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# THE DIFFERENCE IS AN ALEXA SKILL FOR ON-DEMAND THERAPY

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Watch this video at <https://www.lsnglobal.com/news/article/24029/the-difference-is-an-alexa-skill-for-on-demand-therapy>

US – The service uses Amazon’s Alexa to make on-demand therapy more accessible for all.

Users who subscribe to **The Difference**, which starts at \$50 (£38, €45) for a 30-minute session and goes up to \$200 (£154, €178) a month for three hours with a dedicated therapist, can request a therapy session through their Alexa device.

After registering and receiving a PIN code, users simply state, 'Alexa, open The Difference, '. After sharing their pin, they are connected with a therapist in under 30 minutes, who will call them on their mobile phone. While customers wait to be connected, they can listen to a guided meditation. The Difference aims to merge psychology with technology, creating a more accessible way to receive therapy on-demand when it’s needed most.

As the number of people diagnosed with depression and anxiety rises, there is an opportunity for brands to think laterally about how to provide people with **access to the support they need** and rethink the therapy experience for the next generation.