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Who We Are

For too long, mental health care has been inaccessible, inconvenient, unaffordable, and loaded with stigma. Cerebral is changing that. Our mission is simple and straightforward: **to improve access to affordable, high-quality, long-term mental health care to everyone who needs it.**

Cerebral provides easy, online access to prescribing psychiatrists and behavioral health therapists. With three full-service subscription plans, members get long-term support from a care team that's custom-designed to them—always at an affordable price. This is high-quality mental health care wherever and whenever you want it, without the stigma, wait times, or stress.

Fast Facts

- Cerebral was founded in January, 2020.
- The company's collaborative care model combines psychiatric care and behavioral health care.
- Cerebral offers three monthly subscription plans: Medication & Care Counseling, Medication & Therapy, Therapy-only.
- Plans are available in every U.S. state and Washington D.C.
- Over 100,000 members have signed up for Cerebral since its launch.
- 80% of clients can have their initial visit within 10 minutes of signing up—compared with the 2-3 month wait times for traditional psychiatry.
- Cerebral received \$127 million in Series B funding in April, 2021 and became the fastest mental health company in history to reach unicorn status. Combined with \$35 million in Series A funding, the company has raised over \$160 million in just over one year.
- Company size: 2,000+ team members
- "Best online service for mental health" - New York magazine

How Cerebral Is Solving Mental Health

Mental health disorders affect roughly 50% of the general population, but factors like cost, convenience, and fear of judgment often prevent people from accessing mental health treatment. There is often a 3-month wait time to see a psychiatrist for an initial consultation, never mind the \$500+ bill for these consultations. On the behavioral therapy side of things, patients pay three times as much for traditional therapy than they do for Cerebral. And this is all if patients can overcome the stigma to seek care.

In just over a year, Cerebral has helped over 100,000 people get mental health care online, wherever and whenever they need it. Its direct to consumer online model solves issues of affordability and a lack of access to quality mental health services. With members able to do their visits from the comfort of their own home and on their own schedule, Cerebral makes access to mental health easier than ever. In fact, 80% of Cerebral clients can have their initial visit within 10 minutes of signing up—compared with the 2-3 month wait times for traditional psychiatry. Additionally, over 75% of Cerebral clients achieve meaningful reductions in their symptoms in less than just 2 months of care.

Cerebral's care is best in class. Members receive direct access to a care team that combines providers, care counselors, weekly therapists, and account coordinators. Yet, this best in class care is more affordable than both traditional care and lower-quality online care from other companies. Cerebral has also partnered with several insurers to provide coverage for medication and visits. More in-network partnerships are in the works, and by the end of 2021, Cerebral plans to be able to cover over 100 million lives via its insurance partnerships. Members can start a plan that offers access to both psychiatric and behavioral health services for only \$30 for the first month!

Now, Cerebral is the fastest growing mental health company in history. After accomplishing so much in just over a year, the company is truly just getting started!

News: Cerebral Raises \$127M Series B, Becomes Fastest Mental Health Unicorn

In June 2021, just over a year after launching, Cerebral raised \$127 million in Series B funding and became the fastest ever mental health company to unicorn status. In conjunction with our \$35 million Series A last September, the company has now raised over \$160 million in funding.

Access Industries led the Series B round of investment. They were joined by Silver Lake Waterman, Artis Ventures, Bill Ackman, Oak HC/FT, WestCap, and others. Each of these world-class investors is confident Cerebral will continue to lead and transform access to long-term, high-quality mental health care on a global scale.

“We are proud to support Cerebral’s continued growth and mission to make comprehensive, quality mental health care accessible to everyone in need,” said Lincoln Benet, CEO of Access Industries.

“Cerebral has built a comprehensive telehealth platform that is seeing strong adoption as it generates better patient outcomes with a strong value proposition,” said Shawn O’Neill, Managing Director and Group Head of Silver Lake Waterman. “Kyle and the leadership team have shown great execution and we are excited to partner with them on their next phase of growth.”

Within 15 months of launching, Cerebral debuted its mobile app, brought its service to every state in the U.S., launched computerized cognitive behavioral therapy (CBT), and introduced in-network insurance. Now, Cerebral looks forward to taking on its newest goals:

Expanded service. The company will add specialized verticals within mental health care to join its current verticals of anxiety, depression, and insomnia. Cerebral has already added ADHD to its lineup. Members have already reported an exceptionally positive experience with the ADHD services. As it extends ADHD services, the company will begin to treat other conditions, including bipolar disorder, PTSD, substance abuse, eating disorders, phobias, and many others. Not stopping there, Cerebral will also add group therapy to its services. By adding these new conditions, Cerebral will significantly increase its addressable market.

Soon, Cerebral will be the one-stop shop for all things mental health.

More in-network insurance options. One of the best ways to provide access to mental health care is through in-network insurance partnerships. Cerebral has already partnered with several insurers, which has led to reduced pricing for members. The company aims to be in network with every plan in every state so everyone can apply their insurance and save big!

Global expansion. With its eyes on global markets, Cerebral will also take the major step of expanding its services beyond the United States! And beyond that, the company will make itself available to people in the U.S. under the age of 18. Over 16% of American youths between the ages of 6 and 17 suffer from a mental health disorder. That number is from 2016, and it has almost certainly gone up much more since then, especially in a global pandemic.

