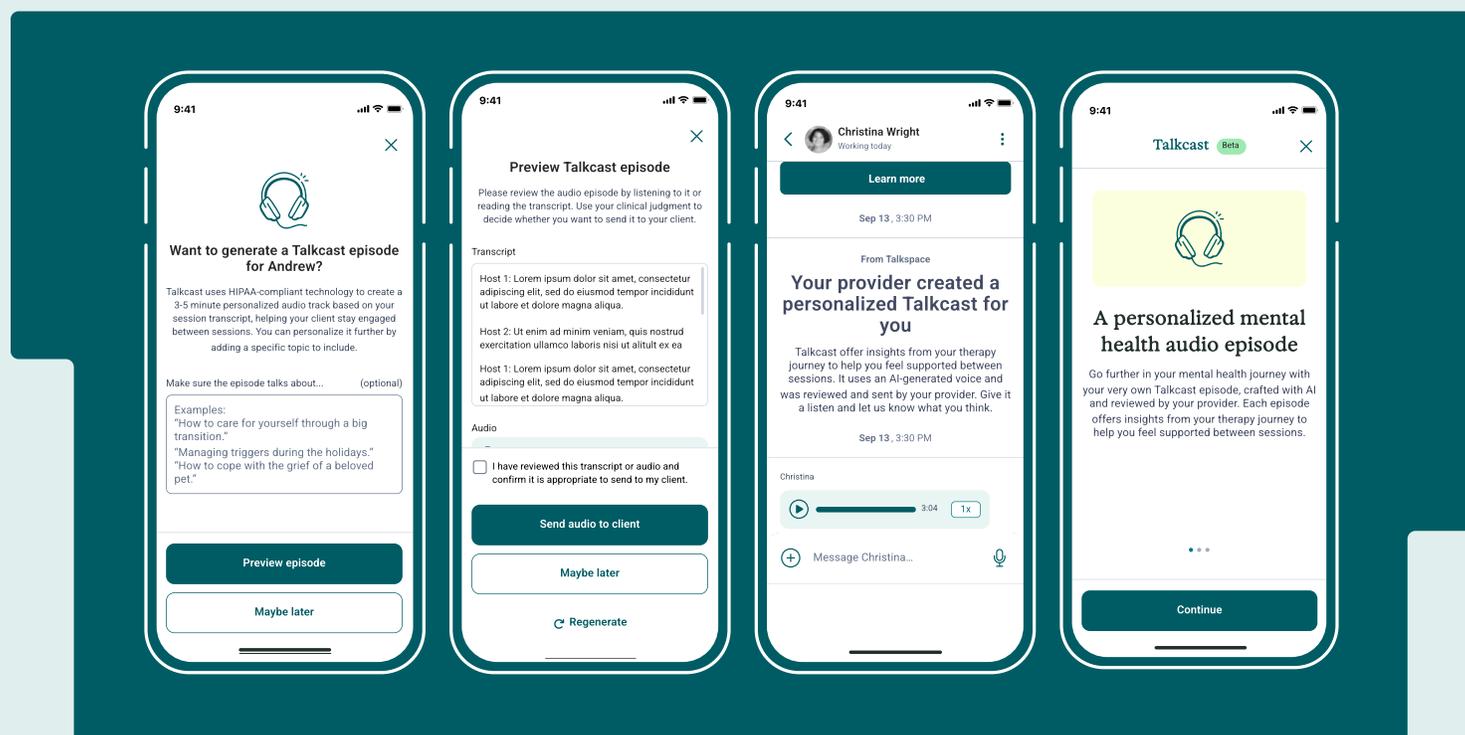


# Talkcast is an innovative solution for client support between therapy sessions

The gap between therapy sessions presents a fundamental challenge to therapeutic practice, often leaving clients with limited structured support when their therapist is not available. Although therapists may provide clients with homework or tools to engage with between sessions (journal prompts, worksheets, or breathing exercises, for example), adherence to these is inconsistent and hard to measure. Lack of engagement with therapeutic concepts in a meaningful, personalized way can lead to reduced motivation to continue therapy, reduced adherence to homework, and higher rates of attrition.

**Talkspace has engineered an innovative, data-driven solution: Talkcast.** This AI-powered, HIPAA-compliant feature creates a personalized audio discussion to reinforce therapeutic concepts from prior therapy sessions, all in the format of a podcast episode that the client can listen to any time, or multiple times, between sessions. Talkcast provides clients with tailored, familiar, and digestible content designed to sustain therapeutic gains and foster continuous engagement.<sup>1</sup>



## How it works

Talkcast seamlessly integrates into the provider workflow. Critically, the provider serves as a gatekeeper who can review and modify the generated transcript for accuracy and clinical appropriateness.

Following a therapy session, providers may generate a Talkcast episode script using the proprietary AI tool. The script summarizes and expands on topics covered in the therapy session, including any topics the provider specifically wants to include in the Talkcast script. The provider then reviews the script, and may provide additional instructions — including additional context — for AI-driven edits to the script.

Once the provider has reviewed and approved the script, the Talkcast system then generates audio, using AI text-to-speech technology, for the therapist to share with the client. Clients must opt in to receiving Talkcasts, and can always choose whether or not to listen to one. To ensure continuous quality improvement, providers and clients are asked to rate and provide feedback for each Talkcast. If a client provides negative or neutral feedback to the episode, the client may choose to opt out of receiving future Talkcast episodes.



## RESEARCH QUESTION

### How does the use of the Talkcast feature relate to client engagement?

We evaluated how the Talkcast feature was developed, implemented, and received by providers and clients over five months. We reviewed quantitative data related to providers' and clients' Talkcast usage and feedback, and client engagement metrics.

### Talkcast showed strong initial traction and satisfaction among providers

#### Provider usage

In the first five months that the Talkcast feature was fully available, therapists generated 28,165 Talkcasts. Nearly half (47%; n=1,301) of providers who had sessions on the platform during this period generated at least one Talkcast. Of the providers who sent at least one Talkcast, the average number of Talkcasts sent per provider was 21.65 (SD = 50.14; Median = 4).<sup>2</sup> Providers were able to give optional feedback on all Talkcasts generated regardless of whether they chose to send them to the client or not. Providers' ongoing quality ratings of Talkcasts were nearly all positive: 92% of the sent and rated Talkcasts were rated as "helpful" (Table 1).

2. The higher mean and lower median values, indicating a skewed distribution, are explained by a group of "power-user" providers who sent many Talkcast episodes (thus increasing the overall provider average).

**TABLE 1 THERAPIST RATINGS OF TALKCASTS THAT WERE SENT VS. NOT SENT**

	Sent		Not sent	
Feedback	Count	%	Count	%
Helpful	13,917	93%	540	34%
Just Okay	1,020	6%	562	34%
Not Good	113	1%	507	32%
Total	15,050	100%	1,609	100%

## Client usage

13,661 clients received at least one Talkcast and 7,199 (52.70%) of them opened at least one Talkcast. 3,028 (42.06%) clients provided feedback for at least one Talkcast. Of the clients who opened at least one Talkcast, the average number of Talkcasts received was 2.55 (SD = 2.31; Median = 2) and opened was 2.35 (SD = 2.21; Median = 2). Clients' ongoing quality ratings of Talkcasts were mostly positive: 76% of the opened and rated Talkcasts were rated as "helpful" (Table 2).

**76%** of the opened and rated Talkcasts were rated as "helpful"

TABLE 2 CLIENT RATINGS OF TALKCASTS

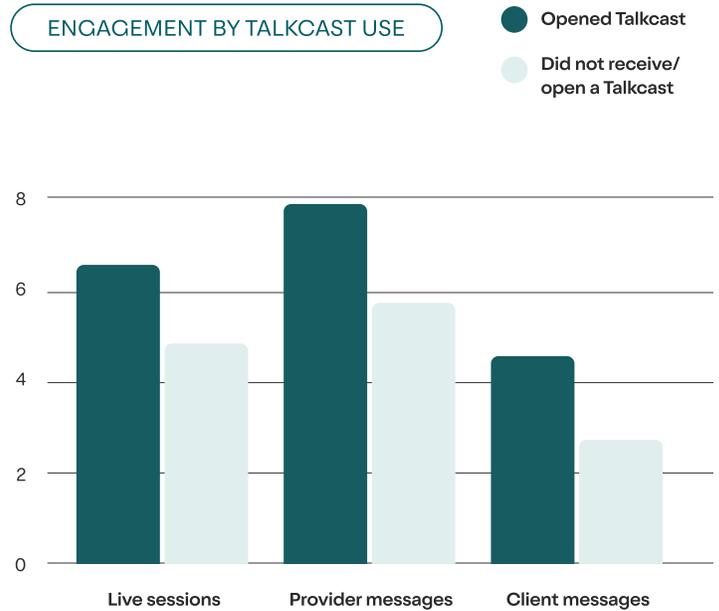
Feedback	Count	%
Helpful	3097	76%
Just Okay	402	10%
Not Good	78	2%
Didn't Listen	497	12%
Total	4,074	100%

## Clients who listened to a Talkcast were more engaged with therapy after listening than those who didn't

We evaluated whether clients who used Talkcast (opened at least one; N=6,961) engaged with therapy more after listening to their Talkcast episode than those who did not opt in or use the Talkcast feature (N=10,843). We defined engagement with therapy as numbers of sessions, provider messages, and client messages over the five month study period. We only included clients of providers who used the Talkcast feature at least once, to reduce between provider differences (N providers =1,290).

We found a statistically significant difference between groups in all engagement metrics suggesting that clients who opened at least one Talkcast had higher engagement with therapy than those who did not.

ENGAGEMENT BY TALKCAST USE



## Conclusion

Providers and clients received Talkcast positively, and clients who opened Talkcasts sent by their providers were more engaged in therapy than clients who did not opt in or use the Talkcast feature. Talkcast represents a key innovation that provides a unique and personalized resource for providers to share with clients between sessions. By leveraging AI to deliver, on-demand psychoeducation and reinforcement of therapy topics, Talkcast helps mitigate the motivation gap and extends the clinical value of the therapy hour. Innovations like this are important for delivering more personalized care, which may improve client engagement with and adherence to mental health care.

