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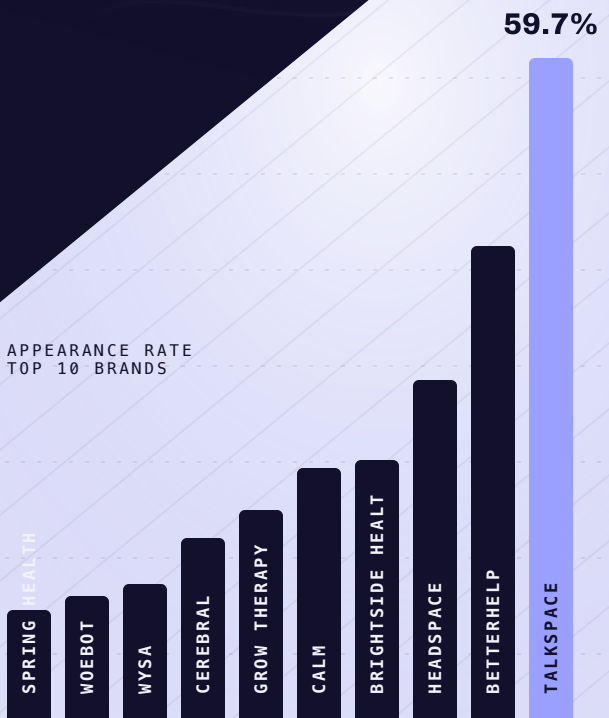
MENTAL HEALTH INDEX 2.0

Which mental health services AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 47 Google AI Overviews

Prepared by :
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AT A GLANCE

Talkspace leads this measured set. BetterHelp is second.

Talkspace: 172/288 returned four-engine answers (59.7%; 95% interval 54.0–65.2%).

Version 2. This version replaces the first version of this study, first published July 16, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

59.7%
of answers named Talkspace, the most-named (172 of 288)

24
tracked brands named at least once (of 29)

94%
of Google searches showed an AI Overview (47 of 50)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 14
04 How the engines differ 15
05 Google AI Overviews 16
06 Leaders by question 17
07 Who the engines cite 18
08 Improving AI visibility 20
09 Questions people ask 21
10 Methodology 22
A Appendix: the 24 questions 23

KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Talkspace

Talkspace: 172/288 returned four-engine answers (59.7%; 95% interval 54.0–65.2%).

NAMED FIRST

51/288 (17.7%)

BetterHelp was the first brand named in 51 of 288 answers, more than any other tracked brand. Its average first position was 2.7. Talkspace was named first in 48 of 288.

OWN-SITE CITATIONS

73/288 (25.3%)

Talkspace's own domains were cited in 73 of 288 grounded answers, more than any other tracked brand. Grow Therapy followed at 41 of 288. 3 of 29 tracked brands had 0 of 288, and 4 had no tracked own site.

AIO TRIGGER

47/50 (94%)

Google AI Overviews appeared on 47 of 50 searches (CI 83.8–97.9%). On the other 3, no overview was shown.

AIO LEADER

22/47 (46.8%)

Headspace was the brand named most often in AI Overviews, at 22 of 47, followed by Calm at 18 of 47 (38.3%). In the four-engine set, Headspace was named in 88 of 288 answers (30.6%).

TOP DOMAIN

86/288 (29.9%)

healthline.com was cited in 86 of 288 grounded four-engine answers, with 109 of 2,533 citations (4.3%). forbes.com came second with 92 citations in 68 answers (23.6%).