Payers/Employers. The additional funding will also help Cerebral further strengthen and expand its commercial business. Partnering with payers and employers is a key part of the company's growth strategy and will allow Cerebral to accelerate product and solution development to meet the unique needs of its partners. The company looks forward to deploying additional capabilities around data sharing, B2B connectivity, and an even broader set of conditions to stay true to its mission of improving access to high-quality mental health care.

"I'm thrilled that Cerebral is at the forefront of transforming access to high-quality mental health care and providing the best care to everyone who needs it," Founder and CEO Kyle Robertson said. "We will not stop building, growing, and iterating until everyone, everywhere can access high-quality mental health care without the high cost, wait times, and stigma seen in traditional care."

A Cerebral Member's Story

This is a real story from Taryn Z., a Cerebral member since December, 2020.

At the end of 2020, I had what I could only describe as a complete mental breakdown. My aunt passed away, I'd found my dream job but then had it taken away, and I was living in a tiny room with my partner. When he broke his kneecap, he needed to be waited on—and during all this, I was dealing with my own alcoholism. Of course, this was also during the height of the pandemic. I had been a career bartender/manager with a great pre-pandemic life. But suddenly, I wasn't able to find work. As a highly social person with a "bartender ear," I was showing up for everyone else and their Covid issues, but I wasn't taking care of myself.

And then, my partner left me. I had never felt lower, and I needed help. But I was new to the city, I was living off unemployment, and I could not cover my bills. Being stuck inside and without a job, I didn't think I was going to be finding the mental health treatment I wanted and needed anytime soon.

Then, I found Cerebral online.

Cerebral's version of telehealth has been a life-changer for me. I liked that I could try out Cerebral for a very reasonable price. I liked the open communication and how the platform functions, especially the video visits. And I definitely liked how accessible Cerebral is. I didn't want to call a psychiatrist's office because of how difficult the process can be, but Cerebral walked me through every step. I also liked that the first thing they put me on was a daily multivitamin. And I really liked that I suddenly had access to a counselor, which usually costs a fortune. I didn't know I could get this kind of quality mental health care delivered online.

I feel like Cerebral found me, and I am grateful everyday for it. I've recommended Cerebral to many of my friends, and it's changed their lives too.

Now, with Cerebral's help and through my own spiritual journey, I'm over two months sober! I've learned to set boundaries and healthy ways to show up for myself and for others. I love being alone now, and I feel like I have so much more control over my emotions. I'm grateful every day that I get to spend with my dogs on my sailboat, literally living my dream.

CEO & Founder Kyle Robertson



Kyle Robertson launched Cerebral in January, 2020 with the clear goal of improving access to affordable, high-quality, long-term mental health care to everyone who needs it.

For Kyle, the motivation to build Cerebral was personal. Despite both of his parents being mental health clinicians, he says, "I struggled with my own battle with anxiety and depression, but due to internalized stigma, wait times, and cost, it took me years to access care."

In his teenage years, Kyle was also dealing with coming out as gay to his parents. And yet, Kyle says, "While I was able to muster up the courage to tell them 'I'm gay,' I couldn't muster up that same courage to tell them—or even myself—something that mattered much more than my sexuality: 'I'm depressed.' It took me nearly a decade to realize that it was because of internalized stigma that it took me so long to seek treatment for the first time."

And as so many others have learned, there's much more than stigma that holds people back from getting the care they need. Long wait times, high costs, and the difficulty of finding the right provider are all major barriers to mental health care. So, Kyle founded Cerebral at the age of 27.

After little more than a year, Cerebral's new model of care has worked, and is working, to solve stigma, accessibility, and cost issues for people around the country. And soon, around the world.

If you'd like to interview Kyle Robertson, please email press@getcerebral.com.

Press Releases

Feb 23, 2021

[Cerebral's Online Mental Health Care Now Available Everywhere in the U.S.](#)

Dec 28, 2020

[Cerebral Launches New Mobile App to Expand Its Mental Health Care Service Further](#)

Sept 14, 2020

[Cerebral launches virtual therapy service amid Covid stress](#)

July 30, 2020

[Cerebral Brings Telemedicine for Mental Healthcare to Virginia, Oregon, Washington, Colorado, Indiana, and Connecticut](#)

May 7, 2020

[COVID-19 Fuels Growth for Remote Mental Health Services as Cerebral Expands to New York, Illinois, and Michigan](#)

Jan 21, 2020

[Cerebral Launches in Seven States, Aiming to Fill a Gap in Mental Health Care](#)

Image Assets

[\(click here for access to all images\)](#)

Logos:



Cerebral



Cerebral



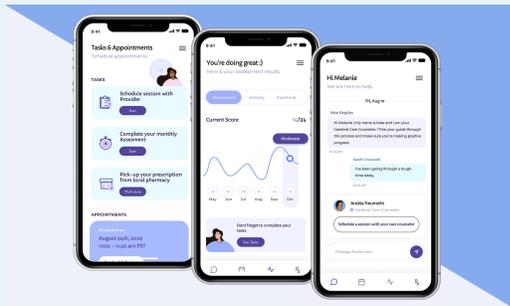
Cerebral

Cerebral 

Cerebral 

Cerebral 

Product:



Lifestyle:



Kyle Robertson, Founder & CEO:

