

AM&M Assignment: Conduct a Competitor and Marketing Analysis For A Mental Health Clinic in Columbus, Ohio.

1. Competitor Identification

- **Hospital System:** OhioHealth Behavioral Health
- **Hospital System:** Mount Carmel Behavioral Health
- **Non-Profit Organization:** Netcare Access
- **Private Practice (Specialized):** Columbus Counseling Group
- **Private Practice (Broader Scope):** The Center for Cognitive and Behavioral Therapy

2. Competitor Profile

OhioHealth Behavioral Health

- **Name/Location:** OhioHealth Behavioral Health (Various outpatient locations, including 3820 Olentangy River Rd, Columbus, OH 43214, and inpatient services at Riverside Methodist Hospital, 3535 Olentangy River Rd, Columbus, OH 43214).
- **Services Offered:** Inpatient and outpatient services, Partial Hospitalization Program (PHP), Intensive Outpatient Program (IOP), individual therapy, group therapy, psychiatry, medication management, Mindfulness-Based Stress Reduction Program (MBSR), Transcranial Magnetic Stimulation (TMS), Sexual Assault Response Network of Central Ohio (SARNCO).
- **Target Audience:** Adults and families dealing with a range of psychiatric disorders, including depression, anxiety, and mood disorders. Also serves those needing more intensive care or stepping down from inpatient. SARNCO specifically targets sexual assault survivors.
- **Additional Benefits:** Integrated within a large hospital system, offering comprehensive medical and mental health care.
- **Website & Social Media Links:**
 - Website: <https://www.ohiohealth.com/services/neuroscience/our-programs/behavioral-and-mental-health/>
 - Social Media: <https://facebook.com/OhioHealth>, <https://www.instagram.com/ohiohealth?igsh=MWt6djFibnZmcml6bw==>, <https://x.com/ohiohealth?s=11&t=tbdoYrRgBbWSe3FFw8aO6A>, <https://www.linkedin.com/company/ohiohealth/>, https://www.tiktok.com/@ohiohealth?_t=ZP-8wjz1R8hYw3&_r=1.

Mount Carmel Behavioral Health

- **Name/Location:** Mount Carmel Behavioral Health (4646 Hilton Corporate Drive, Columbus, OH 43232).
- **Services Offered:** Acute inpatient care, Intensive Outpatient (IOP), Outpatient, psychiatric evaluation and assessment, medication assessment and intervention,

individual, family, and group therapy, life skills therapies, safety, crisis, and discharge planning. Specializes in a wide range of conditions including anxiety, depression, bipolar disorder, borderline personality disorder, self-harm, suicidal ideation, and trauma. Offers a specialized inpatient program for trauma.

- **Target Audience:** Adults 18 and older experiencing acute symptoms of various mental and behavioral health concerns. Focuses on short-term inpatient care designed for long-term results.
- **Additional Benefits:** Part of the Mount Carmel Health System, offering a continuum of care within a larger medical framework. Individualized approach to treatment.
- **Website & Social Media Links:**
 - Website: <https://www.acadiahealthcare.com/locations/mount-carmel-behavioral-health/> (also listed on addictioncenter.com)
 - Social Media:

Netcare Access

- **Name/Location:** Netcare Access (199 South Central Avenue, Columbus, OH 43223).
- **Services Offered:** 24/7 crisis care line, immediate walk-in services for mental health and substance use crises, outpatient counseling, medication management, case management, non-crisis assessments, residential services, evidence-based interventions (CBT, Motivational Interviewing), Community Mobile Team, Community Crisis Response.
- **Target Audience:** Adults 18+ experiencing mental health and/or substance use issues, particularly those in crisis. Focus on accessibility, serving individuals regardless of ability to pay.
- **Additional Benefits:** No one is turned away for lack of funds (utilizes Franklin County ADAMH Sliding Fee Schedule, accepts Medicaid and Medicare). Comprehensive crisis intervention services.
- **Website & Social Media Links:**
 - Website: <https://www.netcareaccess.org/>
 - Social Media:
 - <https://www.instagram.com/netcareaccess?igsh=OWdzdWdzZmJneTgw>,
 - <https://facebook.com/netcareaccess>,
 - https://www.tiktok.com/@netcareaccess?_t=ZP-8wk0Olsu8Y3&_r=1,
 - <https://www.linkedin.com/company/netcare-access/>,
 - https://youtube.com/@netcareaccess2668?si=V_TfN9ClqRLnFx_x.

Columbus Counseling Group (CCG)

- **Name/Location:** Columbus Counseling Group (5655 N High St, Suite 208, Worthington, OH 43085 - just north of Columbus).
- **Services Offered:** Individual therapy, Standard DBT Treatment Program (for adults and young adults 18-24), Trauma Therapy and EMDR, Eating Disorder Treatment, Substance Use Treatment, Professional Consultation, Yoga & Reiki, Nutrition Counseling, Family & Friends Education & Support (for DBT clients).

- **Target Audience:** Individuals seeking specialized, evidence-based therapies, particularly those with complex trauma, borderline personality disorder, emotion dysregulation, and LGBTQ+ concerns. Strong emphasis on holistic, inclusive, and affirming care.
- **Additional Benefits:** Highly specialized in DBT and trauma. Offers a "personal touch" with real person connection for scheduling. Culturally sensitive and inclusive.
- **Website & Social Media Links:**
 - Website: <https://columbuscounselinggroup.com/>
 - Social Media: <https://www.instagram.com/columbuscounselingg?igsh=MW5mYjRhOWZjYm5vbg==>, <https://www.linkedin.com/company/ccg-columbus-counseling-group/>,

The Center for Cognitive and Behavioral Therapy (CCBT)

- **Name/Location:** The Center for Cognitive and Behavioral Therapy (Multiple locations in Columbus, including 4624 Sawmill Road, Columbus, OH 43220, and 1100 Beecher Crossing North Columbus 43230).
- **Services Offered:** Individual therapy, psychological testing, telehealth, primary medical care (integrated), services for autism, depression, anxiety, adjustment problems, faith-based counseling, impaired professionals programs, learning problems, addictions/substance abuse, relationship services, professional training, positive behavioral parenting. Utilizes CBT and other evidence-based models. Serves ages 7 and up.
- **Target Audience:** Broad age range (children to adults) seeking evidence-based cognitive and behavioral therapies for a wide array of mental health concerns, including specialized areas like autism, ADHD, and OCD. Offers faith-based counseling.
- **Additional Benefits:** Multiple locations for accessibility. Integrated primary medical care.
- **Website & Social Media Links:**
 - Website: <https://www.ccbtcolumbus.com/>
 - Social Media: Facebook • [Follow](#), X • [Follow](#), YouTube • [Follow](#), LinkedIn • [Follow](#)

3. Marketing Presence

OhioHealth Behavioral Health

- **Website:** User-friendly, modern design integrated into the larger OhioHealth website. Clear messaging about services and locations. Easy to navigate between inpatient and outpatient offerings.
- **SEO:** Ranks well for broad terms like "behavioral health Columbus Ohio" due to its large hospital system presence and high domain authority.
- **Social Media:** Relies on the overall OhioHealth social media channels. Engagement levels seem to be high for general health topics, but specific behavioral health content are less targeted. Content focuses on general well-being, system updates, and health awareness.

- **Google Reviews:** As a large system, reviews are spread across various hospital and clinic listings. Overall OhioHealth ratings are generally positive, but specific behavioral health department ratings vary.

Mount Carmel Behavioral Health

- **Website:** Modern and relatively user-friendly, with clear information on inpatient and outpatient programs. Provides details on their specialized trauma program.
- **SEO:** Ranks for terms related to "inpatient mental health Columbus" and "trauma treatment Columbus" due to their specific offerings.
- **Social Media:** Similar to OhioHealth, relies on the broader Mount Carmel Health System social media. Content is similar to OhioHealth, with more focus on acute care and recovery stories.
- **Google Reviews:** Reviews are integrated with the main Mount Carmel hospital listings.

Netcare Access

- **Website:** Functional and clear, emphasizing their crisis services and accessibility. Information on outpatient services is present but the immediate crisis focus is prominent. May not be as modern as private practice sites but serves its purpose.
- **SEO:** Ranks well for crisis-related terms like "mental health crisis Columbus Ohio" and "24/7 mental health help Columbus."
- **Social Media:** Seems to use Facebook for community announcements, crisis resources, and outreach. Engagement seems to be higher around public health initiatives and crisis awareness.
- **Google Reviews:** Reviews often reflect experiences with crisis services, which can be highly emotional. Ratings vary widely due to the nature of their work.

