

2023 Future of Mental Health: Ketamine Therapy Report

Foreword

Although ketamine-assisted therapy has proven successful in treating various behavioral and mental health conditions such as anxiety, depression, PTSD, and more, stigma has created significant barriers that keep ketamine from reaching widespread acceptance in the mental health space from mainstream America. Misinformation surrounding ketamine-assisted healing keeps many Americans from accessing treatment and finding long-lasting recovery from addiction, mental health issues, and trauma.

APN wanted to dive into what causes hesitancy among consumers, what factors would make them feel more comfortable receiving ketamine-assisted treatments, and any additional sentiments so that we can better serve our patients and the mental health community.

The 2023 Future of Mental Health: Ketamine Therapy Report indicates that stigma and lack of education among consumers are the top challenges for ketamine-assisted treatments. We uncovered that at-home treatment options increase the risk of patients' irresponsibly abusing the drug, becoming dependent, or being funneled in and out of treatment. Younger generations, especially Millennials and Gen Z, reported misusing or abusing ketamine when trying it at home, reinforcing the need for safely administered treatment and in-person oversight when exploring ketamine-assisted therapy options.



Noah Nordheimer

Founder & CEO
APN

Ketamine-Assisted Therapy: A Promising New Treatment

Ketamine-assisted therapy can reduce the symptoms of mental illness as well as pharmaceutical dependence. Recent ketamine trials led to progress with FDA approvals, and public opinion on ketamine-assisted therapy is slowly shifting.

64%¹

of ketamine-assisted therapy clients say it helped with their symptoms.

48%

would try ketamine therapy if they knew it would make them feel less depressed and anxious.

26%

would rather use ketamine instead of anti-depressants or anti-anxiety medication to treat their mental health symptoms.

Stigma Still Poses a Barrier to Widespread Acceptance

Despite promising treatment outcomes, **only 20% of US consumers are familiar with ketamine therapy and open to trying it.** Stigma and misinformation surrounding ketamine creates resistance for most people.

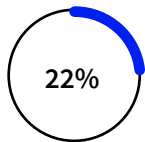
27% only know of ketamine as a party drug and believe it has no mental health benefits.

32% believe they would be judged by family, friends or co-workers for trying ketamine therapy.

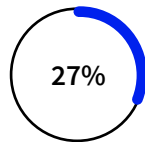
45% can't be persuaded to try ketamine, even if their doctor or therapist recommended treatment.

The Generational Divide on Ketamine-Assisted Therapy

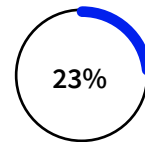
Generational differences influence participants' responses.



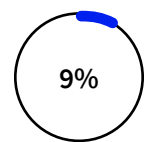
of Gen Zers
(currently ages 16-23)



of Millennials
(currently ages 24-42)



of Gen Xers
(currently ages 43-54)



of Baby Boomers
(currently ages 59-77)

Gen Z, Millennials, and Gen X are more likely to try ketamine treatments, in comparison to Baby Boomers.

Misuse Creates More Obstacles

For best results, ketamine therapy must be a part of a comprehensive treatment plan, not a standalone option. Risk exponentially increases when patients self-medicate.

55%

of Americans who have tried at-home ketamine therapy reported either accidentally or purposefully using more than the recommended dose.



40%

of Americans said they are uncomfortable with the idea of at-home ketamine therapy.



21%

reported using ketamine or other psychedelic drugs to self-treat anxiety, depression, or other mental illnesses.



Still, most Americans aren't seeking out the treatment for recreational use; only **6%** would want to try ketamine just to have a hallucinogenic experience.

The dangers are more critical for the younger generations especially.

2 in 5 (41%) of Gen Zers reported self-medicating with psychedelics to treat anxiety, depression or other mental illness

1 in 3 (29%) of Millennials have used Ketamine or other psychedelic drugs for the purpose of recreation or experimentation

Nearly 6 in 10 (58%) of Millennials who tried at-home Ketamine therapy agreed they either accidentally or purposefully used more than the recommended dose when trying the treatment at-home

The Bottom Line

Our findings show that in order to build trust and familiarity with mainstream America hoping to find relief from a variety of mental health symptoms, ketamine-assisted healing and therapy should only be used in combination with continued psychotherapy as part of a holistic treatment plan under the care of a clinical team member familiar with each patient.

Healthcare leaders who understand the efficacy and potential of the treatment have a responsibility to educate patients and spearhead the inclusion of emerging treatments like ketamine-assisted therapy into the mainstream.

Noah Nordheimer
Founder & CEO
APN

Methodology

The total sample size was 2,000 nationally representative US consumers in the U.S. aged 16+. The survey was conducted between January 17, 2023, to January 19, 2023, by Censuswide, an independent market research consultancy. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles and are members of the British Polling Council.

About APN

APN is a whole-person health company offering innovative treatment for the mind, body, and soul across the full continuum of care. Specializing in treating healthcare workers, veterans and athletes, its unique approach includes integrated, custom care plans and emerging, evidence-based treatments for on-site and outpatient services. The services include, but not limited to group and individual therapy, medical detox, deep TMS, ketamine-assisted healing, trauma-based therapy, small-group fitness, teletherapy, and more. Plus by APN, the interventional psychiatry and neurotechnology sub-brand of APN, utilizes procedural-based treatments to alleviate mental distress, often when traditional pharmacologic and psychotherapeutic treatments have failed. For additional information, visit: [PlusAPN.com](https://plusapn.com).

Contact

Diffusion PR for APN
apn@diffusionpr.com

1 'Strongly agree' and 'Somewhat agree' combined