



Cerebral

A subscription-based online mental health platform offering therapy, medication management, and coaching via video and mobile app.

<https://cerebral.com>

Overview

Cerebral is a leading subscription-based online mental health platform dedicated to improving access to high-quality mental health care. Launched in 2020, it provides a comprehensive, integrated care model for adults (18+) across the United States.

Product Overview & Key Benefits

Cerebral connects users with a national network of licensed and credentialed mental health professionals, including therapists, psychiatrists (prescribers), and mental health coaches. The platform's primary value proposition is its convenience and affordability, offering an all-in-one solution for diagnosis, personalized treatment plans, and ongoing care from the comfort of home. Users can choose their own provider and manage their entire care journey—from scheduling to messaging and progress tracking—via the web or a dedicated mobile app.

Main Features and Capabilities

Individual & Couples Therapy: Weekly 45-minute video or phone sessions with a licensed therapist.

Medication Management: Initial psychiatric evaluation, diagnosis, prescription (if appropriate), and ongoing monthly check-ins with a prescriber.

Mental Health Coaching: Non-clinical support with goal setting and accountability (often bundled with medication management).

Care Coordination: A dedicated care team (prescriber, therapist, or coach) to ensure integrated treatment.

Unlimited Messaging: Secure, asynchronous messaging with the care team between scheduled sessions.

Progress Tracking: Regular mental health assessments and symptom tracking via the app to monitor progress over time.

Prescription Delivery: Free at-home delivery of prescribed medications in most states.

Digital Tools: Access to mindfulness, self-care, and Cognitive Behavioral Therapy (CBT) exercises within the platform.

Target Users and Use Cases

Cerebral is designed for individual consumers (adults 18+) seeking treatment for a wide range of mental health conditions, including:

Anxiety

Depression

Insomnia

Post-Traumatic Stress Disorder (PTSD)

Attention-Deficit/Hyperactivity Disorder (ADHD) (non-controlled substances)

Bipolar Disorder

Alcohol Dependence

Key Features

- Online Therapy (Video/Phone)
- Medication Management & Psychiatry
- Mental Health Coaching
- Personalized Treatment Plans
- Unlimited Messaging with Care Team
- At-Home Prescription Delivery
- Progress Tracking & Assessments
- Provider Matching and Selection
- Couples Therapy

Pricing

Model: subscription

Subscription plans range from \$60 to \$365 per month, billed monthly or quarterly. The lowest price is the Medication Plan at \$180 every three months (\$60/month equivalent). The Therapy + Medication plan is \$365/month. Pricing is significantly lower with in-network insurance (often around \$30/month plus co-pays). HSA/FSA eligible.

Starting at: USD \$60

Compliance & Certifications

HIPAA

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