UTAH CENTER FOR EVIDENCE BASED TREATMENT

Caseload Trends Survey

JUNE 12-AUGUST 20, 2025

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Use of AI Assistance Disclosure

AI tools were used in a limited, supportive role to assist with data organization and summarization. This included converting researcher-coded survey responses into long-format tables, organizing numeric responses into predefined categories, and generating a descriptive summary of free-response data for the question *“Is there anything else you feel would be helpful to note about your caseload experience as a mental health provider?”*

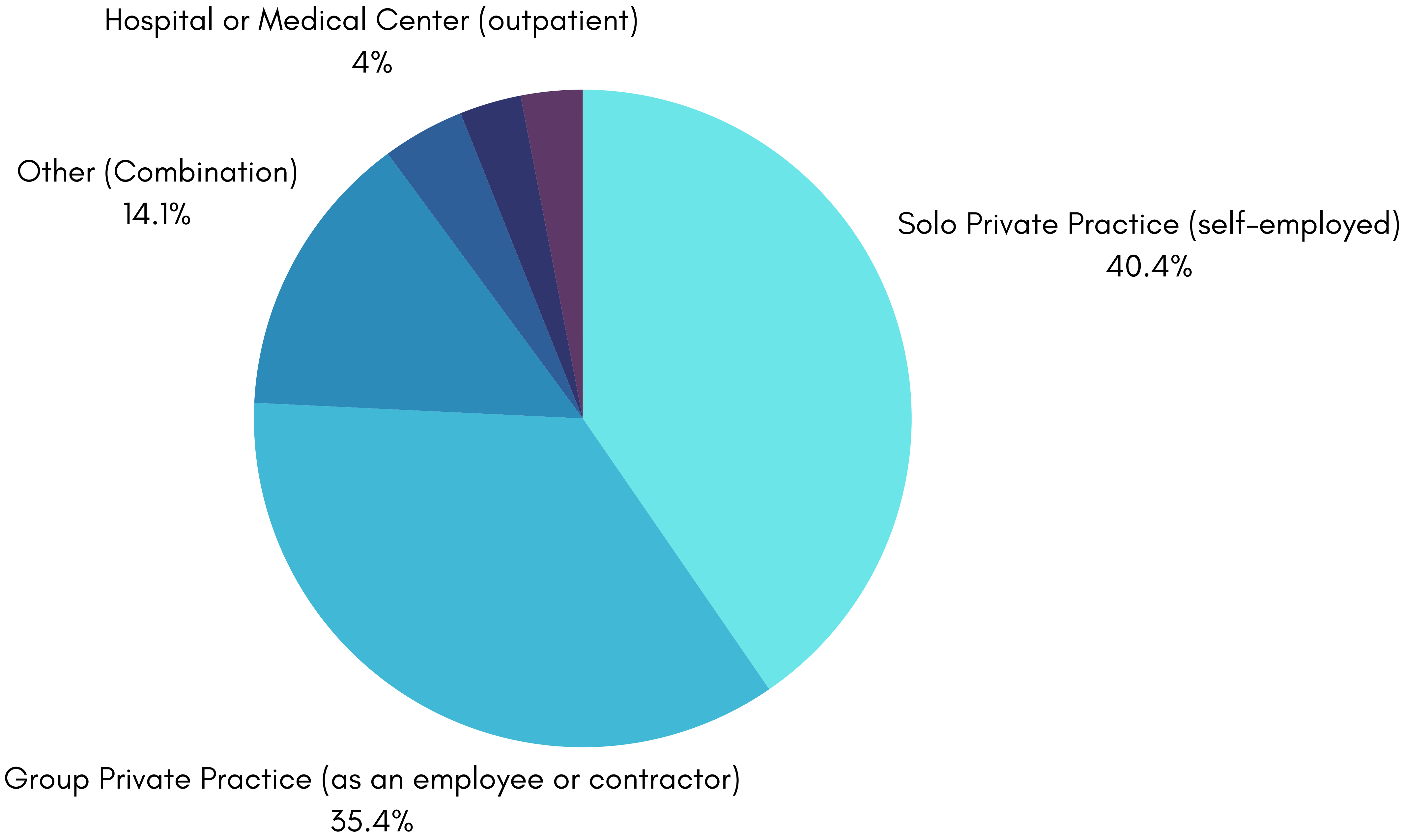
The researcher (UCEBT) conducted data collection, survey design, coding, spreadsheet organization, sorting, and all calculations using Excel, and made all reporting decisions.

About the Sample

About the Sample

Total Survey Responses: 152

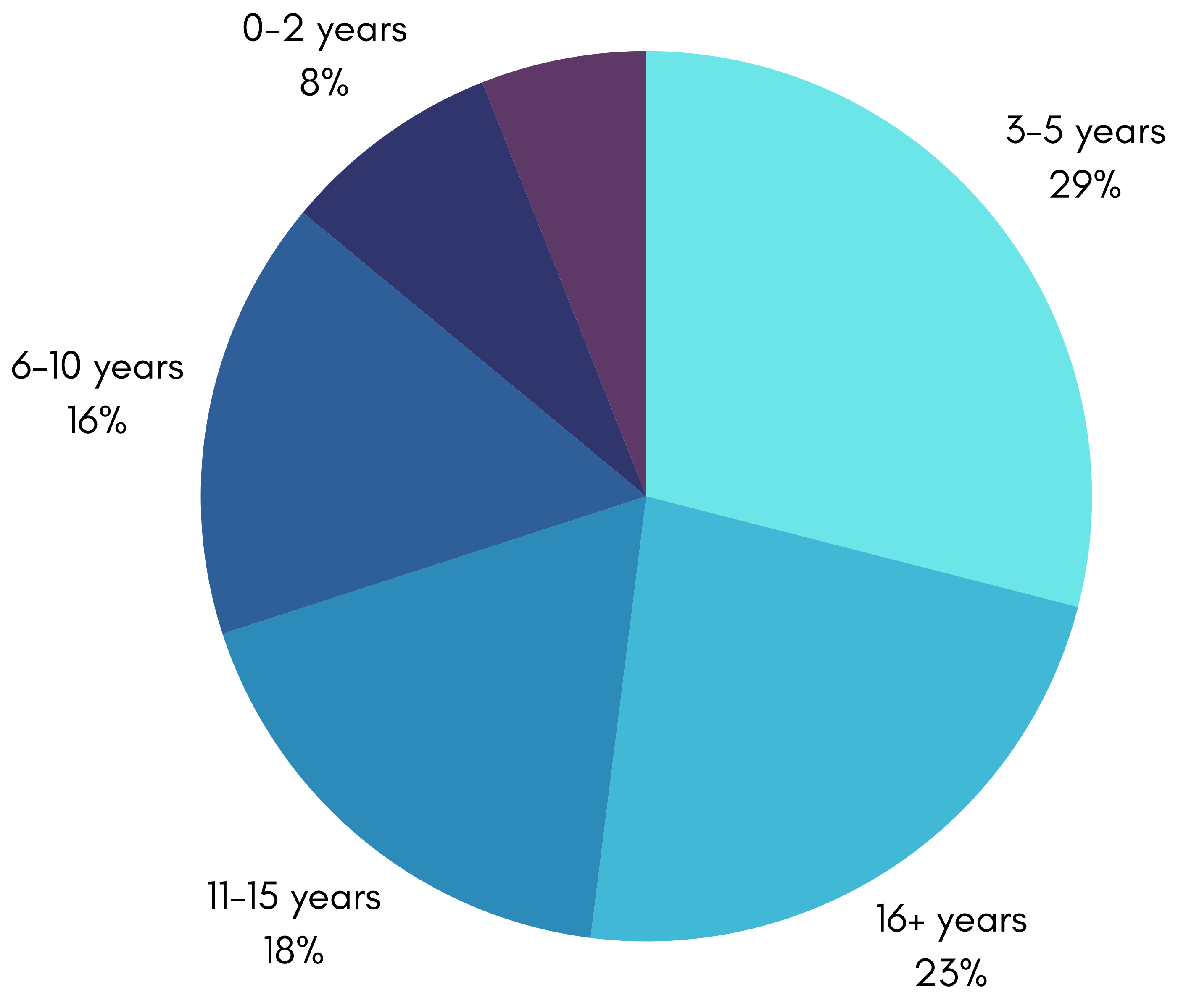
Which of the following best describes your CURRENT practice setting?	
Solo Private Practice (self-employed)	40%
Group Private Practice (as an employee or contractor)	35%
Other (Combination)	14%
Hospital or Medical Center (outpatient)	4%
Nonprofit Organization	3%
Owner of small group	3%



About the Sample

Total Survey Responses: 152

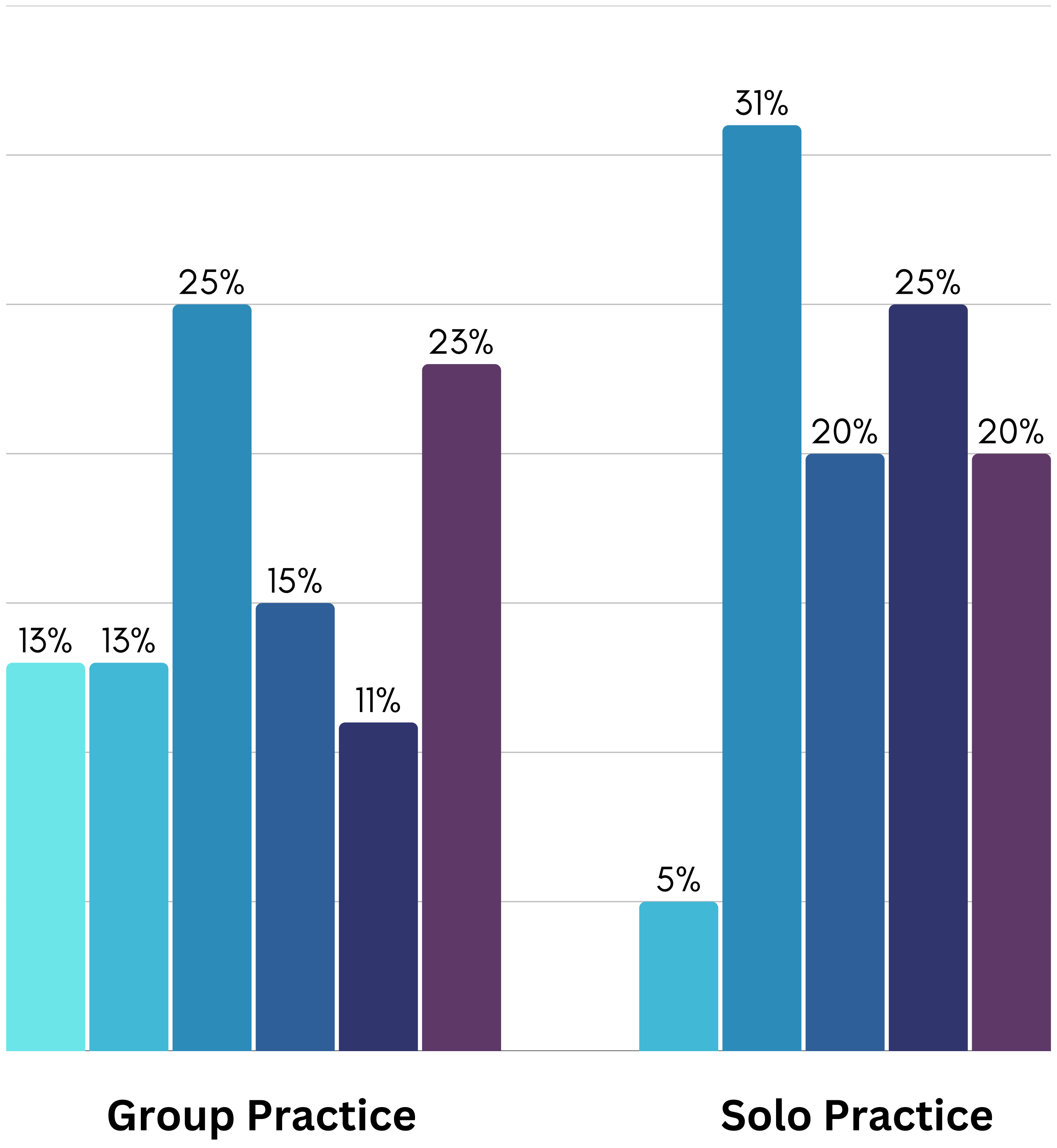
How many years have you been practicing as a licensed mental health provider?	
3-5 years	29%
16+ years	23%
11-15 years	18%
6-10 years	16%
0-2 years	8%
I am a pre-licensed provider.	6%



About the Sample

Total Survey Responses: 152

Of those in Group and Solo Private Practice, how many years have you been practicing?						
	Pre-license	**0-2 years**	**3-5 years**	**6-10 years**	**11-15 years**	**16+ years**
Group Private Practice (as an employee or	13%	13%	25%	15%	11%	23%
Solo Private Practice (self-employed)	0%	5%	31%	20%	25%	20%



About the Sample

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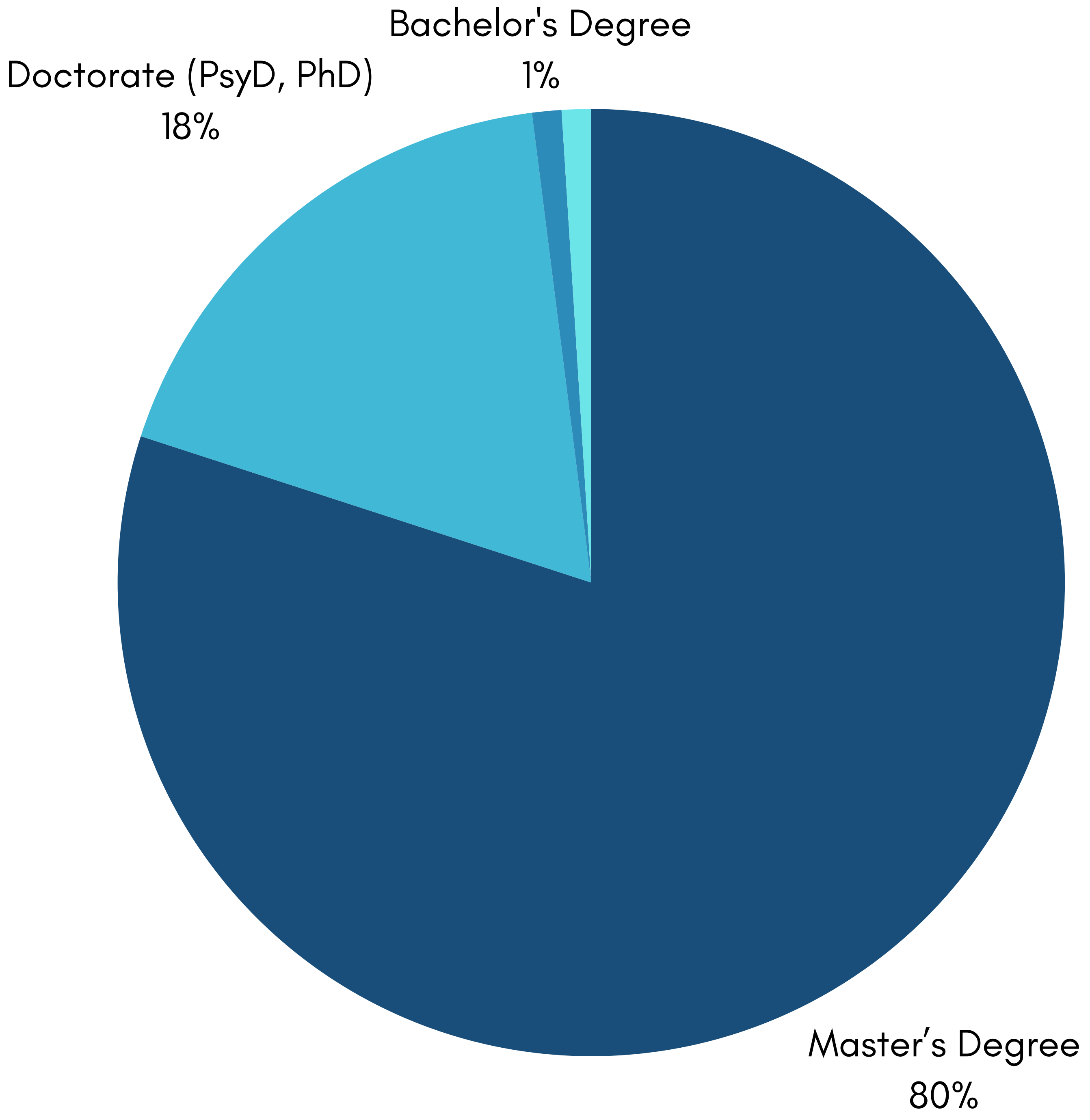
What is your highest level of education?	
Master's Degree	80%
Doctorate (PsyD, PhD)	18%
Bachelor's Degree	1%
Doctoral Student	1%



About the Sample

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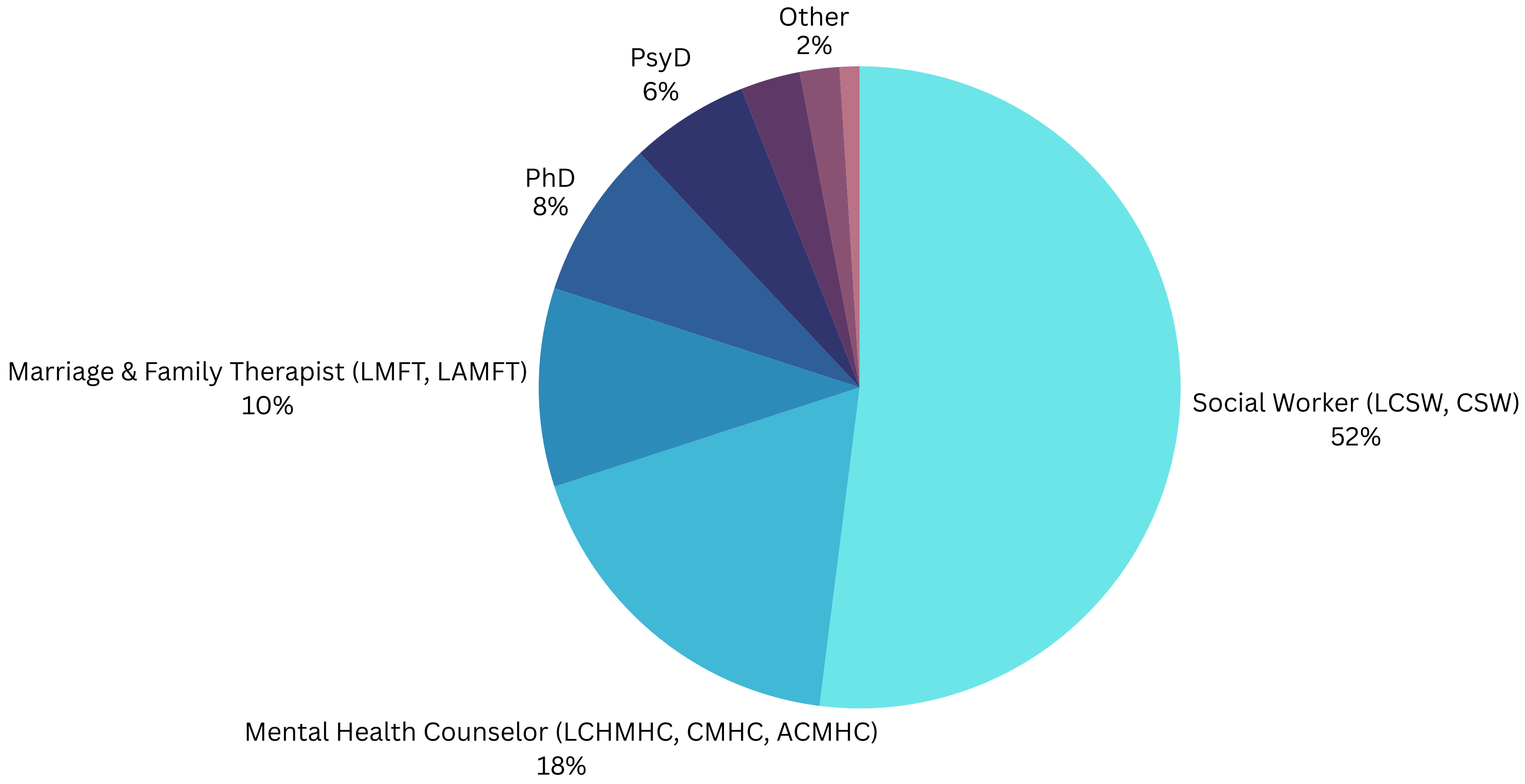
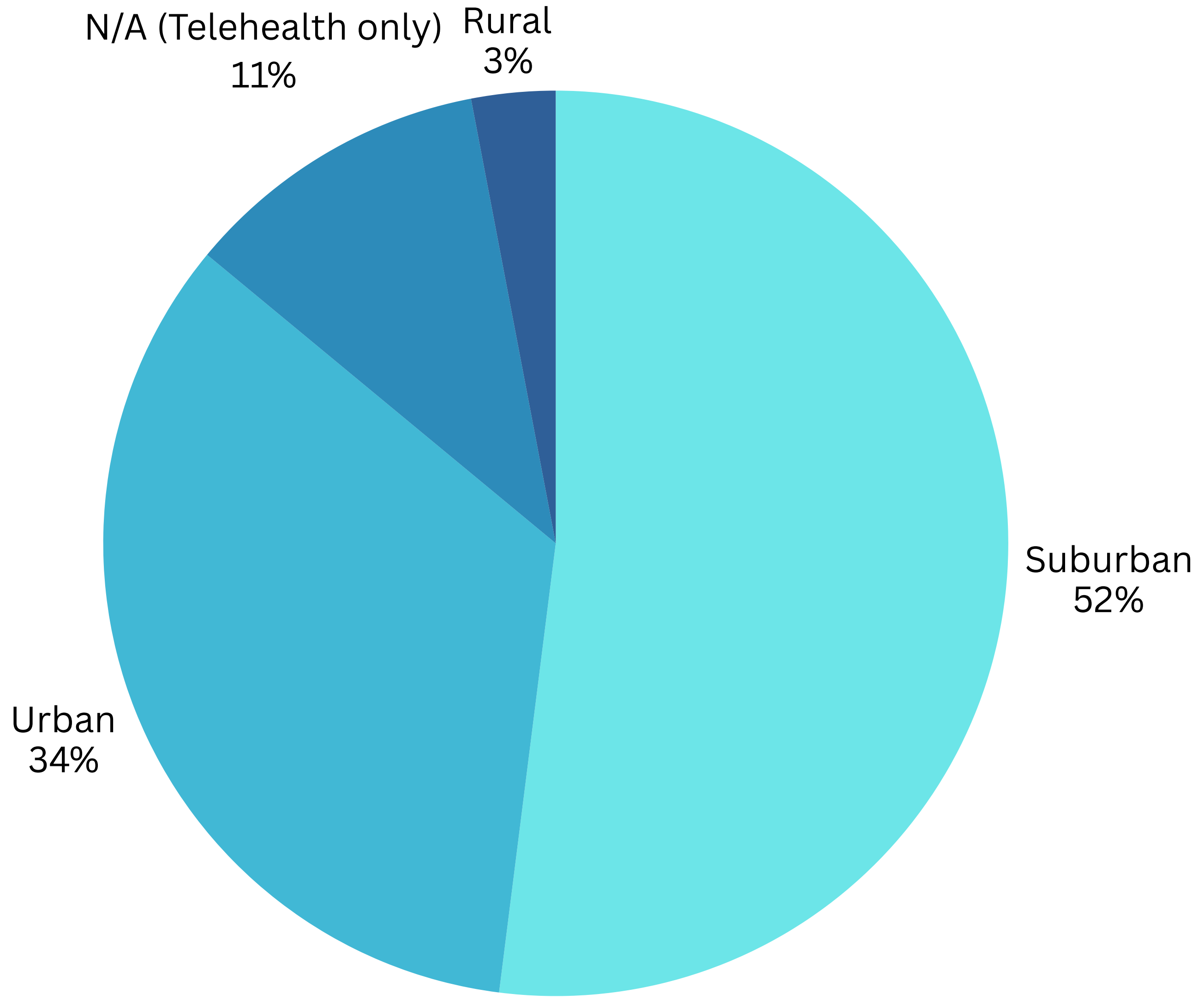


What are your clinical credentials?	
Social Worker (LCSW, CSW)	52%
Mental Health Counselor (LCHMHC, CMHC, ACMHC)	18%
Marriage & Family Therapist (LMFT, LAMFT)	10%
PhD	8%
PsyD	6%
Professional Counselor (LPC, LPCC)	3%
Other	2%
Not Licensed	1%

About the Sample

Total Survey Responses: 152

If you practice in-person, in which type of area do you primarily practice?	
Suburban	52%
Urban	34%
N/A (Telehealth only)	11%
Rural	3%



About the Sample

Total Survey Responses: 152

In which state is your primary residence?	
Alabama	1
Arizona	3
Colorado	1
Florida	1
Idaho	1
Illinois	1
Massachusetts	1
Michigan	1
Nebraska	1
New Mexico	1
New York	1
North Carolina	1
Oregon	3
Utah	133
Utah & CA	1
Virginia	1

About the Sample

Types of Clients You Work With

Survey respondents were asked the question, “What types of clients do you work with?”.