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Talkspace	59.7%	172/288
2	BetterHelp	42.7%	123/288
3	Headspace	30.6%	88/288
4	Brightside Health	23.3%	67/288
5	Calm	22.6%	65/288
6	Grow Therapy	18.8%	54/288
7	Cerebral	16.3%	47/288
8	Wysa	12.2%	35/288
9	Woebot	11.1%	32/288
10	Spring Health	9.7%	28/288
11	Lyra Health	9.4%	27/288
12	Big Health	8.7%	25/288
13	Modern Health	8.3%	24/288
14	Headway	6.3%	18/288
15	Alma	5.9%	17/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,533 citations. None means no own site is tracked for that name. Question 2 names BetterHelp and Talkspace, so those counts include up to 12 answers each that name them by design. Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Talkspace (160/276) and BetterHelp (111/276); their order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Talkspace	172/288	59.7%	54–65.2%	2.6	25.3% (73/288)	3.2%
2	BetterHelp	123/288	42.7%	37.1–48.5%	2.7	12.2% (35/288)	1.5%
3	Headspace	88/288	30.6%	25.5–36.1%	2.6	2.4% (7/288)	0.3%
4	Brightside Health	67/288	23.3%	18.8–28.5%	2.5	7.3% (21/288)	1.1%
5	Calm	65/288	22.6%	18.1–27.7%	2.7	1.4% (4/288)	0.2%
6	Grow Therapy	54/288	18.8%	14.7–23.7%	2.7	14.2% (41/288)	1.6%
7	Cerebral	47/288	16.3%	12.5–21%	3.2	4.2% (12/288)	0.6%
8	Wysa	35/288	12.2%	8.9–16.4%	2	2.1% (6/288)	0.2%
9	Woebot	32/288	11.1%	8–15.3%	2.7	1% (3/288)	0.2%
10	Spring Health	28/288	9.7%	6.8–13.7%	2.3	1.4% (4/288)	0.2%
11	Lyra Health	27/288	9.4%	6.5–13.3%	1.7	0.7% (2/288)	0.1%
12	Big Health	25/288	8.7%	5.9–12.5%	1.3	4.9% (14/288)	0.6%
13	Modern Health	24/288	8.3%	5.7–12.1%	2.9	1% (3/288)	0.1%
14	Headway	18/288	6.3%	4–9.7%	3.3	3.1% (9/288)	0.4%
15	Alma	17/288	5.9%	3.7–9.2%	4.2	1% (3/288)	0.1%
16	Replika	16/288	5.6%	3.4–8.8%	3.1	1% (3/288)	0.2%
17	Ginger	14/288	4.9%	2.9–8%	5.4	None	None
18	Psychology Today	14/288	4.9%	2.9–8%	3.2	3.1% (9/288)	0.4%
19	Charlie Health	13/288	4.5%	2.7–7.6%	2.2	3.8% (11/288)	0.4%
20	SonderMind	13/288	4.5%	2.7–7.6%	4.3	2.1% (6/288)	0.2%
21	Rula	11/288	3.8%	2.1–6.7%	4.2	0% (0/288)	0%
22	Equip Health	9/288	3.1%	1.7–5.8%	2.1	2.1% (6/288)	0.3%
23	Octave	4/288	1.4%	0.5–3.5%	5.3	1% (3/288)	0.1%
24	Two Chairs	1/288	0.3%	0.1–1.9%	4	0% (0/288)	0%
25	Ahead	0/288	0%	0–1.3%	–	0% (0/288)	0%
26	Hims & Hers Mental Health	0/288	0%	0–1.3%	–	1.4% (4/288)	0.2%
27	Lightfully Behavioral Health	0/288	0%	0–1.3%	–	None	None
28	Mindstrong	0/288	0%	0–1.3%	–	None	None
29	Ro Mind	0/288	0%	0–1.3%	–	None	None

02

THE LEADERBOARD

Question group: Online therapy

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Talkspace**	60/60	100.0%	94.0–100.0%	19
2	**BetterHelp**	57/60	95.0%	86.3–98.3%	41

02

THE LEADERBOARD

Question group: Therapist matching and in-network care

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Grow Therapy**	19/36	52.8%	37.0–68.0%	14
2	**Headway**	18/36	50.0%	34.5–65.5%	3
3	**Alma**	16/36	44.4%	29.5–60.4%	3
4	**Psychology Today**	14/36	38.9%	24.8–55.1%	7
5	**SonderMind**	12/36	33.3%	20.2–49.7%	2
6	**Octave**	4/36	11.1%	4.4–25.3%	0
7	**Rula**	4/36	11.1%	4.4–25.3%	0
8	**Two Chairs**	1/36	2.8%	0.5–14.2%	0

02

THE LEADERBOARD

Question group: Online psychiatry

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Brightside Health**	32/36	88.9%	74.7–95.6%	30
2	**Cerebral**	19/36	52.8%	37.0–68.0%	5
3	**Hims & Hers Mental Health**	0/36	0.0%	0.0–9.6%	0
4	**Mindstrong**	0/36	0.0%	0.0–9.6%	0

