WELL CLINIC

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COOPERATIVE MENTAL HEALTH CARE

Why Are Corporations Profiting Off Our Current Mental Health Crisis?

Venture capital investors poured $1.5 billion into tech-enabled mental health startups in 2020, an increase of 73% from the previous year.[1]

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Privacy Rights Are Being Violated

AI Is Being Used In Place Of Human Interaction

Trust In Our Mental Health System Is Suffering

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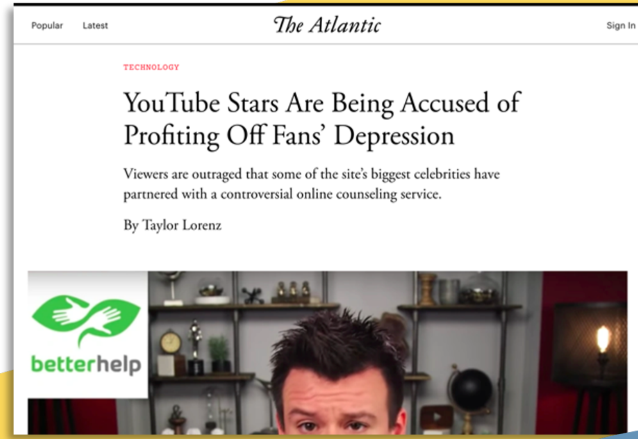
Therapy app Talkspace allegedly data-mined patients' private conversations with therapists

Insiders say data was mined to aid in marketing, and to push therapists to favor enterprise patients over others

By MATTHEW ROZSA PUBLISHED AUGUST 10, 2020 7:00PM (EDT)



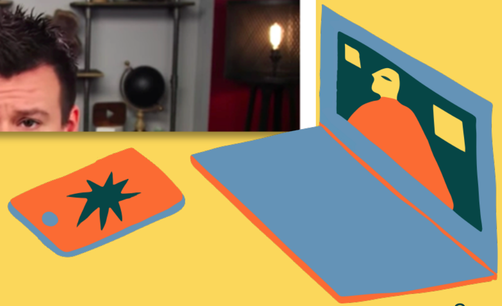
Popular Latest *The Atlantic* Sign In

TECHNOLOGY

YouTube Stars Are Being Accused of Profiting Off Fans' Depression

Viewers are outraged that some of the site's biggest celebrities have partnered with a controversial online counseling service.

By Taylor Lorenz



Meanwhile … Therapists Are Burnt Out And Undervalued

"The number of people in need of mental health services has surged. But many say that they are languishing on waiting lists, making call after call only to be turned away. . . . Providers, who have long been in short supply, are stretched thin." – *New York Times*[2]

Would you rather see a therapist who is underpaid and unsupervised, or someone who thrives in a supportive workplace environment where they receive ongoing training, support and consultation?

Well Clinic Is Committed To A Better Way

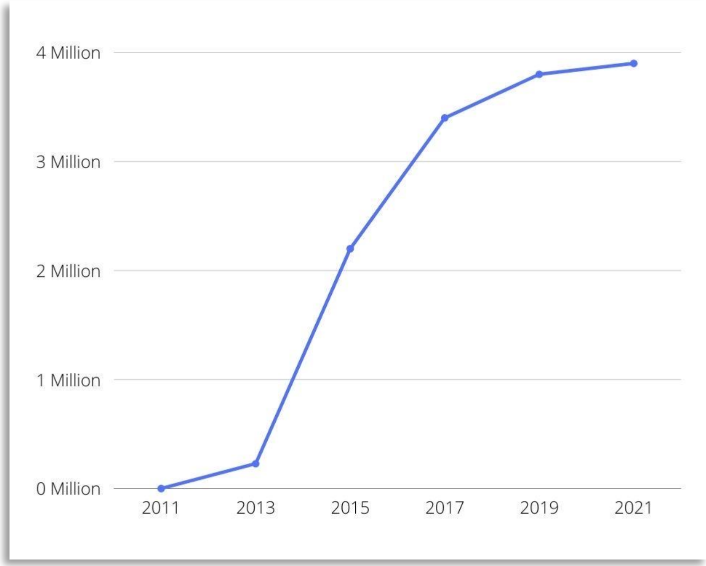
Our clinicians are employees who are respected and cared for as they care for others, but also receive benefits and paid time off, regardless of their caseload size.