Columbus Counseling Group (CCG)

- **Website:** Modern, clean, and highly user-friendly. Messaging is very clear about their specializations (DBT, trauma, LGBTQ+ affirming). Highlights their team and values. Offers a client portal for ease of access.
- **SEO:** Will rank well for niche terms like "DBT Columbus Ohio," "trauma therapy Columbus," and "LGBTQ+ counseling Columbus." May struggle to rank as high for general terms compared to hospital systems due to smaller scale.
- **Social Media:** Uses platforms like Facebook and Instagram to share therapeutic insights, promote groups, and highlight their inclusive values. Engagement seems to be decent within their target community.
- **Google Reviews:** Tend to have highly positive reviews, often highlighting the specialized care and compassionate approach of their therapists. Number of reviews might be lower than larger organizations but quality is often high.

The Center for Cognitive and Behavioral Therapy (CCBT)

- **Website:** Professional and informative, with clear navigation for services, locations, and conditions treated. Highlights their evidence-based models. The design is functional but perhaps not as sleek as some newer private practices.
- **SEO:** Ranks for "CBT Columbus Ohio," "cognitive behavioral therapy Columbus," and specific condition terms they treat (e.g., "autism therapy Columbus"). Their multiple locations and integration with Nationwide Children's Hospital (as per search results) may boost their SEO.
- **Social Media:** Has a presence on platforms like Facebook, X, YouTube, and LinkedIn, and shares articles on CBT, mental health tips, and clinic updates. Engagement is moderate.
- **Google Reviews:** Can be expected to have good ratings, particularly for their evidence-based approach and specialized services.

4. Strengths & Weaknesses (SWOT-style)

OhioHealth Behavioral Health

- **Strengths:** Extensive range of services, integrated with a large, reputable hospital system, strong brand recognition, comprehensive medical support.
- **Weaknesses:** May feel less personalized than smaller practices, potentially longer wait times for outpatient appointments, less specialized focus compared to niche private practices, administrative processes typical of large organizations.
- **Opportunities:** Leverage their medical integration for truly holistic care, expand specialized programs based on community needs, utilize their research capabilities to offer cutting-edge treatments.
- **Threats:** Competition from other large hospital systems and growing private practices, perception of being "too big" or impersonal, difficulty adapting quickly to new market trends due to different structures.

Mount Carmel Behavioral Health

- **Strengths:** Strong focus on acute inpatient care and trauma, part of a respected health system, individualized treatment plans, comprehensive discharge planning.
- **Weaknesses:** Primarily focused on acute inpatient, less emphasis on long-term outpatient care beyond initial stabilization, potentially limited scope for less severe conditions.
- **Opportunities:** Develop stronger partnerships with outpatient providers for seamless transitions, market their trauma program more broadly, expand intensive outpatient offerings to serve a wider range of needs.
- **Threats:** Other hospital systems expanding their behavioral health inpatient units, private practices offering specialized trauma therapies in outpatient settings.

Netcare Access

- **Strengths:** 24/7 crisis intervention, serves individuals regardless of ability to pay (sliding scale, Medicaid, Medicare), crucial community resource, wide range of immediate support services.

- **Weaknesses:** Less focus on long-term, ongoing therapy for stable clients, facility appearance may be less appealing than private clinics, high caseloads for staff.
- **Opportunities:** Partner with private clinics for referrals for ongoing care after crisis stabilization, educate the public on non-crisis services available, expand preventative programs.
- **Threats:** Funding limitations for non-profit services, increasing demand for crisis services outpacing resources, competition from urgent mental health care centers.

Columbus Counseling Group (CCG)

- **Strengths:** Highly specialized in DBT and trauma, strong emphasis on inclusive and affirming care (LGBTQ+, neurodivergent), "personal touch" service, excellent reputation within their niche.
- **Weaknesses:** Limited scope of services (not offering psychiatry, for example), potentially higher out-of-pocket costs if not in-network with many insurances, smaller capacity compared to larger organizations.
- **Opportunities:** Expand their specialized offerings (specific trauma therapies, niche group programs), offer more workshops/training for community members, leverage their reputation for collaboration with other providers.
- **Threats:** Other private practices developing similar specializations, large systems adding more robust DBT or trauma programs, economic downturn affecting ability to pay for specialized private care.