02

THE LEADERBOARD

Question group: Meditation and mindfulness apps

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Calm**	46/48	95.8%	86.0–98.8%	18
2	**Headspace**	45/48	93.8%	83.2–97.9%	28
3	**Ahead**	0/48	0.0%	0.0–7.4%	0

02

THE LEADERBOARD

Question group: Digital CBT and insomnia apps

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Big Health**	24/24	100.0%	86.2–100.0%	24

02 THE LEADERBOARD

Question group: Employer mental health benefits

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Modern Health**	24/24	100.0%	86.2–100.0%	3
2	**Spring Health**	24/24	100.0%	86.2–100.0%	0
3	**Lyra Health**	21/24	87.5%	69.0–95.7%	21
4	**Ginger**	11/24	45.8%	27.9–64.9%	0

02

THE LEADERBOARD

Question group: AI mental health chatbots

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Woebot**	19/24	79.2%	59.5–90.8%	11
2	**Wysa**	19/24	79.2%	59.5–90.8%	9
3	**Replika**	16/24	66.7%	46.7–82.0%	0

02

THE LEADERBOARD

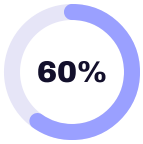
Question group: Intensive and specialty treatment

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Charlie Health**	11/36	30.6%	18.0–46.9%	11
2	**Equip Health**	7/36	19.4%	9.8–35.0%	6
3	**Lightfully Behavioral Health**	0/36	0.0%	0.0–9.6%	0

PROFILES

03 The top eight, side by side

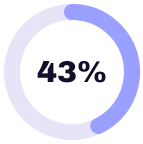


RANK 1

Talkspace

172/288 answers · 95% CI 54–65.2%

2.6	25.3%	3.2%
first-mention position	owned-domain citation (73/288)	citation share

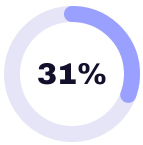


RANK 2

BetterHelp

123/288 answers · 95% CI 37.1–48.5%

2.7	12.2%	1.5%
first-mention position	owned-domain citation (35/288)	citation share

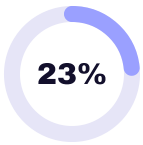


RANK 3

Headspace

88/288 answers · 95% CI 25.5–36.1%

2.6	2.4%	0.3%
first-mention position	owned-domain citation (7/288)	citation share

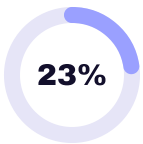


RANK 4

Brightside Health

67/288 answers · 95% CI 18.8–28.5%

2.5	7.3%	1.1%
first-mention position	owned-domain citation (21/288)	citation share

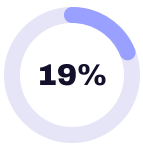


RANK 5

Calm

65/288 answers · 95% CI 18.1–27.7%

2.7	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

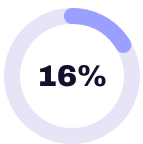


RANK 6

Grow Therapy

54/288 answers · 95% CI 14.7–23.7%

2.7	14.2%	1.6%
first-mention position	owned-domain citation (41/288)	citation share



RANK 7

Cerebral

47/288 answers · 95% CI 12.5–21%

3.2	4.2%	0.6%
first-mention position	owned-domain citation (12/288)	citation share



RANK 8

Wysa

35/288 answers · 95% CI 8.9–16.4%

2	2.1%	0.2%
first-mention position	owned-domain citation (6/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Talkspace			**59.7%**
BetterHelp			**51.4%**
Headspace			**31.9%**
Calm			**23.6%**
Cerebral			**23.6%**
Woebot			**22.2%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Talkspace			**68.1%**
BetterHelp			**44.4%**
Headspace			**29.2%**
Cerebral			**27.8%**
Grow Therapy			**26.4%**
Brightside Health			**23.6%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Talkspace			**56.9%**
BetterHelp			**38.9%**
Headspace			**29.2%**
Brightside Health			**29.2%**
Grow Therapy			**26.4%**
Calm			**22.2%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Talkspace			**54.2%**
BetterHelp			**36.1%**
Headspace			**31.9%**
Brightside Health			**25%**
Calm			**23.6%**
Grow Therapy			**16.7%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 50 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 47 = 335 answers.



TRIGGER RATE

Google AI Overviews appeared on 47 of 50 searches (94%, CI 83.8–97.9%). The other 3 searches showed no overview. Within the 47 overviews, Headspace was named in 22 (46.8%), Calm was named in 18 (38.3%), Talkspace was named in 16 (34%), BetterHelp was named in 13 (27.7%). youtube.com was the most-cited source, with 8 citations and an appearance in 8 of 47 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Talkspace	56.1%	=
2	BetterHelp	40.6%	=
3	Headspace	32.8%	=
4	Calm	24.8%	▲ 1
5	Brightside Health	21.5%	▼ 1
6	Grow Therapy	18.5%	=
7	Cerebral	14.6%	=
8	Wysa	11.3%	=
9	Woebot	10.1%	=
10	Spring Health	9.6%	=

06

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Talkspace 100%

TIED WITH BETTERHELP

BetterHelp	100%
Grow Therapy	83.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Brightside Health 100%

TIED WITH TALKSPACE

Talkspace	100%
Grow Therapy	41.7%

AI Overview shown on 1 of 3 searches

Q05 · 12 ANSWERS

Calm 83.3%

Headspace	75%
Wysa	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Calm 100%

TIED WITH HEADSPACE

Headspace	100%

AI Overview shown on 3 of 3 searches

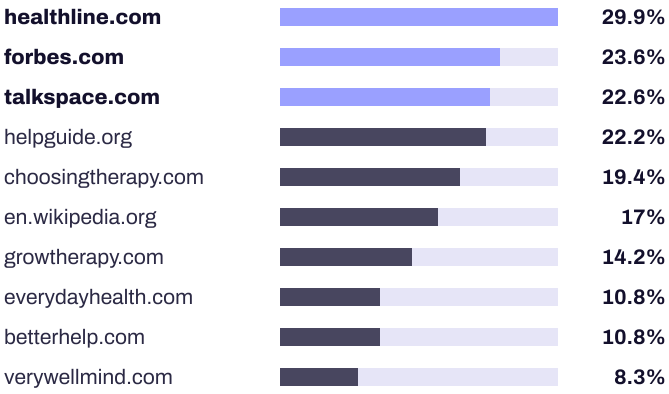
07

WHO THE ENGINES CITE

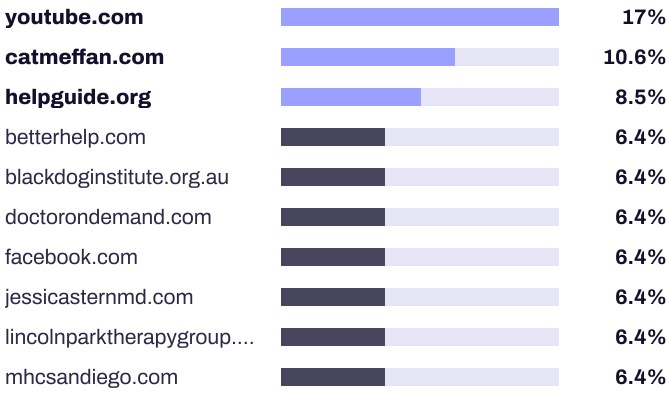
Most-cited domains

The four engines produced 2,533 citations in total. healthline.com was cited most often, with 109 citations (4.3%) across 86 answers. Next came forbes.com (92), helpguide.org (71), choosingtherapy.com (68), en.wikipedia.org (68), talkspace.com (66).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS



