

CRAIN'S
Health Pulse

Mental health coworking space adds Brooklyn location

Alma, a company that offers hourly rental space and back-office support to mental health providers, is opening its second co-practicing location, at 397 Bridge St. in Downtown Brooklyn.

The company's flagship location [opened last year](#) on Madison Avenue near East 53rd Street.

Alma's \$145-per-month membership program gives practitioners access to software to help process payments, attract new clients with online profiles and manage relationships with insurers. Alma members also can receive feedback on their practice from peers and take continuing-education courses.

For \$165 a month, Alma members can book space at one of the co-practicing locations—which costs \$25 to \$45 per hour depending on the time of day.

About 30% of Alma members maintain their own practice location but pay for access to the software and community events.

Dr. Harry Ritter, Alma's founder and CEO and the former vice president of care delivery at Oscar, said the company picked the Brooklyn location after receiving input from providers and clients and because of its proximity to public transit.

Alma's coworking arrangement "de-risks your experience of running a practice," Ritter said. "Otherwise you could be making a long-term commitment to space when you're not ready to make a commitment."

He said the company is interested in doing more to help negotiate providers' contracts with insurers. "It becomes so onerous that a lot of providers choose to stop taking insurance—which is really unfortunate," he said, "given how dire access [to care] is."