety & depression increased by 25%.
- Global mental health software market: US\$4.5 billion by 2026.
- AI chatbot market: US\$1.25 billion by 2025

Research Question

- How does technology impact interpersonal services?

Online therapy
between service
provider & client

AI-enabled mental
healthcare
applications as a form
of self-help



Method

- Study Psychotherapy literature
- Explore and analyze layout, structure, & technical features of online platforms



zoom Google Meet

youper



wysa

Interview

- **Therapists & clients** who have done online therapy (interactions & relationships)
- Users of **AI-enabled mental health applications**

Preliminary Findings

Interviews with therapists & clients (Round 1)



- **Convenience** (time and cost-effective)
- Avoid **Stigma**
- **Insight** into patients' home environment
- Patients are **more open**



- Lack of a **separate space** for therapy
- Lack of **privacy at home**
- **Distraction** & increased emotional avoidance

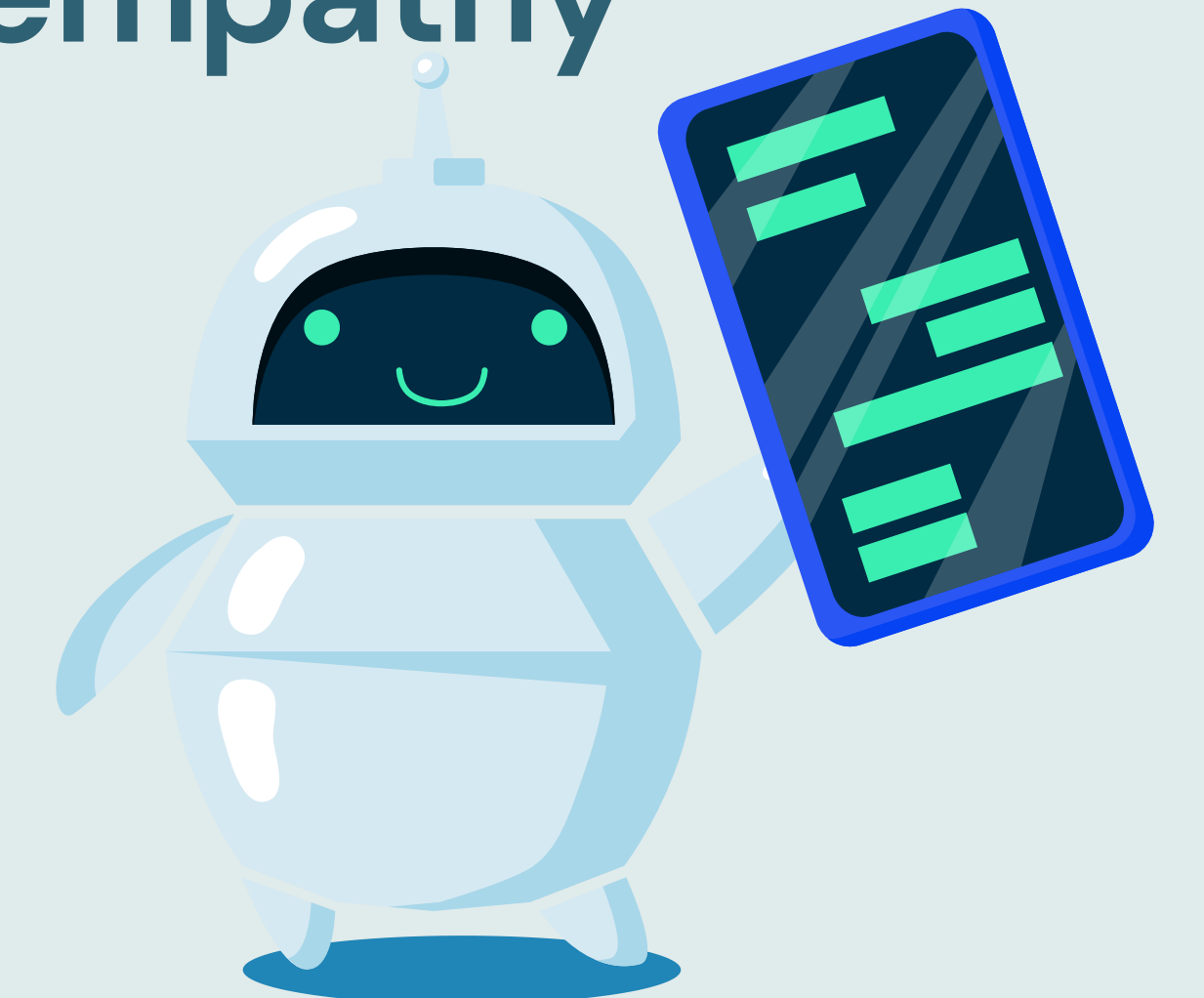
AI-enabled chatbots



- **Reduce depression & anxiety symptoms**
- **Implement psychotherapy approaches** with
 - structured
 - concrete
 - skill-based (CBT)
- **Tide over wait time to receive mental healthcare**
- **Help** outside of therapist sessions



- **Supplementary** to therapy with professional
- **Cannot safely resolve life-threatening situations** without the help of human professionals
- **Simulated empathy**



Contributions

Theoretical

- **Extends the literature** on marketization of services, impact of technology on service experience, & consumer research on self-help



Managerial

- **Entrepreneurs** to better develop & design online platforms features
- **Interpersonal service providers** to best use online platforms
- **Policymakers** to regulate digital privacy policies & include in public healthcare