Respondents were provided with a list of items and were asked to select as many as they felt best represented their client base.

There was also an “Other (please specify)” option for respondents to provide a written response.

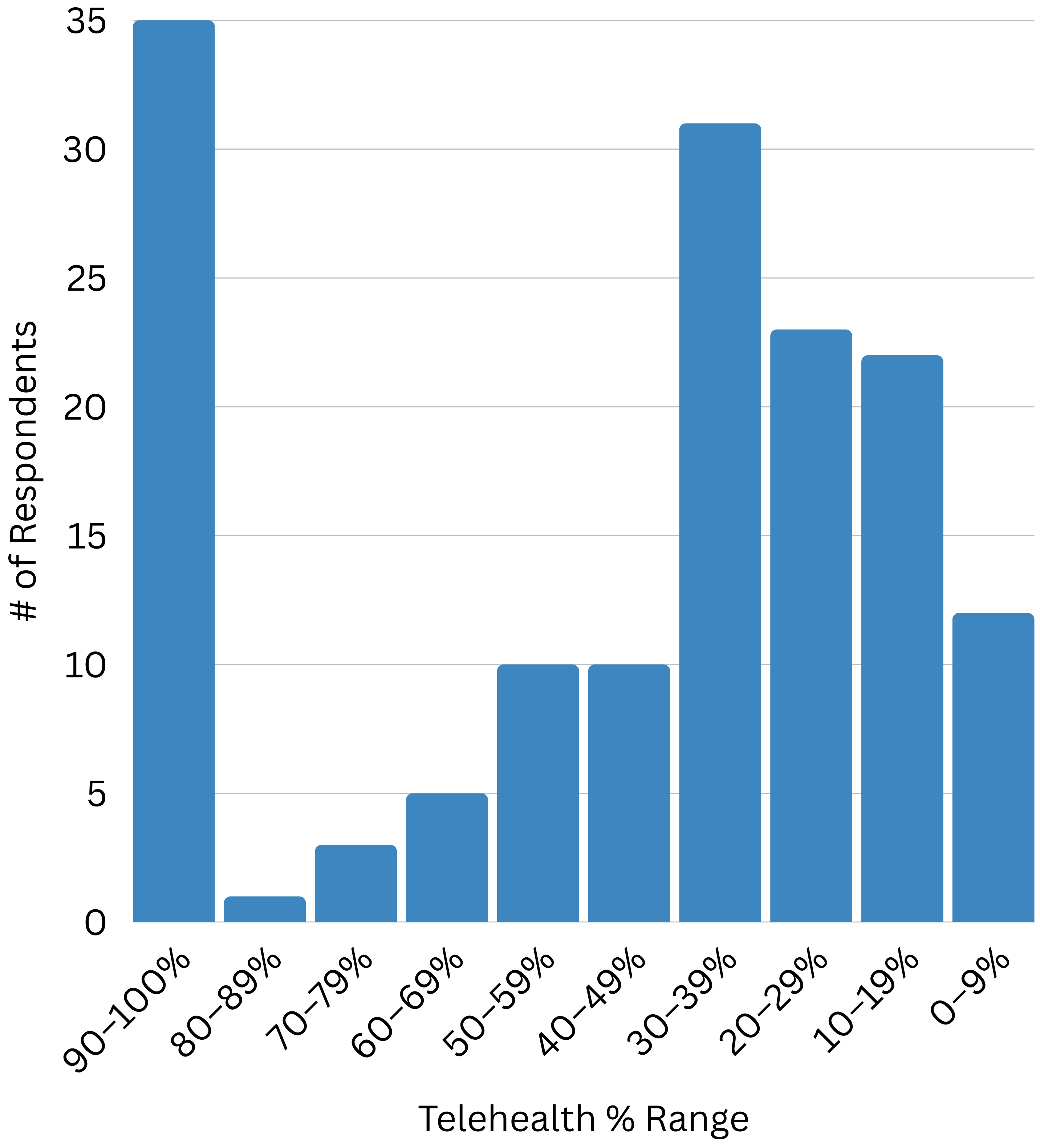
What types of clients do you work with?	
Adults	81%
Clients with trauma/PTSD	53%
Clients with depression/anxiety	43%
Clients using insurance	41%
Clients with relationship issues	32%
Clients with neurodivergence (e.g., ADHD,	16%
Couples	16%
Teens	15%
Children	14%
Clients paying out-of-pocket	13%
Families	3%
Clients with personality disorders	3%
OCD	2%
Perinatal	1%
Anxiety	1%
Clients seeking gender-affirming care	1%
Clients seeking sliding scale or Medicaid	1%
Clients wanting to work analytically and with	1%
Clients with body image issues	1%
Clients with eating disorder or OCD	1%
Clients with self-esteem issues	1%
General non-compliance/behavioral	1%
None / no specific pattern	1%
Postpartum OCD	1%
Primarily assessment clients	1%
Religious Trauma	1%
Sex therapy specific needs	1%
Sport psychology	1%

Telehealth

Telehealth

What percentage of your clients are telehealth?

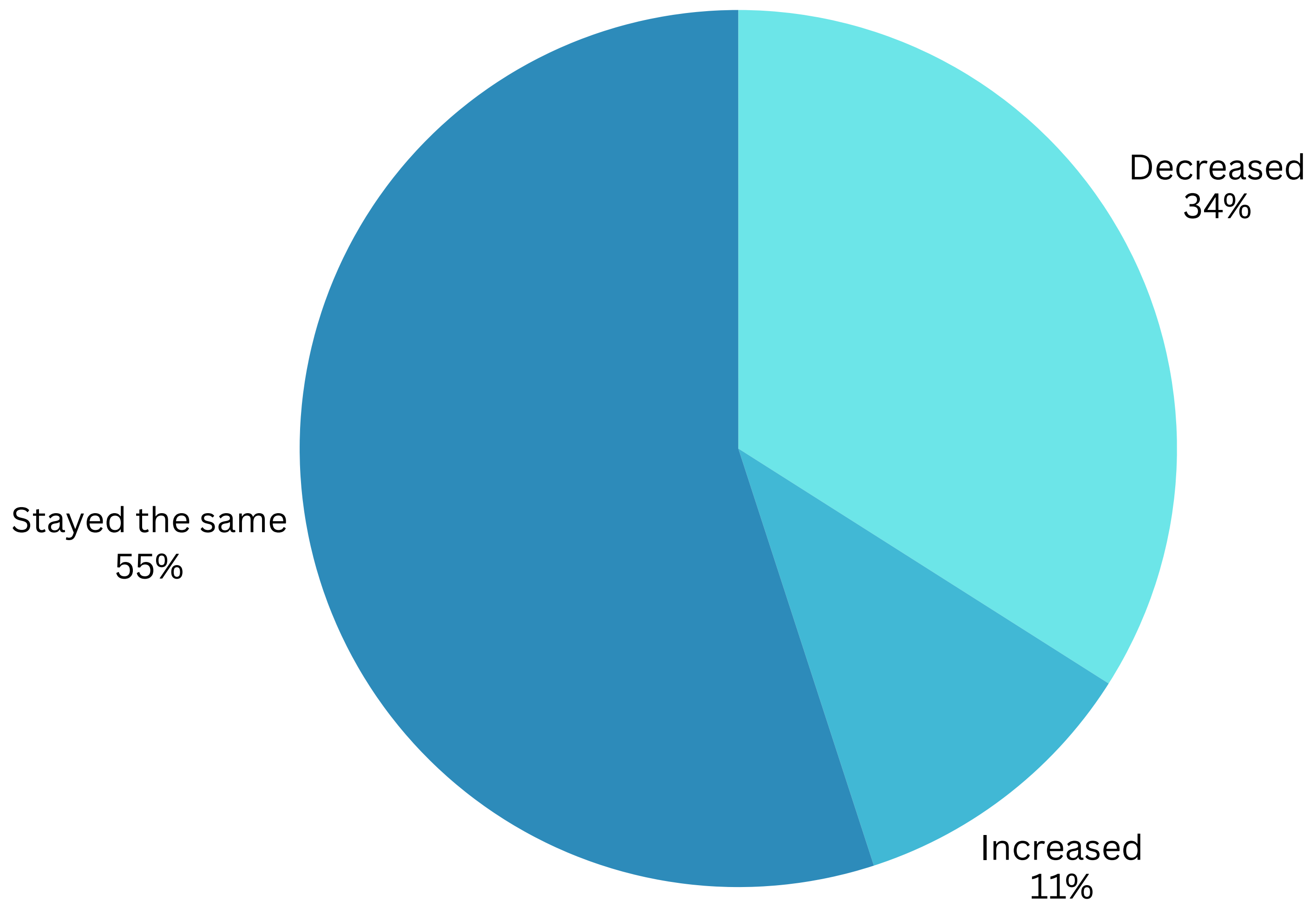
Telehealth % Range	# of Respondents
90–100%	35
80–89%	1
70–79%	3
60–69%	5
50–59%	10
40–49%	10
30–39%	31
20–29%	23
10–19%	22
0–9%	12



Telehealth

Has the demand for telehealth increased, decreased, or remained steady over the past year?

Has the demand for telehealth increased, decreased, or remained steady over the past year?	
Decreased	34%
Increased	11%
Stayed the same	55%



Telehealth

What are the biggest factors influencing whether clients choose telehealth or in-person?

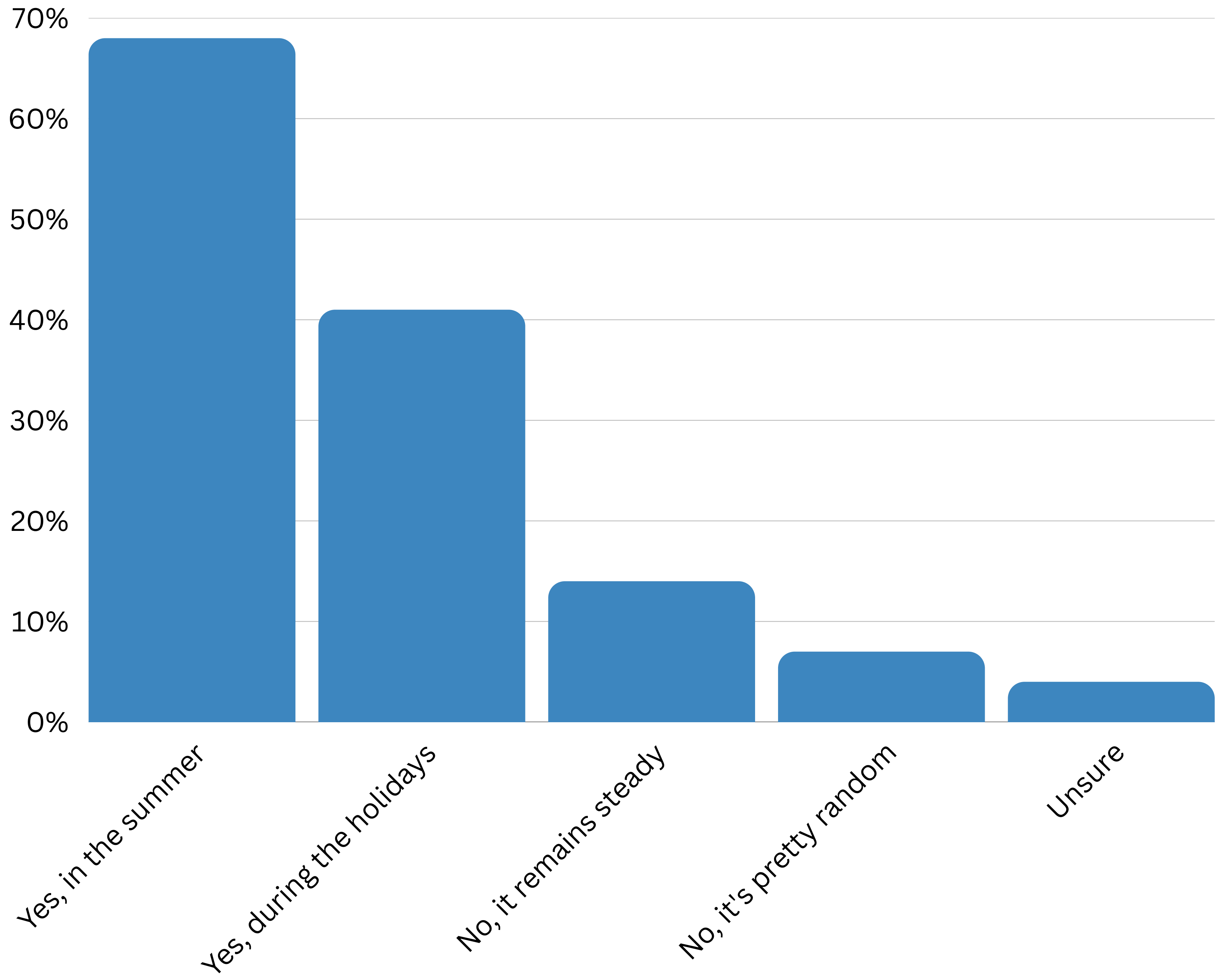
Factor	Percentage of responses
Location	30%
Commute	27%
Convenience	25%
Schedule	18%
Child Care	17%
Work Time	15%
Client Preference	13%
Illness	11%
Cost	9%
Therapy Type	9%
Age	8%
Other	8%
Designated Space (In-Person)	6%
Provider/Clinician Availability	6%
Transportation	5%
Anxiety	2%
Travel	1%
Insurance	1%
Mobility Issues	1%
Weather	1%
Stigma	1%

Caseload

Caseload

Less Full

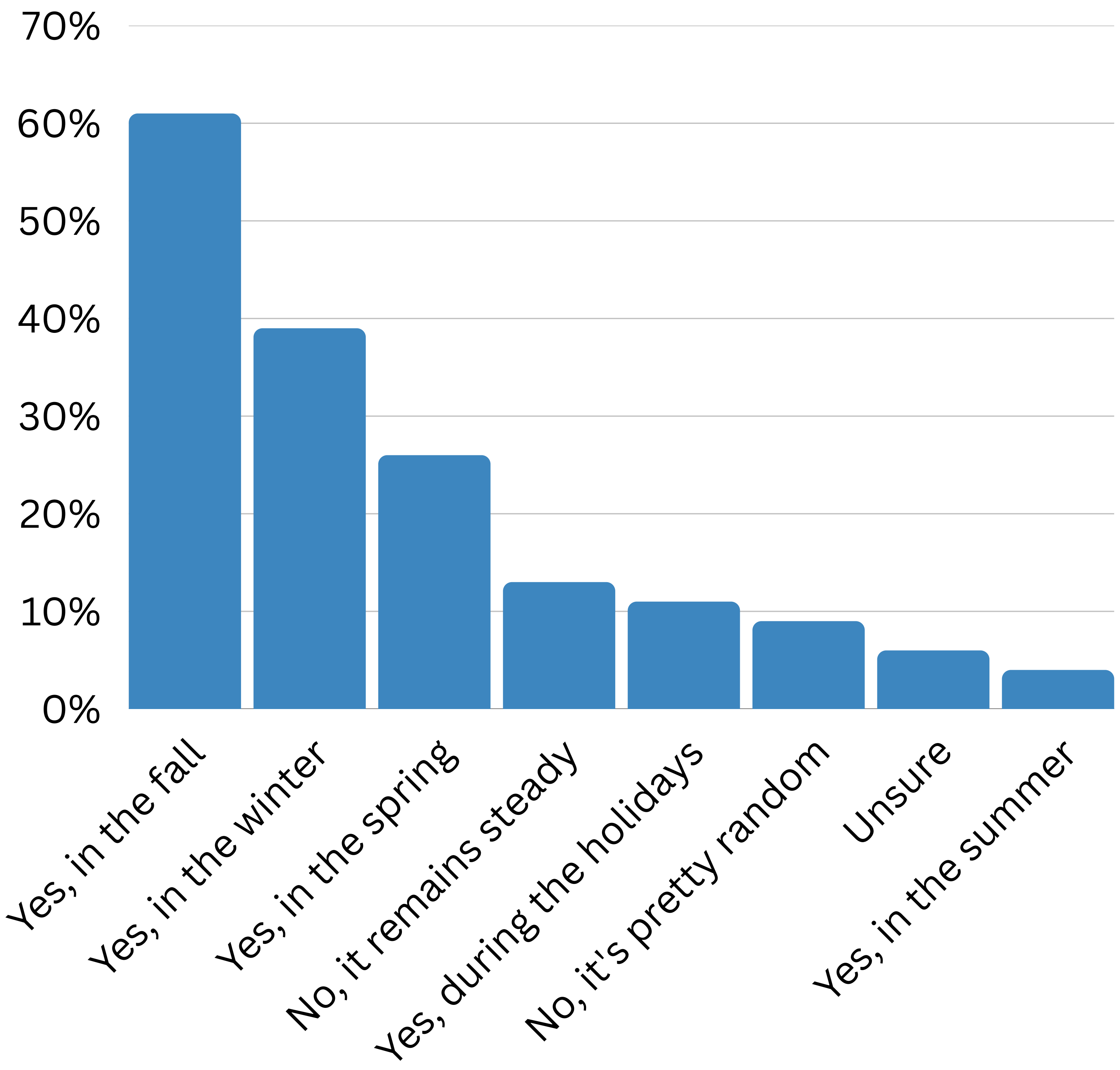
Are there times of the year when your caseload is usually LESS full?	
Yes, in the summer	68%
Yes, during the holidays	41%
No, it remains steady	14%
No, it's pretty random	7%
Unsure	4%



Caseload

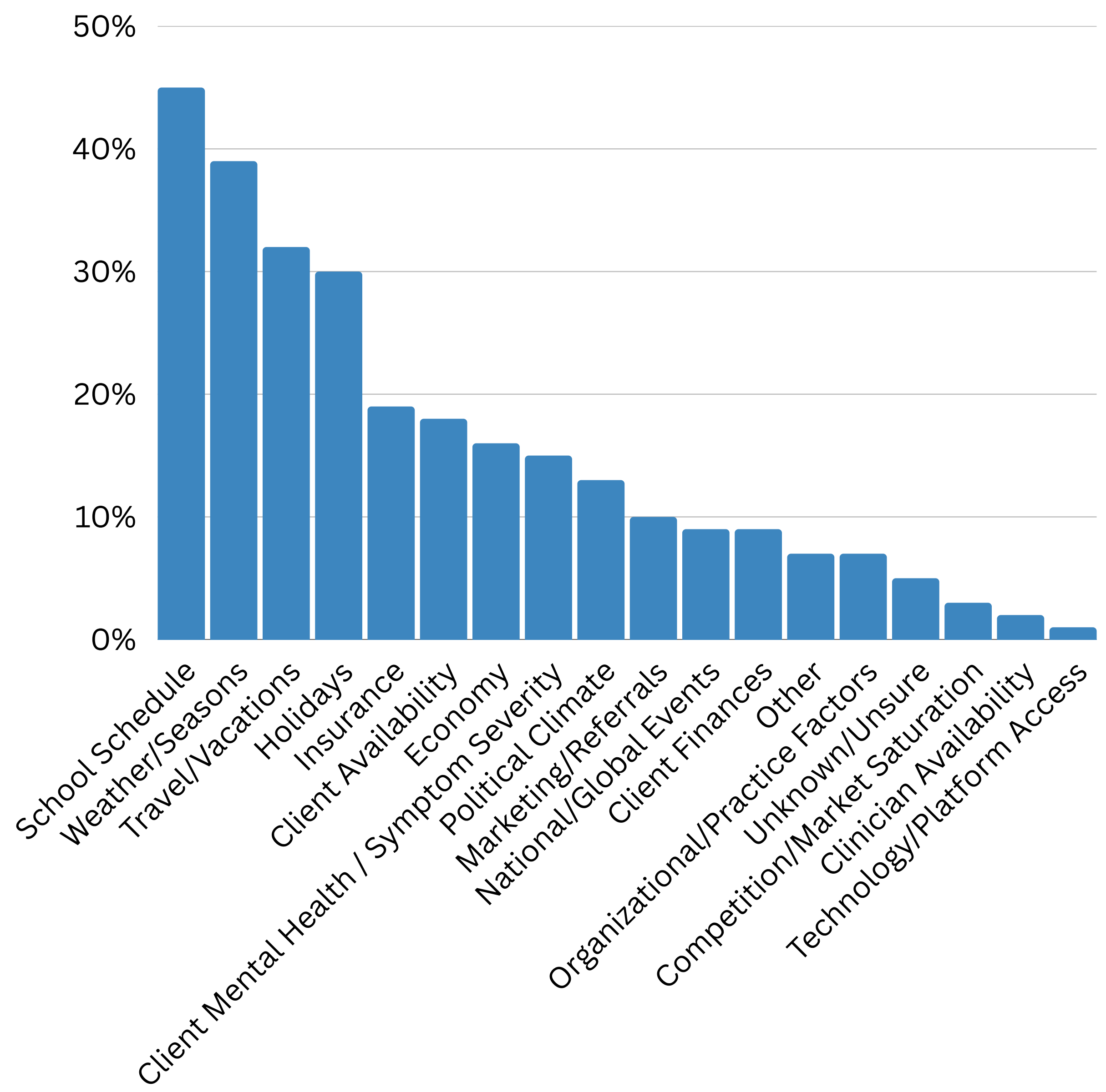
More Full

Are there times of the year when your caseload is usually MORE full?	
Yes, in the fall	61%
Yes, in the winter	39%
Yes, in the spring	26%
No, it remains steady	13%
Yes, during the holidays	11%
No, it's pretty random	9%
Unsure	6%
Yes, in the summer	4%



Caseload

In your experience, what factors contribute to caseload fluctuations?