We have rigorous hiring standards and we've earned the respect of our therapeutic community as a desirable place to work.

Well Clinic At-a-Glance

- Founded in 2011
- Certified B Corporation, awarded Best for the World in Governance
- Owned and run by clinicians, not tech founders
- Provides a combination of office-based and telehealth services
- Currently has 45 clinicians
- Provides over 25,000 therapy sessions annually
  to over 4,000 current clients
- Committed to social justice and an equitable economy

Consistent Annual Revenue Growth



2013	$200,000
2015	$2,300,000
2017	$3,400,000
2019	$3,800,000
2021	$4,000,000

At Well Clinic, 79% of clients continue therapy after their first visit as opposed to the national average of 50%[3]

Well Clinic Leadership Team

Maya Johansson
Co-Founder and CEO

Maya has been working in social services for 20 years and has a passion for the intersection of mental health and social impact. She has been a panelist and keynote speaker on topics ranging from workplace wellness to feminist leadership. Well Clinic has grown from a startup to an established business under her leadership and she's honored to be pursuing a new chapter of cooperative ownership.

Ariel Shidlo
Clinical Director

Ariel has worked in leadership positions as a psychologist for almost three decades. He was a member of the first APA task force that created psychotherapy treatment guidelines for LGB clients. He conducted and published the first empirical study of the damage caused by sexual orientation interventions. As co-founder of the Bay Area Asylum Mental Health Project, Ariel helped train 200+ volunteer clinicians over the past three years.

Eric Mill
HR Director

Eric combines his passions of recruiting and retaining a diverse and skilled staff with his vocational calling as a Marriage & Family Therapist. This approach has led to a unique workplace culture that values, nurtures, and invests in its staff. Eric also serves as Adjunct Faculty for two university MFT programs, is on the Board of Directors for a Bay Area couples therapist organization, and individually mentors and supervises numerous therapists.

Isaiah E. Bailey
Director of Finance and JEDI Strategies

Isaiah has been a thought leader in the world of justice, equity, diversity and inclusion and its intersection with business and finance for 7 years. At Well Clinic, he has deployed his skills and passion for creating inclusive workplace culture as well as taken our Finance team to the next level by improving our systems and learning about the world of accounting for cooperatives.

We are taking our success a step further by converting to a worker-owned cooperative

“There is strong evidence that broad-based employee ownership has tremendous benefits for workers, for businesses, and for society.

When successful businesses become employee-owned, local economies get stronger, workers’ earnings and agency increase, employee-owners build assets, and the companies themselves are more productive and enduring.[4]“

Worker-ownership will benefit clients, clinicians, and the community

- Ability to attract and retain highly skilled and experienced clinicians
- Differentiation in a highly competitive marketplace
- Increased employee engagement and commitment — All employees sharing in governance and financial rewards will foster connection and loyalty to Well Clinic and maintain high quality of care.

Growth Goals:

- Fill two San Francisco offices with clinicians and clients
- Continue to offer Telehealth services to reduce barriers to mental health care, post pandemic
- Double clinical team capacity
- Develop clinician recruitment team
- Upgrade technology and systems
- Rebrand for co-op and modernize website

Next Steps

Step 1: Form a new California worker cooperative which will be a management service organization

Step 2: Create a contract with the professional corporation (which legally is required to be owned only by licensed professionals) to manage the practice

Step 3: Offer ownership in the worker cooperative to all Well Clinic employees, both clinicians and support staff

Partner with us!

We are raising $1.5 million to fund our transition to worker-ownership and growth plans

We are offering preferred memberships in the cooperative with an annual target dividend of 5%, redemption rights, and a 1x liquidation preference

We look forward to discussing the opportunity with you

Thank You For Your Time

A few of our clinicians persevering through Zoom

For more information, please contact
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References

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