



Online Education for Treatment of Obsessive Compulsive Disorder (OCD)

Why is the Program Needed?

The American Psychiatric Association estimates that 2-3% of the population suffers from OCD. The problem is that OCD symptoms are often misdiagnosed as general anxiety and social anxiety and as a result patients endure unnecessary suffering and do not receive the correct treatment. There is a shortage of clinicians who are trained in OCD symptomology and treatment and only a handful of internship programs in North America provide OCD training. This leaves many patients with a potentially treatable undiagnosed disorder.

The idea for an online resource for therapeutic education for treatment of OCD has been conceptualized. The website would teach OCD to: parents and children, psychologists and clients, physicians and patients, professors, teachers and students.

Areas of Application

- Clinicians: There is a limited number of clinicians who are trained to treat OCD. The website could serve as a valuable training tool for mental health professionals to properly diagnose and treat OCD.
- Schools: all education levels, the education system is not equipped to deal with mental health issues. The website could train educators to recognize OCD symptoms and make referrals to therapists specializing in OCD treatment.
- Health care professionals: educational tool to assist health care professionals in recognizing OCD.
- Parents and patients: the program would educate families how to recognize OCD symptoms and provide valuable tools and coping strategies for living with the disorder.

Competitive Advantage

- Focus on recognizing OCD symptoms

SOCIAL INNOVATION



- Actively trains clinicians to improve OCD treatment
- Provides valuable coping strategies for people living with OCD

The Ask

- The OCD Website is currently in need of an in depth look into several areas critical to its success. A deeper dive in to the market opportunity is required- Market size, potential customers, business model and penetration strategies.
- An in depth analysis is required to understand if this is a sustainable social venture.

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