

Class Notes

Has Therapy Become Too Capitalistic?
with Paul Fugelsang



✓ **Balancing Profit with Purpose**

Paul's story is a reminder that financial sustainability doesn't have to come at the expense of your values. Therapists can run practices that are both ethical and profitable by being clear about their mission and transparent about their fees.

✓ **The Power of Saying No to Growth**

Open Path's success didn't come from chasing scale for its own sake. Paul built the organization with intention, choosing thoughtful progress over rapid expansion. This approach helped maintain quality, dignity, and impact without compromising the core mission.

✓ **Money Conversations Are Therapeutic Too**

Talking about fees with clients doesn't need to be taboo. Paul encourages therapists to treat financial discussions as part of the relationship, helping clients feel respected, seen, and understood, without hiding behind discomfort.

✓ **Sliding Scale with Intention**

Offering reduced-rate sessions is not about underpricing yourself. Paul challenges therapists to examine why they offer sliding scale, making sure it's a reflection of their values rather than fear or guilt.

✓ **Tech Isn't a Substitute for Connection**

While many mental health tools chase efficiency, Paul warns against outsourcing the human heart of therapy. The therapeutic relationship is sacred, and no platform or AI should try to replace that connection.