

NEWS RELEASE

Studies Show Marriage and Parenting is Harder Than Ever - Cerebral Couples Therapy Is Uniquely Positioned To Help

6/17/2024

CLAYMONT, Del.--(BUSINESS WIRE)-- **Pew Research** recently found that about half of married or cohabiting parents (52%) say they feel judged by their spouse or partner for how they parent their children at least some of the time. Similarly, **the New York Times** published a piece on the unique difficulties of millennial motherhood, citing pressure from social media, rising costs of childcare, and difficulties balancing careers, families, and relationships.

This post-COVID reality for many Americans is the driving force behind Cerebral's new Couples Therapy offering. The fully comprehensive online mental healthcare provider is expanding care to support couples, reinforcing Cerebral's mission to expand access to high-quality mental healthcare for all.

"Couples Therapy is a natural extension of our mission," said Dr. David Mou, CEO of Cerebral. "We understand that mental health is not only an individual journey but also one that can significantly impact and be impacted by our closest relationships. By offering Couples Therapy, we aim to support our clients in every aspect of their lives, fostering stronger, healthier outcomes."

While Millennials are more likely than previous generations to seek therapy, the drive to become a mentally healthier individual, partner, and parent can create unique pressures of its own.

Cerebral's couples therapists create a safe, judgment-free space for couples to strengthen their bond, navigate life changes, improve communication, and thrive together. Couples can expect **The Cerebral Way**, a personalized approach that gets to know their needs and helps to set goals, so they can gain the tools they need to succeed together outside of therapy. This methodology was designed by their clinical team and has shown impressive

outcomes: Cerebral clients are three times more likely to report feeling better after two months of treatment.

Each couples therapist undergoes the same rigorous vetting process as Cerebral's individual therapists, so clients can be confident that they are getting high-quality care from licensed and credentialed professionals with Master's degrees. The service is available 100% online and accessible via Cerebral's online platform, ensuring convenience and privacy for the couple.

Couples Therapy is part of Cerebral's approach to coordinated care within their nation-wide clinician base, which also offers individual therapy and medication management service lines for a deeper approach to personalized care that provides better health outcomes for their clients.

"As we continue to grow and evolve, our primary focus remains on delivering high-quality mental healthcare that is both accessible and affordable," added Dr. Mou. "We believe that by offering a complete range of services, we can better meet the needs of our clients and contribute to their overall well-being."

For more information or to sign up for your first appointment, please visit cerebral.com/plans/couples-therapy.

About Cerebral

Cerebral's mission is to democratize access to high-quality mental health care to all. Unlike traditional mental health care, Cerebral's telehealth service is accessible, convenient, and affordable. With several full-service monthly subscription plans to choose from, members receive online access to therapists and prescribing providers—all from the comfort of home or anywhere else with an internet connection. Visits are done via video chat, and members can message their care team directly. Members can even receive medications delivered straight to their door (if prescribed). For more information, visit www.cerebral.com.

Media Contact:

press@cerebral.com

Source: Cerebral