

How therapists can get more private pay clients with Mentaya

written by Guest Author | September 13, 2023

As a therapist with a business background, I am a fierce advocate for therapists earning a good living. From my vantage point, that means limiting time spent on insurance and other admin tasks so that we have more time for engaging in work that is fulfilling & compensates well. 70% of therapists do not take insurance... and for good reason: administrative burden, low reimbursement rates and restrictions on who we treat and how - just to name a few!

The challenge is REAL: More and more clients are evaluating whether they truly “need” therapy and if they can justify spending the thousands of dollars required to maintain therapy on a regular basis. Given macroeconomic trends and a looming recession, clients are expected to become more price sensitive and reduce session frequency or drop out at increasing rates.

Enter the Robin Hood of Therapy: Mentaya helps therapists grow their business with cash pay clients, by getting insurance to reimburse clients up to 80% on therapy! With Mentaya, clients can quickly check their out-of-network benefits and get money back from their insurance without lifting a finger. Best part - Mentaya takes on 100% of the hassle, saving therapists time and money.

Some of you skeptical therapists may be thinking *“submitting superbills is not that hard”* or *“my clients are fine with things as they are”*. To that I ask: Have you actually talked to your clients about it? Some therapists assume that because clients don’t complain, it’s *“not a problem”*. Countless interviews with clients reveal a different story...

The truth is, many clients DREAD dealing with insurance. If you’ve ever had to deal with your insurance company or dispute a medical bill, you know this from first-hand experience. Clients describe it like “going to the DMV”.

The so-called “easy” process for clients to submit their own superbills:

1/ Wait for their therapist to send over the superbill

2/ Download their superbill (easy enough so far!)

3/ Register with clunky insurance company websites (Hopefully you’re the main insurance holder... if you’re a spouse or dependent, you’ll likely have to call support to get set-up)

4/ Fill out a claim form (“Where do I find my therapist’s tax code?”)

5/ Submit it into the ether, with NO IDEA what the status is and when you can expect to get reimbursed.

6/ Remember to get around to repeating this process every month or so (or risk passing reimbursement periods).

7/ Try and recall which sessions you've already submitted claims for, received reimbursement for etc.

8/ Spend countless hours with your insurance being transferred around on the phone when a claim has been denied.

With Mentaya, clients set it and forget it. We automatically file claims on behalf of clients after every session. This means more money flowing back to clients to continue investing in therapy and more clients who realize the true cost of private pay therapy might be, say, HALF of what they had originally thought.

Being truly “client-centered” does not end when our session does, in this day and age**.**. Let's alleviate the financial and mental burden of OON therapy on our clients by referring them to platforms that take \$\$\$ from big insurance companies and put in the pockets of our clients.

Learn more and try it free [here](#) with promo code **CPH**

About our Guest Author: Mor Goldberger has an MFT from the Wright institute and an MBA from Berkeley Haas. Mor is passionate about helping therapists get compensated what they deserve and create more time for themselves. Mor leads Growth for Mentaya and moonlights as a couples therapist on evenings and weekends