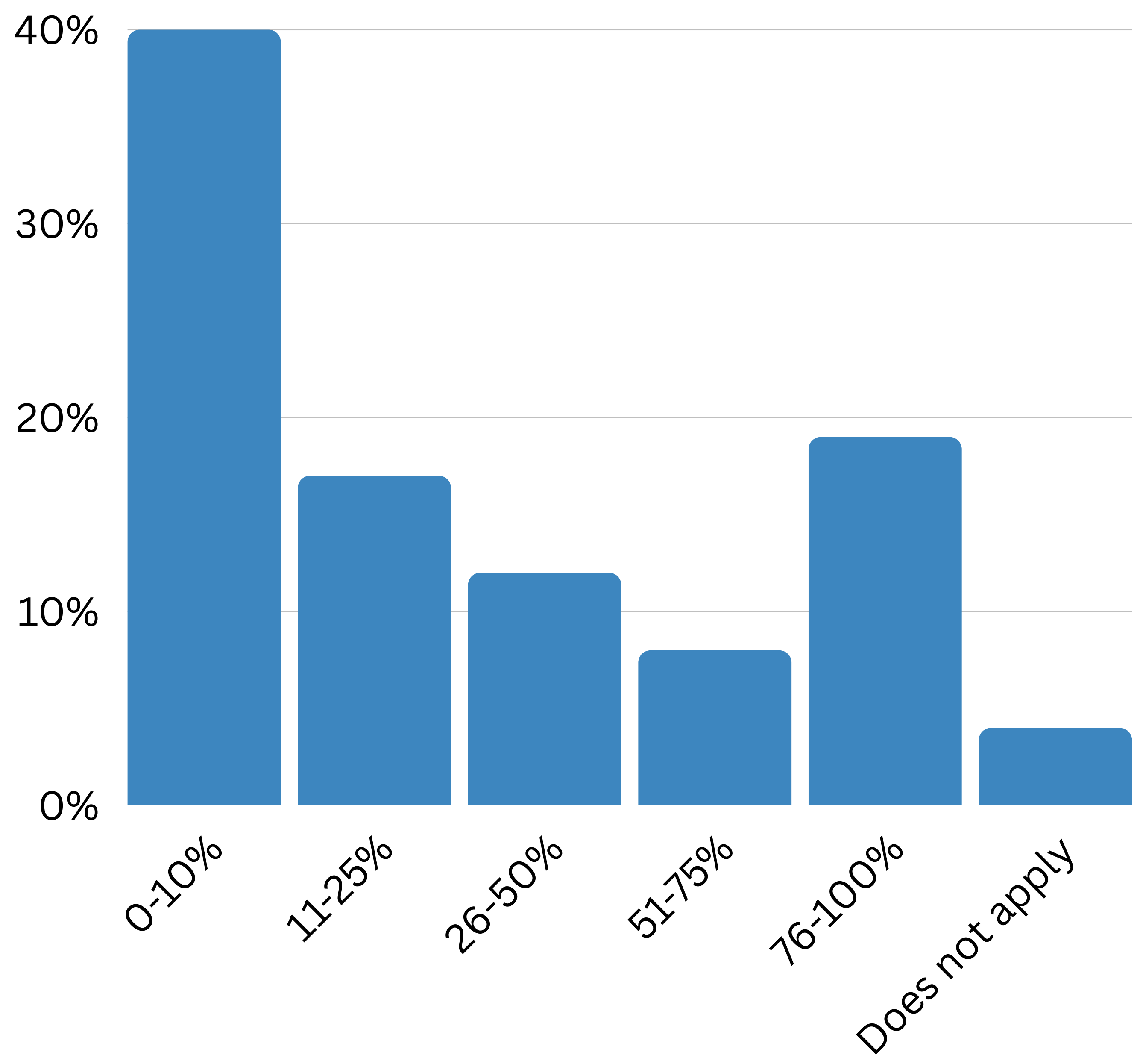
Reason	Percent
School Schedule	45%
Weather/Seasons	39%
Travel/Vacations	32%
Holidays	30%
Insurance	19%
Client Availability	18%
Economy	16%
Client Mental Health / Symptom Severity	15%
Political Climate	13%
Marketing/Referrals	10%
National/Global Events	9%
Client Finances	9%
Other	7%
Organizational/Practice	7%
Unknown/Unsure	5%
Competition/Market	3%
Clinician Availability	2%
Technology/Platform Access	1%

Payment

Payment Methods

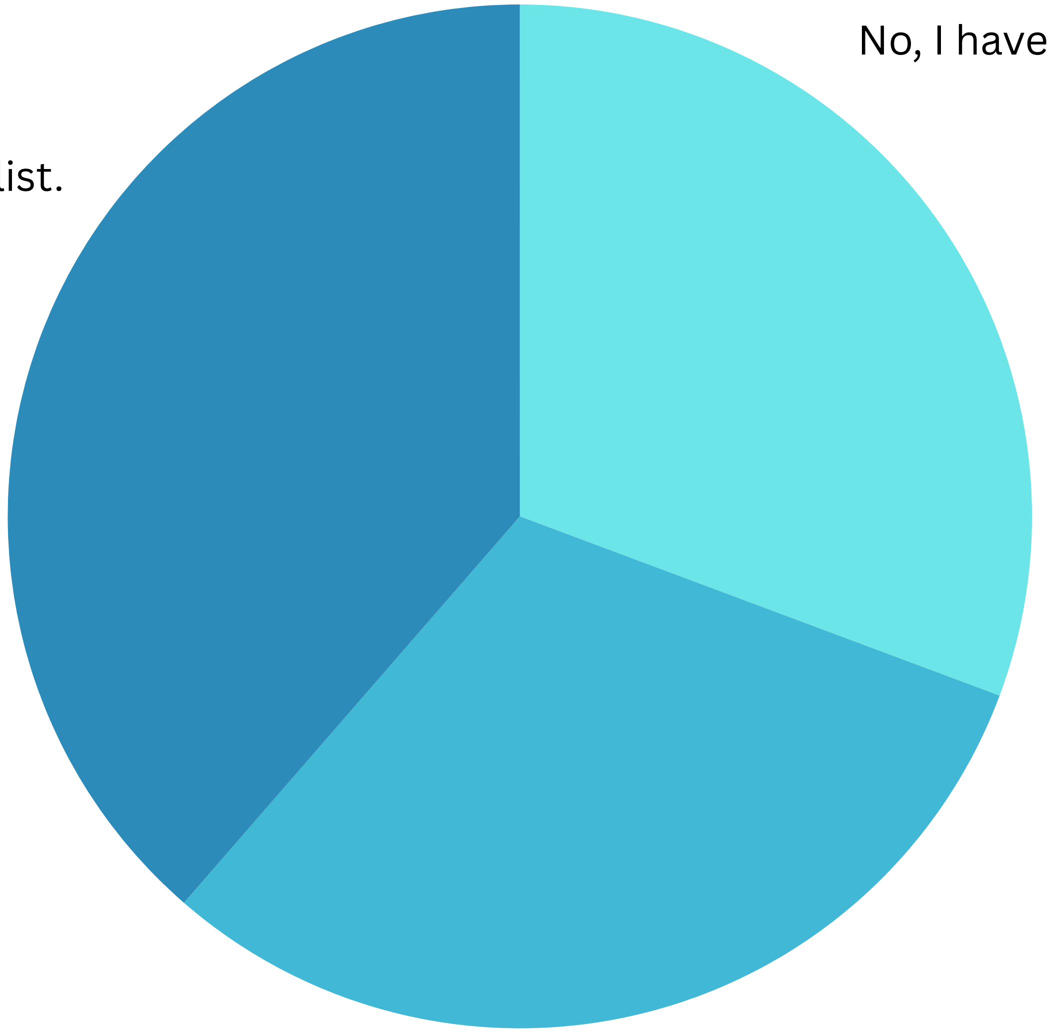
Self-Pay

Approximately what percentage of your caseload is self-pay?	
0-10%	40%
11-25%	17%
26-50%	12%
51-75%	8%
76-100%	19%
Does not apply	4%



Payment Methods

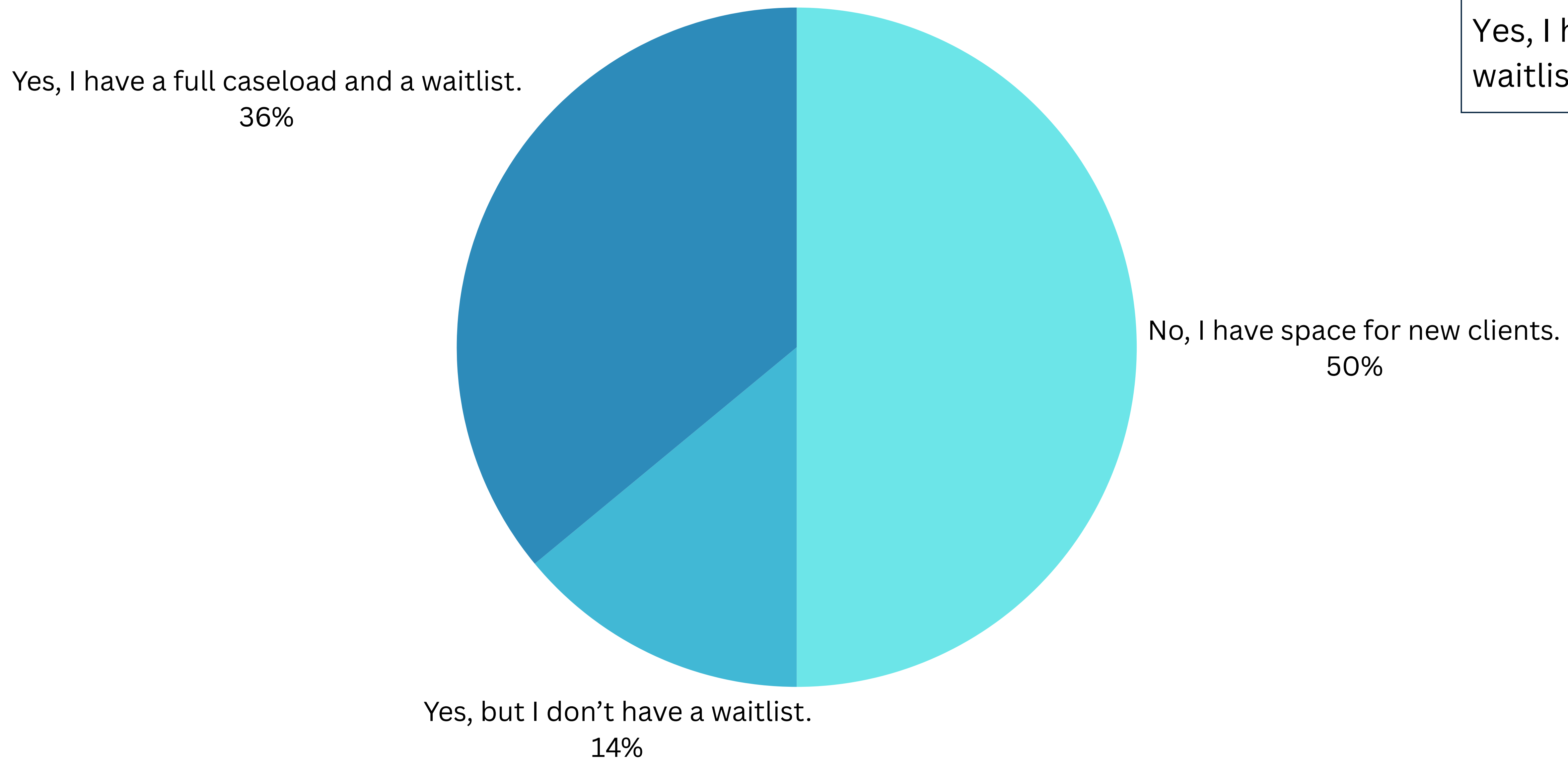
Self-Pay



Of those with 0-10% self-pay, is your caseload currently full?	
No, I have space for new clients.	31%
Yes, but I don't have a waitlist.	31%
Yes, I have a full caseload and a waitlist.	39%

Payment Methods

Self-Pay

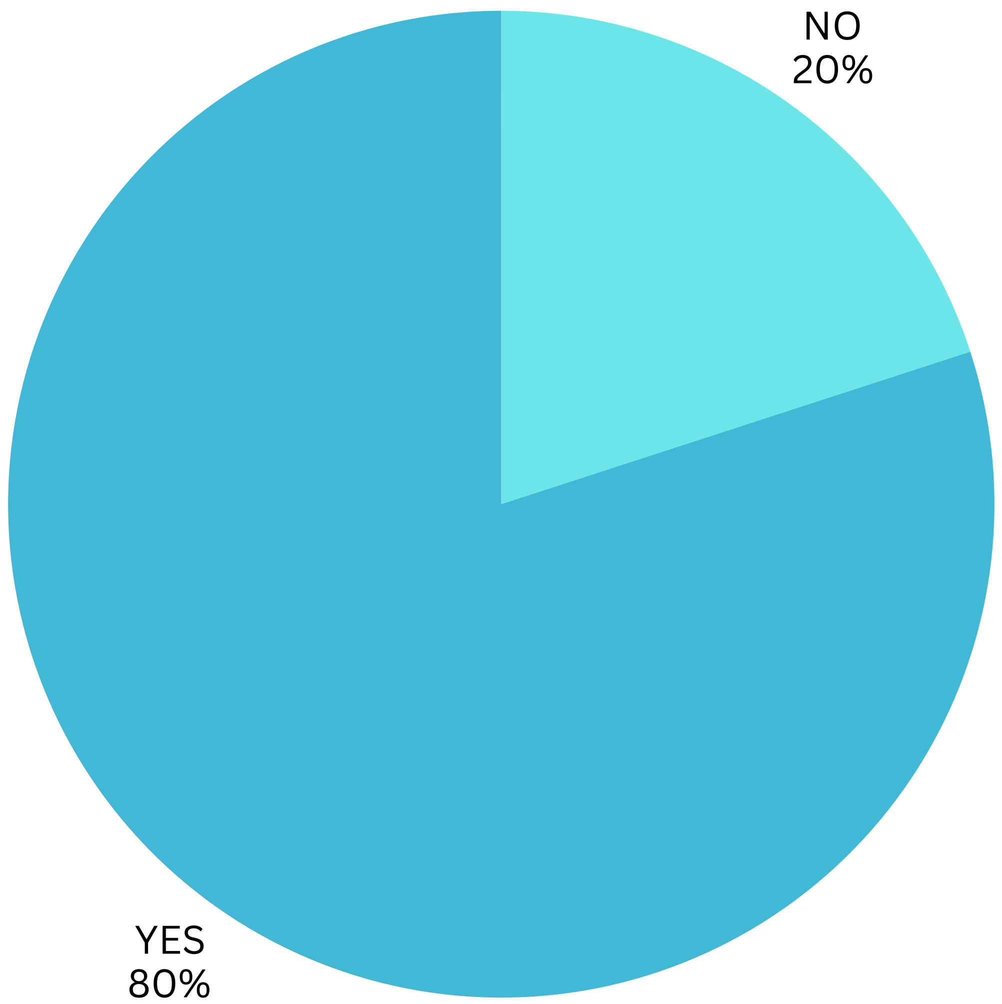


Of those with 76-100% self-pay, is your caseload currently full?	
No, I have space for new clients.	50%
Yes, but I don't have a waitlist.	14%
Yes, I have a full caseload and a waitlist.	36%

Payment Methods

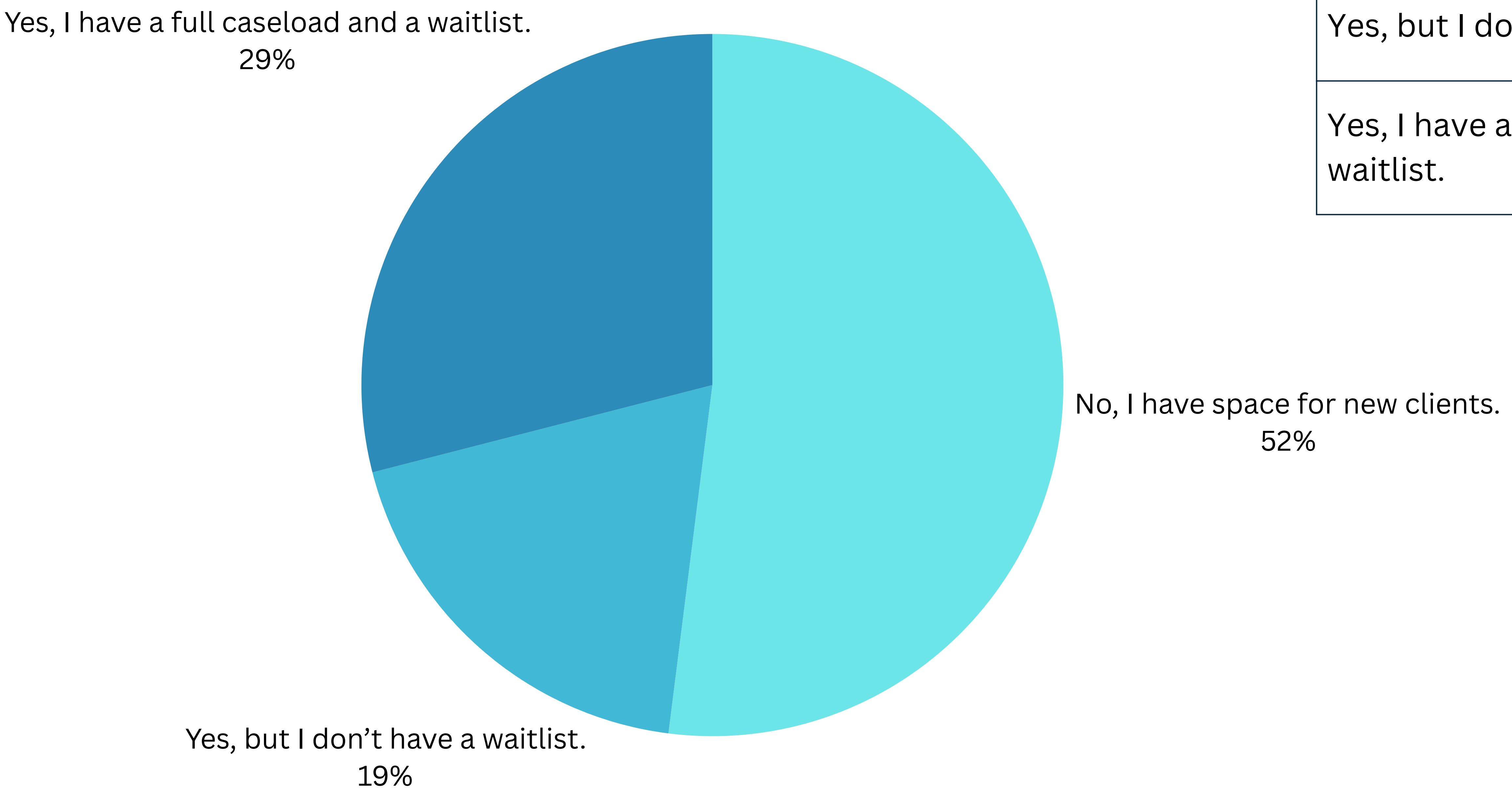
Insurance

Do you currently accept insurance?	
NO	20%
YES	80%



Payment Methods

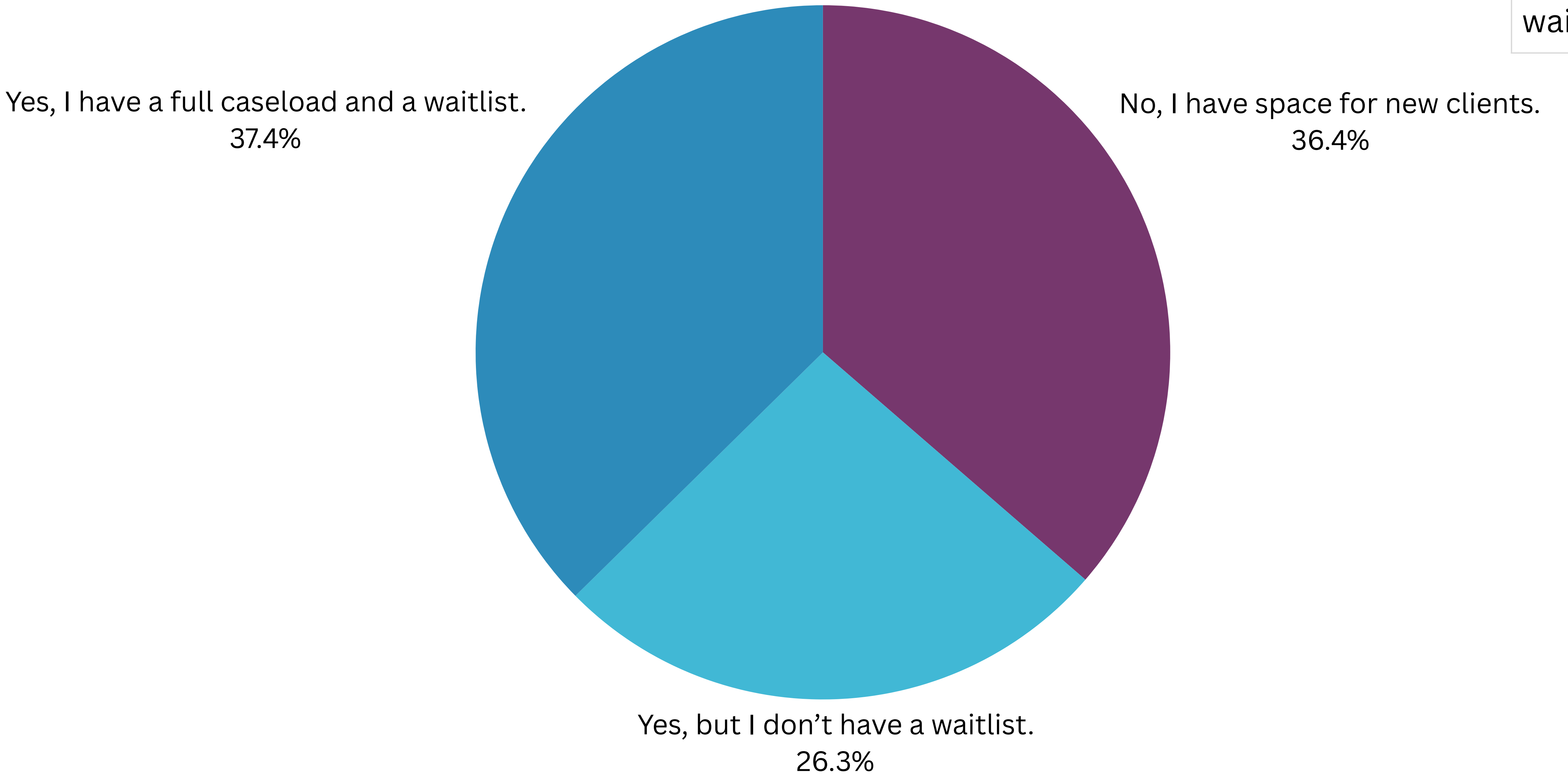
Insurance



For those that do NOT accept insurance, is your caseload currently full?	
No, I have space for new clients.	52%
Yes, but I don’t have a waitlist.	19%
Yes, I have a full caseload and a waitlist.	29%

Payment Methods

Insurance

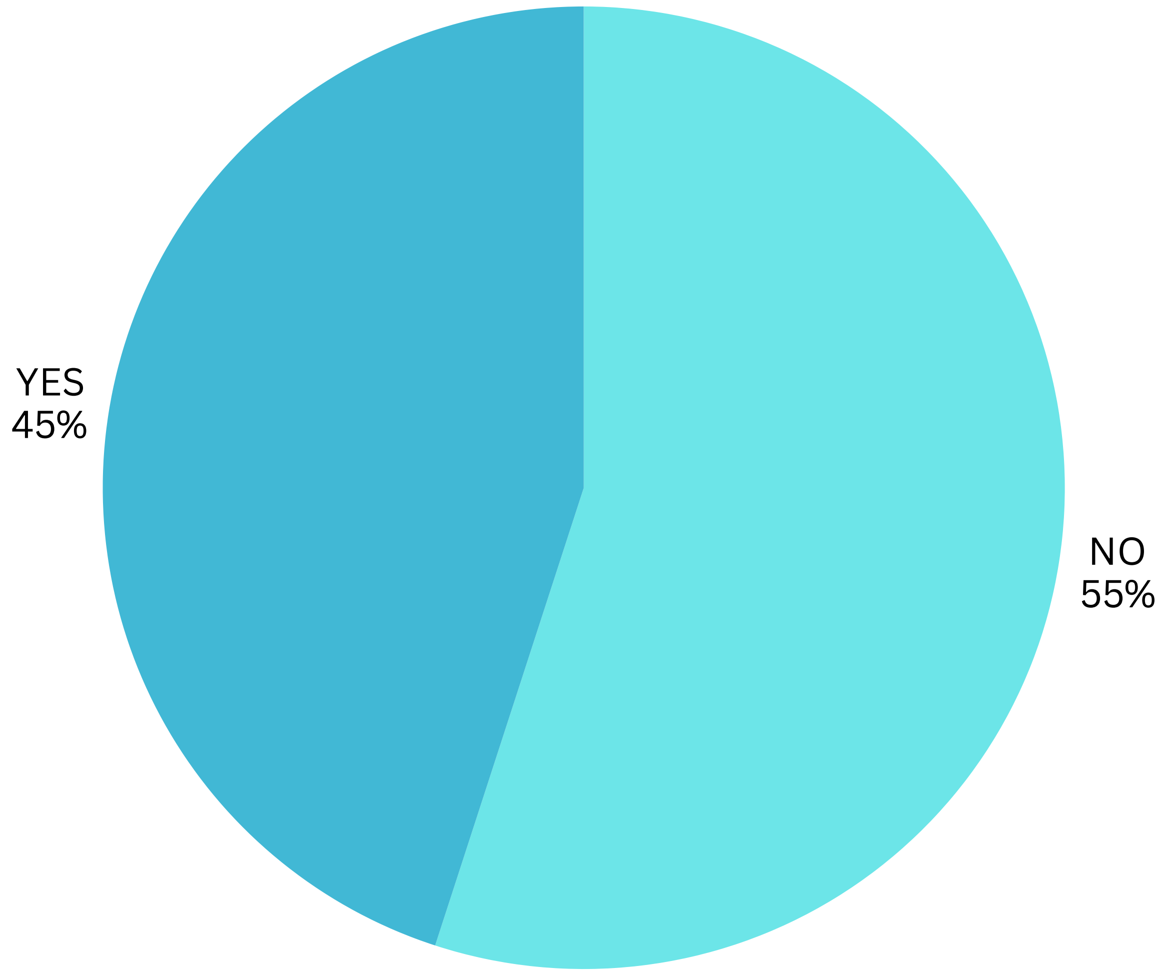


For those that DO accept insurance, is your caseload currently full?	
No, I have space for new clients.	36%
Yes, but I don't have a waitlist.	26%
Yes, I have a full caseload and a waitlist.	37%

Payment Methods

Third Party Payer

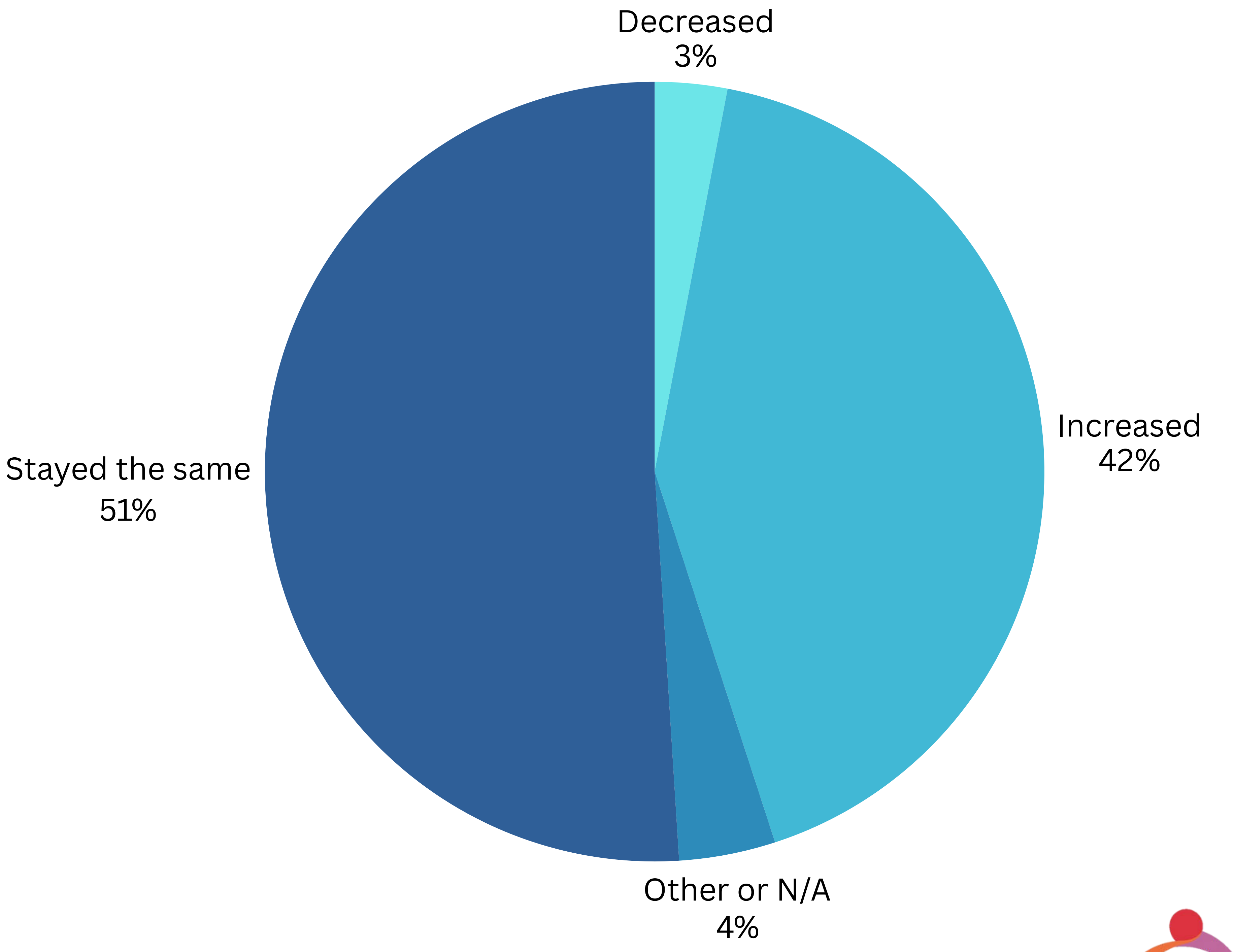
Do you routinely accept payment from third party payers other than insurance (e.g., EAP contracts, clergy pay, etc.,)?	
NO	55%
YES	45%



Payment Methods

Rate Changes

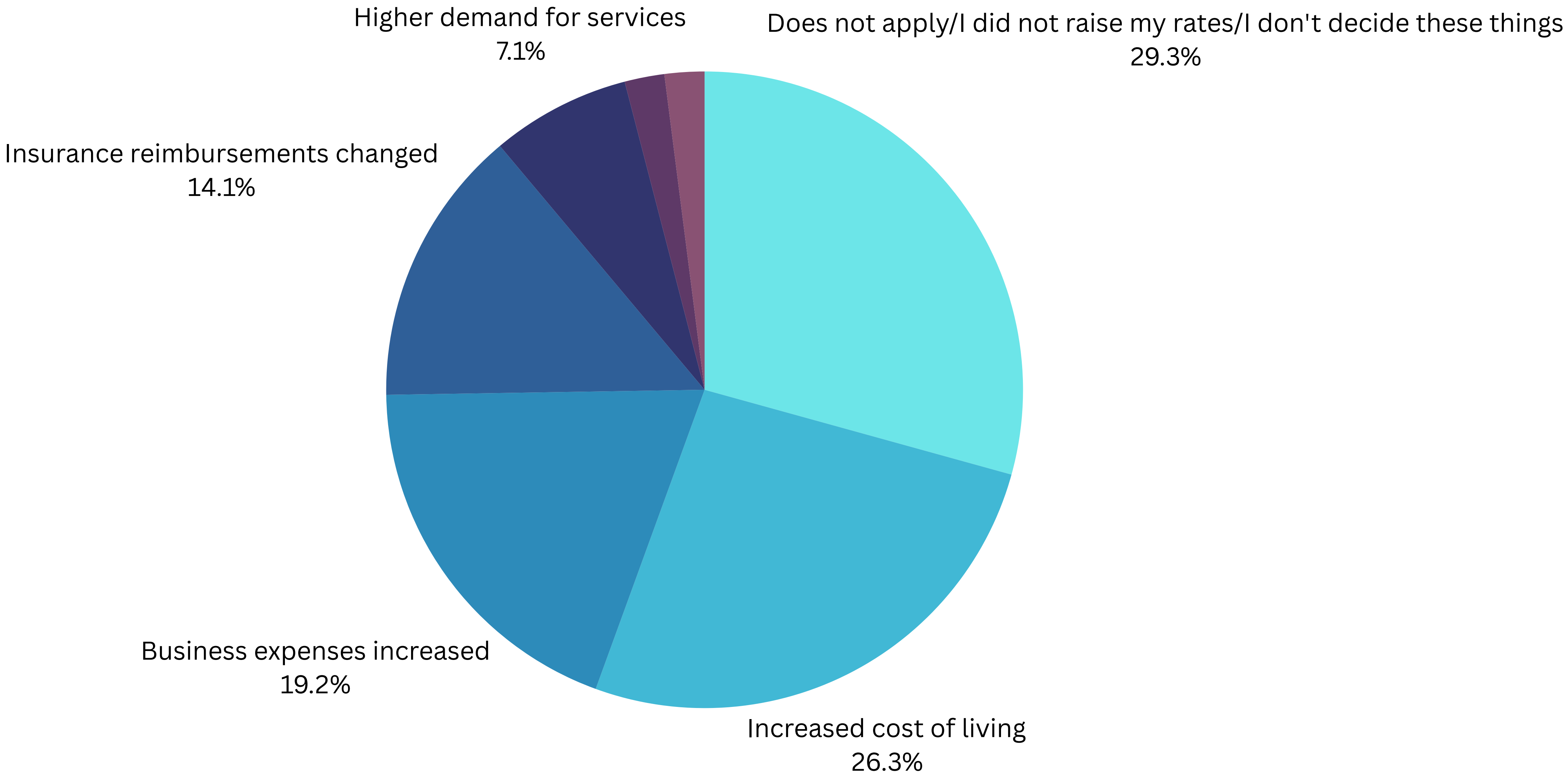
How have your rates changed over the past year?	
Decreased	3%
Increased	42%
Other or N/A	4%
Stayed the same	51%



Payment Methods

Rate Changes

If you raised your rates, what influenced that decision? (Select all that apply)	
Does not apply/I did not raise my rates/I don't decide these things	29%
Increased cost of living	26%
Business expenses increased	19%
Insurance reimbursements changed	14%
Higher demand for services	7%
Other	2%
Gained additional skills/training	2%



Marketing

Marketing Methods

If you do all your own marketing, which marketing strategy(ies) do you feel is the very MOST effective? (Please note, not all providers surveyed have tried all of these):	
Online Directories (e.g., PsychologyToday)	31%
Attending networking events/Networking with other providers	14%
SEO/Blogging/Website/Google Business Profile	13%
Public Speaking (e.g., webinars, conferences, podcasts)	8%
Other	7%
Social Media (organic)	6%
Trainings (e.g., to businesses and/or fellow providers)	5%
Word of mouth	5%
Social Media (paid)	4%
Being a vendor at events (i.e., having a table set up)	3%
Therapist Listservs	2%
Email Marketing	1%
Consultation group referrals	1%
Insurance	1%