The Center for Cognitive and Behavioral Therapy (CCBT)

- **Strengths:** Strong foundation in evidence-based therapies (CBT), broad age range served, multiple locations for accessibility, offers psychological testing and integrated primary medical care, faith-based counseling option.
- **Weaknesses:** Website design could be more modern/engaging, less specialized in a single area compared to CCG, "jack of all trades" approach might make them seem less expert in any one specific area to some clients.
- **Opportunities:** Enhance online presence with more engaging content, expand telehealth options, market their integrated care approach more aggressively, highlight unique offerings like faith-based counseling.
- **Threats:** New, modern private practices with strong online marketing, larger hospital systems expanding their outpatient CBT offerings, competition from online therapy platforms.

5. Key Takeaways

What stands out about the competitors?

- **Hospital Systems (OhioHealth, Mount Carmel):** Dominate the inpatient and intensive outpatient market. They offer comprehensive medical integration and a wide range of services, benefiting from strong brand recognition and robust infrastructure. However, they may lack the personalized touch and specialized niche focus of private practices.

- **Non-Profit (Netcare Access):** Critical for crisis intervention and accessibility for underserved populations. Their 24/7 availability and commitment to "no one turned away" fill a vital community need. Their focus is on immediate care and stabilization, rather than extensive long-term therapy.
- **Private Practices (CCG, CCBT):** Differentiate themselves through specialization (DBT, trauma, specific populations for CCG) and evidence-based approaches (CBT for CCBT). They often offer a more personalized experience. Their marketing relies heavily on clear messaging about their expertise and values, and positive client reviews. Telehealth is a common offering.

What opportunities are there to position our clinic better?

- **Niche Specialization with Broad Accessibility:** While some private practices specialize, there's an opportunity to combine a specialized focus such as, young adult mental health, anxiety disorders with a specific therapeutic modality like ACT, or grief counseling with a strong commitment to insurance acceptance and flexible scheduling (including evenings/weekends). Many specialized private practices might be more self-pay.
- **Strong Digital Presence & User Experience:** A modern, highly user-friendly website with clear calls to action, easy online scheduling, and robust telehealth options is crucial. Many smaller practices have functional but not necessarily visually appealing or highly optimized websites. Include links to socials on all website formats.
- **Community Engagement & Education:** Host free workshops, webinars, or support groups on common mental health topics. This positions the clinic as a community resource and builds trust.
- **Focus on Specific Demographics/Psychographics:** Identify an underserved population in Columbus and tailor services and marketing to them, first responders, specific cultural groups, high-stress professionals.
- **Integrated Wellness Approach:** Beyond traditional therapy, offer complementary services or partnerships, for example, yoga, mindfulness, nutrition counseling, financial wellness resources. This is to provide a more holistic approach to mental well-being, similar to CCG's yoga/Reiki offerings.

Any content or service ideas worth exploring?

- **Specialized Group Therapy Programs:** Beyond general therapy, offer highly specific groups such as, "Coping with Social Anxiety in the Digital Age," "Mindfulness for Chronic Stress," "Support for New Parents with Postpartum Depression/Anxiety".
- **Hybrid Care Models:** A blend of in-person and robust telehealth options to maximize accessibility and convenience.
- **Targeted Outreach to Primary Care Physicians:** Build relationships with local PCPs to receive referrals, as they are often the first point of contact for mental health concerns.
- **Transparent Pricing & Insurance Information:** Clearly communicate accepted insurances and self-pay options on the website to reduce barriers for potential clients.
- **Client Testimonials and Success Stories:** Feature compelling client testimonials (with consent) on the website and social media to build trust and demonstrate effectiveness.

- **Educational Blog/Resource Center:** Regularly update a blog with articles on mental health topics, coping strategies, and clinic news. This boosts SEO and positions the clinic as an expert resource.
- **Emphasis on Specific Therapeutic Modalities:** Clearly highlight the evidence-based therapies offered and explain their benefits to help potential clients understand what they can expect.
- **Walk-in/Same-Day Assessment Option (Limited):** While Netcare handles crises, a limited walk-in or same-day assessment option for non-emergency situations could be a significant differentiator for those seeking quick access to care.