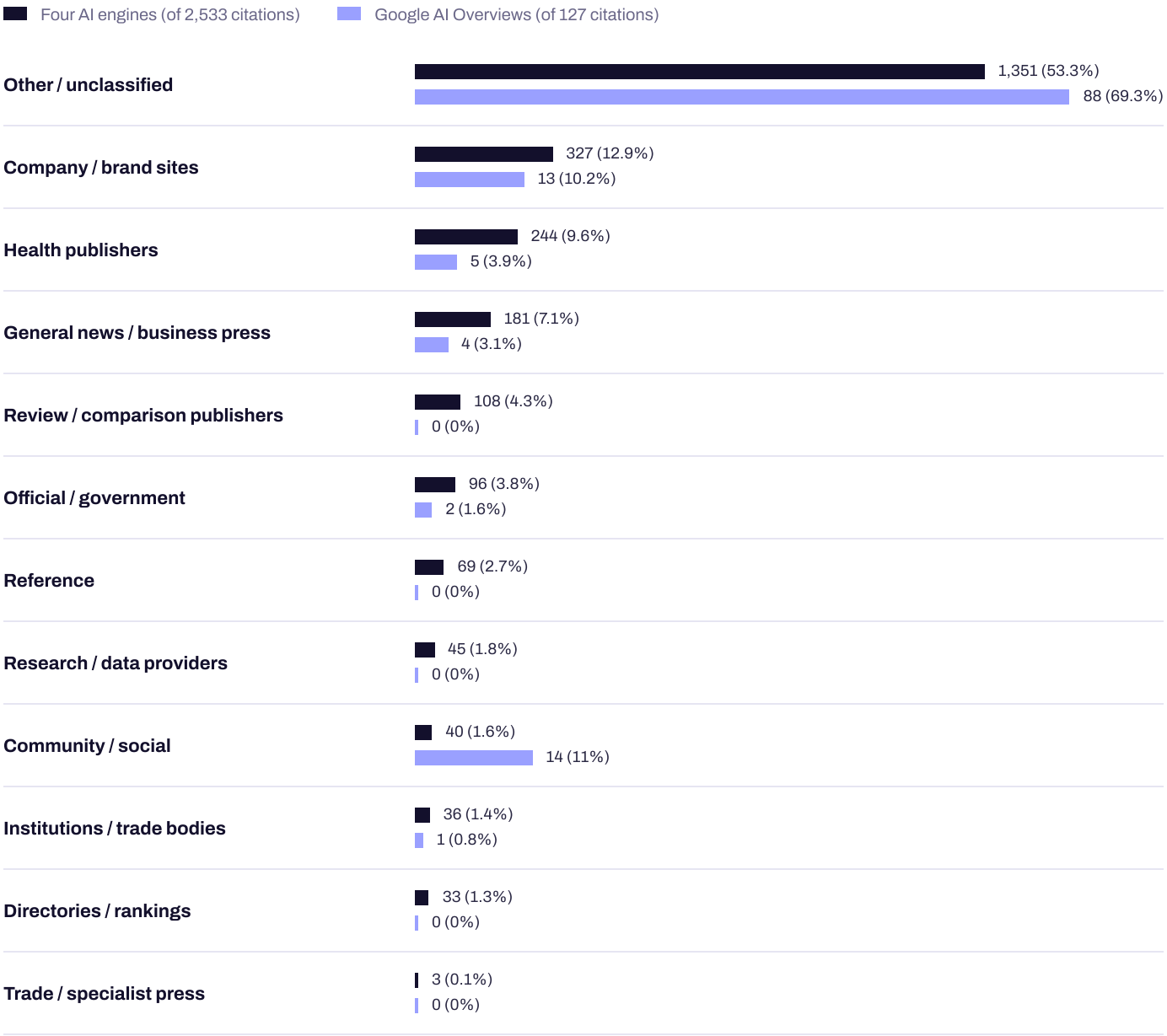
GOOGLE AI OVERVIEWS · SHARE OF 47 OVERVIEWS



WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can mental health services improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Talkspace's own domains were cited in 25.3% of grounded answers, Grow Therapy's in 14.2% and Big Health's in 4.9%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were healthline.com (in 29.9% of grounded answers), forbes.com (23.6%), helpguide.org (22.2%), choosingtherapy.com (19.4%) and en.wikipedia.org (17.0%). Health publishers supplied 9.6% of citations and general news and business press 7.1%.
Check each engine separately.	Claude named Cerebral in 27.8% of answers against 1.4% on Gemini. Claude named Grow Therapy in 26.4% of answers against 5.6% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 4.9% of Google AI Overview citations against 1.6% in the four chat engines. youtube.com was cited in 17.0% of overviews, facebook.com in 6.4% and medium.com in 4.3%.
Watch names outside the tracked list.	Amwell (41 answers), Online-Therapy.com (35 answers), Insight Timer (29 answers), Teladoc Health (27 answers), Thriveworks (25 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which mental health and therapy brands appear in these AI answers?

Talkspace: 172/288 returned four-engine answers (59.7%; 95% interval 54.0–65.2%).

Q2 Which tracked name is named first most often?