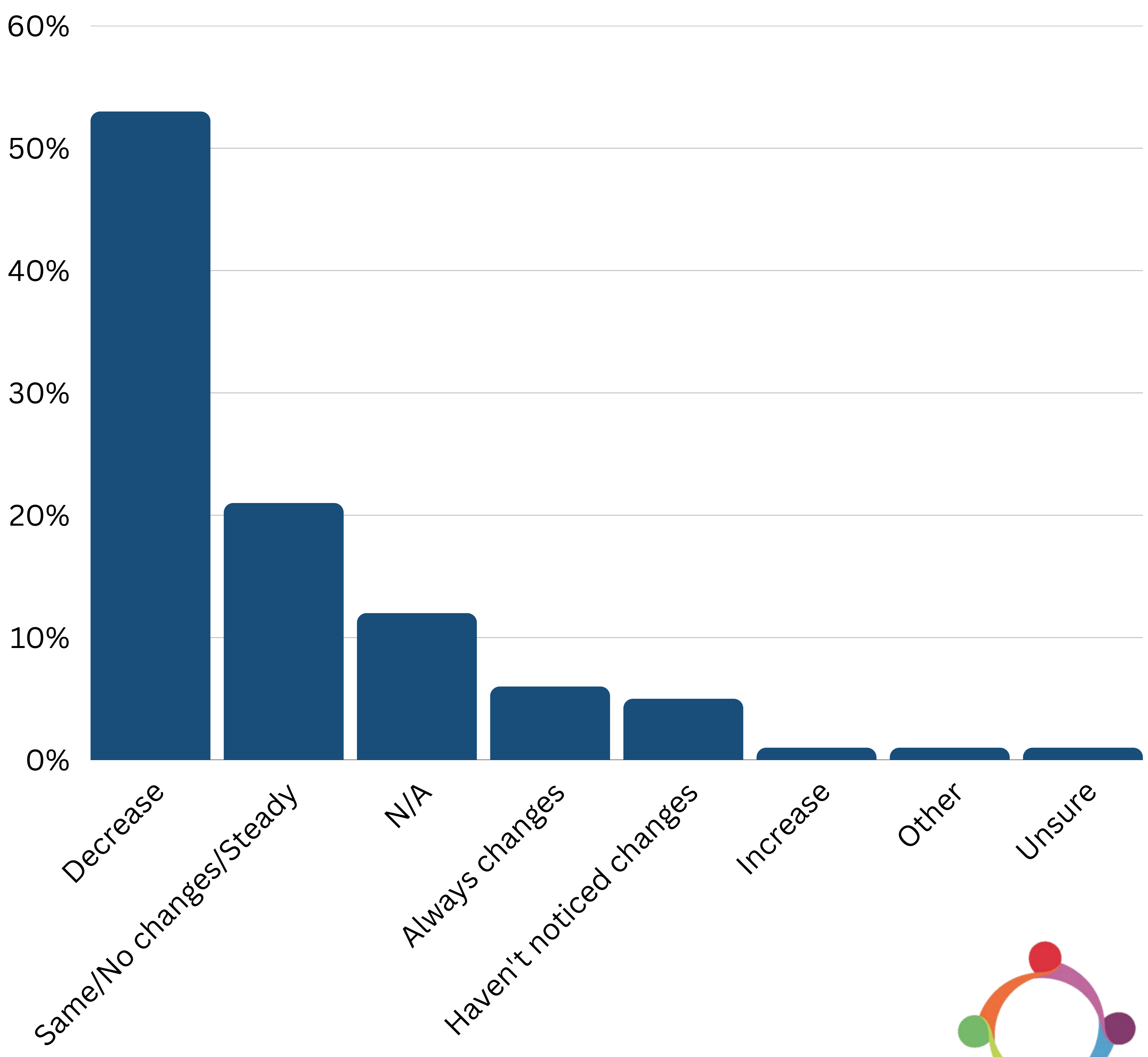
Marketing Methods

If you have profiles on any online directories, which do you use? (Responders could select all that apply)	
Psychology Today	95%
Alma	5%
IFS Directory	4%
Insurance	4%
IOCDF Directory	4%
LGBTQ+ Guild	4%
Mental Health Match	4%
AASECT	3%
EMDRIA Directory	3%
Headway	3%
Postpartum Support International	3%
Therapist.com	3%
WPP Directory	3%
ZocDoc	3%
Gottman	2%
Monarch	2%
Mormon Mental Health Association	2%
AFCC	1%
Alignable	1%
AMCAP	1%
GoodTherapy.com	1%
Healthgrades.com	1%
Immigration Evaluation Institute	1%
Other LGBTQ+ Directories	1%
Other Directories	1%
Open Path Collective	1%
Tava Health	1%
Therapy Den	1%
Thrive	1%
Thriving Campus	1%

Marketing Methods

Referral flow from directories

If you've noticed any changes in referral flow from any of the directories you've listed, please describe.	
Decrease	53%
Same/No changes/Steady	21%
N/A	12%
Always changes	6%
Haven't noticed changes	5%
Increase	1%
Other	1%
Unsure	1%

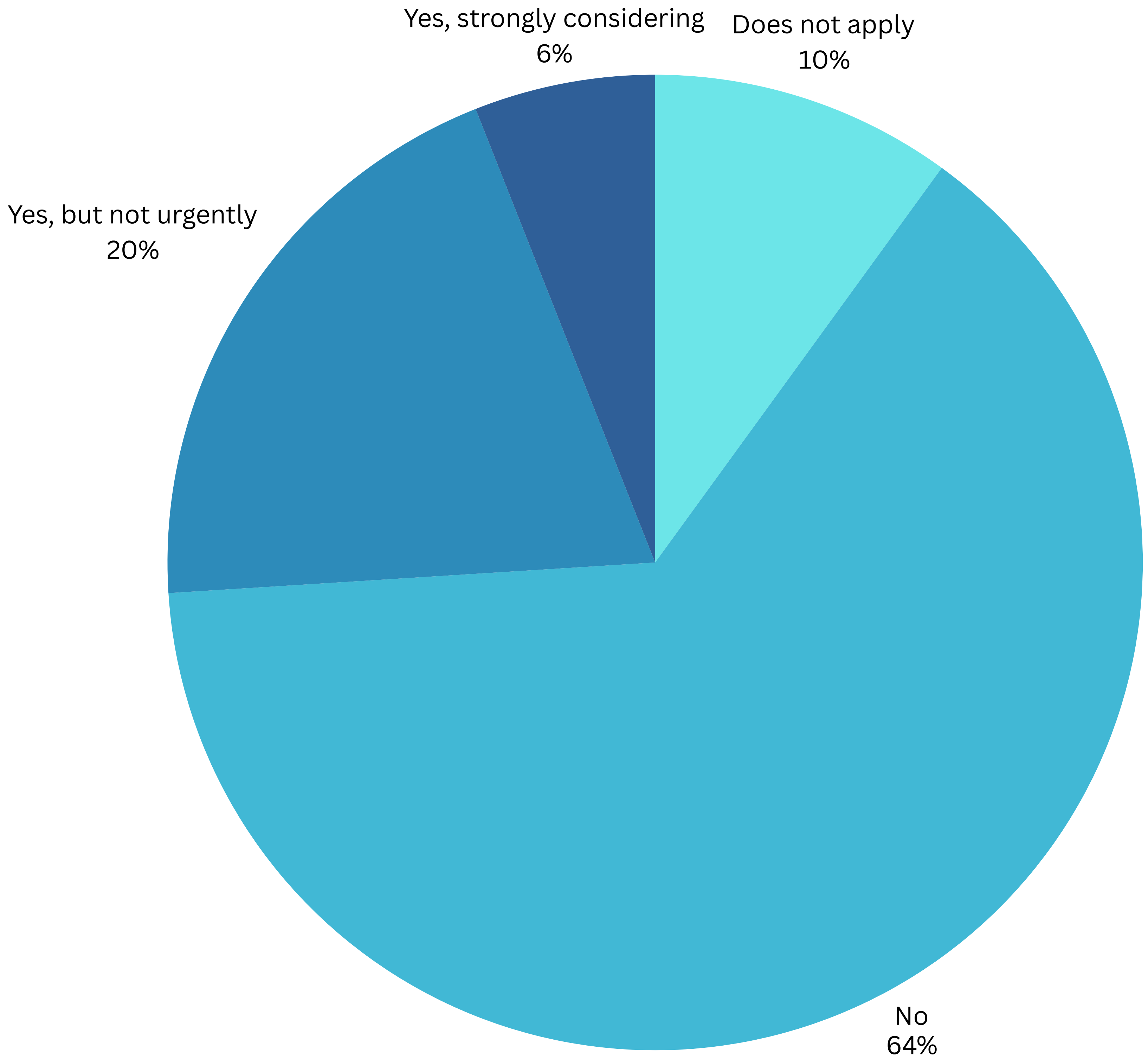


Private Practice

Private Practice

Leaving private practice

Have you considered <u>leaving</u> private practice due to financial challenges?	
Does not apply	10%
No	64%
Yes, but not urgently	20%
Yes, strongly considering	6%



Private Practice

Challenges in practice

What do you see as the biggest challenge facing mental health providers today? (As it pertains to YOUR practice).	
Burnout and mental health provider fatigue	48%
Low insurance reimbursement rates	45%
Rising business costs (e.g., rent, software, liability insurance)	33%
Lack of support for neurodivergent, LGBTQ+, or marginalized communities	26%
Increasing administrative burdens (e.g., paperwork, billing, insurance claims)	23%
Difficulty filling caseloads consistently	23%
High client demand with limited availability	21%
Ethical and legal complexities (e.g., licensing across states, confidentiality)	16%
Managing client crises and high-acuity cases	14%
Limited collaboration between providers and medical professionals	14%
Other	9%
Challenges with telehealth reimbursement and regulations	6%
Access to quality supervision and consultation	6%
Stigma around mental health still affecting help-seeking behaviors	4%
Access to quality supervision and consultation	3%

Private Practice

Challenges in industry

What do you see as the biggest challenge facing mental health providers today? (INDUSTRY-wide, not specific to your practice)	
Low insurance reimbursement rates	78%
Burnout and mental health provider fatigue	51%
Rising business costs (e.g., rent, software, liability insurance)	45%
Increasing administrative burdens (e.g., paperwork, billing, insurance claims)	41%
Difficulty filling caseloads consistently	31%
Ethical and legal complexities (e.g., licensing across states, confidentiality)	26%
Lack of financial stability for private practices	25%
Access to quality supervision and consultation	19%
Other	19%
Managing client crises and high-acuity cases	18%
Challenges with telehealth reimbursement and regulations	17%
Lack of support for neurodivergent, LGBTQ+, or marginalized communities	15%
High client demand with limited availability	14%
Limited collaboration between providers and medical professionals	14%
Stigma around mental health still affecting help-seeking behaviors	12%

Private Practice

Resources or support

What resources or support would be most helpful for your practice?	
Better insurance reimbursement rates	68%
Access to affordable continuing education and certifications	30%
Advocacy for mental health policy changes	29%
Community referral networks and partnerships	28%
Business and marketing support for private	25%
More networking and peer support opportunities	23%
Grants or financial assistance for mental health	21%
Mental health provider self-care and burnout	21%
More flexibility and control over session rates and	21%
Administrative support (e.g., billing, credentialing,	19%
Resources for scaling a private practice (e.g., hiring,	16%
Supervision and consultation options for complex	16%
Legal and ethical guidance for private practitioners	14%
Easier-to-use practice management software	8%
Other	5%

Private Practice

Is there anything else you feel would be helpful to note about your caseload experience as a mental health provider?
This summary was generated by AI from the input of free-response data from participants.

- **Insurance issues heavily influence caseload stability.** Low reimbursement rates, denied claims, and the high cost of therapy for clients make it difficult to maintain consistent caseloads and to operate sustainably, especially for students and early-career clinicians.
- **Referral flow has become less predictable.** Many providers report fewer new intakes, fluctuating demand, and noticeable declines in referrals over the past 6–24 months.
- **Cancellations and no-shows add scheduling challenges.** Providers often overbook to compensate, but it still affects weekly caseload consistency.
- **Burnout and emotional strain are common.** Long-term clinicians feel exhausted, and solo practitioners report increased isolation and difficulty sustaining their caseloads without adequate support.
- **Market saturation may be impacting caseloads.** Many new clinicians are entering private practice, often without the business training needed, increasing competition for clients.
- **Administrative and business pressures affect caseload experience.** Rising costs, insurance paperwork, marketing demands, and the general workload of running a practice add strain and influence a provider's ability to stay full.
- **Early-career clinicians face unique barriers.** Some struggle to get enough hours for licensure, maintain a caseload, or afford to stay in private practice.
- **Specialization and strong referral sources help stabilize caseloads.** Clinicians with clear niches or good relationships with referral partners report fewer fluctuations.
- **The growing presence of AI raises uncertainty.** Some providers see clients turning to AI tools, and many express concern about how AI might affect referrals and therapeutic work.
- **Consultation, collaboration, and community support matter.** Providers note that isolation in private practice can worsen burnout and make caseload management harder; stronger professional networks improve sustainability.
- **Waitlists vary dramatically.** Some practices have long waitlists due to staffing limitations, while others see shrinking or nonexistent waitlists compared to prior years.

UTAH CENTER FOR EVIDENCE BASED TREATMENT

Thank you!

We appreciate your participation in this survey.

Want to stay in touch?

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