



February 20, 2020

Lyra Health Inc

Attn: David Ebersman  
CFO/Founder, Lyra Health Inc  
287 Lorton Ave, Burlingame, CA 94010

**Re: Notice of Inaccurate and Potentially Defamatory Content in Lyra White Papers Related to Psychoanalysis.**

Dear Mr. Ebersman,

The Society for Psychoanalysis and Psychoanalytic Psychology, Division 39 of the American Psychological Association, recently became aware of a Lyra white paper used to support which therapies and treatments your health company is willing to reimburse (November 2019: [Research suggests alarming lack of evidence-based mental health treatments in health plan networks](#)).

We are alarmed by much of the content of this November 2019 paper, particularly the fact that psychoanalysis is listed as one of the common iatrogenic therapies. This claim is categorically false and without context. Even more alarming is that your marketing material asserts that this claim is supported by empirical research.

This letter provides notice that information presented in these white papers that purport to restate scientific conclusions about efficacy and harm associated with psychoanalysis is inaccurate, potentially defamatory, must immediately be retracted, and may be subject to legal action.

Your claim that psychoanalysis is “iatrogenic” communicates to the public that psychoanalysis is harmful. Due to the forcefulness of this claim, we would expect you to cite credible empirical research with evidence indicative of this harm. Yet the research you cite lacks credibility and is deeply flawed. In fact, there is strong empirical support for the positive benefits of psychoanalytic psychotherapy: see Cogan and Porcerelli, 2005; Kealy & Ogrodniczuk, 2019; Leichsenring and Rabung, 2008, 2011; Levy, Ablon, & Kächele, 2011; Shedler, 2010; Steiner et. al, 2017; Wohl & Schönbrodt, 2019 just to name a few. We can also provide you with further references supporting the validity and effectiveness of psychoanalytic therapy upon request.

In effect, by making false claims and denying the existing research and clinical data, Lyra restricts access to a beneficial treatment and may be perceived to malign all therapists who

practice psychoanalysis. Publishing falsehoods about a treatment that is beneficial to a wide range of individuals runs counter to the public good. While we recognize that more intensive, longer-term therapies can be paired with another plan or employer, your white paper misleads the public into thinking that at best, no therapy should last longer than 25 sessions, and at worst, that longer term work such as psychoanalysis is harmful.

Furthermore, the potential damage goes much further than the companies and employees that use Lyra's insurance in the context of an employee assistance program. Unwitting consumers and other companies might accept the authority of this white paper, which contains false information, thereby restricting their options for treatments that work. Therefore, your (mis)characterization of psychoanalysis goes beyond mere misrepresentation and may amount to libel and consumer fraud.

You have marketed Lyra as a "smart network for treating mental health" using multiple events and conferences as a platform for this message. By falsely labeling psychoanalysis as harmful to the public, you betray your pledge to connect companies and people to treatments "that work." Essentially, Lyra is both avoiding paying for high-quality mental health services and making false or misleading statements to consumers about those services to justify that constriction of care.

Lyra is defaming those who practice psychoanalysis in its various forms, including psychoanalytic psychotherapy. Your white paper implies that anyone practicing psychoanalysis is harming the public. By listing a few specific therapy brands as evidence-based, such as CBT, listing psychoanalysis as iatrogenic, and barring reimbursement for its practice, Lyra may well be engaging in restraint of trade. In effect, Lyra's widespread dissemination of false information in the guise of a well-researched white paper may put psychoanalytic and other more open ended and, evidence-based, treatment providers out of business. This kind of messaging could also have antitrust implications.

The Society for Psychoanalysis and Psychoanalytic Psychology cannot allow this harmful attack to continue. This white paper is inaccurate, irresponsible, harmful to your consumers, harmful to the public at large, and harmful to psychoanalytic psychologists. For the reasons identified above, we demand that Lyra immediately change its online messaging by removing the white paper from the website, correct the record with respect to the misinformation that has been disseminated, and issue a public apology.

If we do not receive a response and a retraction apologizing for having made the above listed false claims within two weeks of the date this letter is sent out, please be advised that we will consider our legal options. At a minimum, this letter provides notice to Lyra of the misinformation contained in the documents you have published regarding psychoanalysis and imposes upon you a legal responsibility to correct the record.

Please also be aware that we have been in contact with the American Psychological Association to investigate your statements and related mental health care and insurance practices.

Regards,



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