BetterHelp was the first brand named in 51 of 288 answers, with an average first position of 2.7.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 47 of 50 searches (94%, CI 83.8–97.9%). Within those 47 overviews, Headspace was named most often, in 22 (46.8%).

Q4 Which sources do the engines cite?

Across 2,533 four-engine citations, healthline.com was cited most (109 citations, in 86 of 288 grounded answers), followed by forbes.com (92 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	50
questions		runs each		AI engines		answers		Google searches · 47 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	50	47 shown	47

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 29 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked services were scored. Untracked names that appeared often were not scored, including Amwell (41 answers), Online-Therapy.com (35 answers), Insight Timer (29 answers), Teladoc Health (27 answers), Thriveworks (25 answers).
- 338 of 360 planned results were returned. 22 AI Overview lookups were excluded after at most three total attempts.
- 50 successful Google searches: 47 overviews shown; 3 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 2 names BetterHelp and Talkspace, so both counts include up to 12 answers to that question.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Talkspace (160/276) and BetterHelp (111/276); their order does not change.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Informational questions only; no clinical ranking. Ginger has merged with Headspace, and Mindstrong and Woebot have closed. Clinical bodies (APA, NIMH, SAMHSA, 988) are tracked as cited sources, not names. Headway, Alma, Grow Therapy, Rula and Psychology Today were added for this edition. Ro announced Ro Mind in February 2022, but current Ro Mind operation or enrollment as of November 5, 2026 could not be confirmed from its official public pages. This report does not assert either current availability or closure. Generic ro.co citations are not credited as Ro Mind own-site citations.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.

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APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best online therapy service?	Mental Health and Therapy Index 2.0	CORE QUESTION
02	BetterHelp vs Talkspace which is better?	Mental Health and Therapy Index 2.0	CORE QUESTION
03	Which online therapy services take insurance?	Mental Health and Therapy Index 2.0	CORE QUESTION
04	Where can I get online psychiatry and medication for anxiety?	Mental Health and Therapy Index 2.0	CORE QUESTION
05	What is the best app for anxiety?	Mental Health and Therapy Index 2.0	CORE QUESTION
06	What is the best meditation app?	Mental Health and Therapy Index 2.0	CORE QUESTION
07	What are the best apps for insomnia using CBT?	Mental Health and Therapy Index 2.0	CORE QUESTION
08	How do I find a therapist near me who is in network?	Mental Health and Therapy Index 2.0	CORE QUESTION
09	What are the best mental health benefits platforms for employers?	Mental Health and Therapy Index 2.0	CORE QUESTION
10	Are AI therapy chatbots safe to use?	Mental Health and Therapy Index 2.0	CORE QUESTION
11	What are options for intensive outpatient mental health treatment?	Mental Health and Therapy Index 2.0	CORE QUESTION
12	Where can I get help for an eating disorder online?	Mental Health and Therapy Index 2.0	CORE QUESTION
13	How much does online therapy cost?	Mental Health and Therapy Index 2.0	ADDED QUESTION
14	Which online therapy services offer couples therapy?	Mental Health and Therapy Index 2.0	ADDED QUESTION
15	Which telehealth services prescribe medication for depression?	Mental Health and Therapy Index 2.0	ADDED QUESTION
16	How do online psychiatry services work?	Mental Health and Therapy Index 2.0	ADDED QUESTION
17	Which services help match you with a therapist?	Mental Health and Therapy Index 2.0	ADDED QUESTION
18	What are the best mindfulness apps for beginners?	Mental Health and Therapy Index 2.0	ADDED QUESTION
19	Are there digital therapeutics for insomnia or anxiety?	Mental Health and Therapy Index 2.0	ADDED QUESTION
20	Which AI apps offer mental health support?	Mental Health and Therapy Index 2.0	ADDED QUESTION
21	Which companies provide employee assistance and mental health programs?	Mental Health and Therapy Index 2.0	ADDED QUESTION
22	What online programs exist for teens with mental health needs?	Mental Health and Therapy Index 2.0	ADDED QUESTION
23	What are the best apps for managing stress?	Mental Health and Therapy Index 2.0	ADDED QUESTION
24	Which online therapy platforms are best for specific therapy types like CBT or DBT?	Mental Health and Therapy Index 2.0	ADDED QUESTION

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Mental Health and Therapy Index 2.0

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