Presentation Abstract

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Field of Expertise
Psicoterapy

Name of National Association
USTA

Modality of Participation
in-person

Type of Presentation
Oral Presentation

Presentation Title
Digital Psychotherapy: Integrating TA Philosophy into Mental health platforms

Abstract
Background and Objectives: In the modern era, IT technologies and Artificial Intelligence have become inseparable from psychotherapy. Even the most "human-centric" fields are undergoing a digital transformation. The challenge we face is not whether to adopt technology, but how to remain profoundly human within a digitalized world. This presentation shares the 5-year journey of "Pleso," a mental health platform operating across four countries (Ukraine, Poland, Romania, and the UK). Our mission was to move beyond a simple marketplace and create a genuine community for specialists and a "soft" supportive environment for clients. Throughout this journey, the philosophical principles of Transactional Analysis served as my primary support and compass, guiding every organizational and clinical decision.

Methods: As a co-founder and therapist, I analyze our experience through the lens of Practice-Based Evidence. The study integrates qualitative feedback from both practitioners and clients within the Pleso ecosystem. It examines the organizational solutions we implemented to ensure that technology serves as a bridge, not a barrier, to the therapeutic relationship.

Expected Outcomes: I will present data on therapist satisfaction and client engagement, alongside my reflections on balancing IT efficiency with the ethical and human requirements, grounded in the core philosophy of Transactional Analysis.

Conclusions and Implications: This experience is vital for the global TA community as the world moves relentlessly toward digitalization. We should not stop or resist this progress; instead, we must lead it. By sharing our successes and challenges, I aim to provide a roadmap for maintaining the "human touch" and high ethical standards in an increasingly automated industry. We will demonstrate that in the age of AI, the core of TA — the authentic encounter between "OK" people — can not only survive but thrive through thoughtful digital integration.

Professional Picture

