



Mental Health Psychologist of the Year 2017 – UK & Best CBT Practice - UK

My Private Therapy Clinic is a unique mental health practice based in London. We invited award-winning Consultant Clinical Psychologist Dr Patapia Tzotzoli to tell us more about the clinic and the work she undertakes there.

My Private Therapy Clinic focuses on providing a relaxed friendly atmosphere for either short- or long-term therapeutic sessions. Patapia enjoys a reputation of warmth and informality in her professional work, while achieving effective outcomes for her clients. She draws knowledge from different therapeutic frameworks to offer bespoke treatment to her clients.

"The focus of my work is on adolescents, adults, and couples. I specialise in assisting people to overcome difficulties, to work towards optimal personal effectiveness, and to improve their overall quality of life. I am particularly interested in difficulties that stem from relationships (with self or others), work or studying, and physical health. I love working with business professionals, highly successful executives, and students, as well as medical patients alongside their families or caregivers."

Applying her specialisation in cognitive behavioural therapy (CBT), Patapia tailors each intervention to an individual

client by complementing this with techniques from other approaches, such as mindfulness, motivational interviewing, acceptance and commitment therapy (ACT), solution-focused brief therapy (SFBT), and schema therapy. Her expertise in neuropsychology provides her with a valuable additional method of assessment and the ability to offer specialist advice where cognitive weaknesses, such as memory and attentional difficulties, trouble individuals in their everyday life.

Patapia discusses how she and her team work to ensure that every client receives the treatment they need.

"Our vision to create an environment where clients are at the heart of psychological services has come to life with My Private Therapy Clinic. Their care here is personal and comprehensive. Always evidence-based, we develop tailor-made therapeutic plans for clients by considering the difficulties they are currently experiencing alongside any personal, work-related or social factors.

To ensure we meet the exact needs of everyone we treat, where appropriate we liaise with consultants from other specialties (e.g., personal trainers, psychiatrists, neurologists, lawyers, osteopaths, etc.) to ensure a holistic approach to clients' care. We provide therapy in context resulting in more effective outcomes for our clients."

Alongside her work at the clinic, Patapia is the CEO and founder of iConcipio Ltd, and she is interested in developing support systems using web-based technologies to promote personal effectiveness. She began with MePlusMe, an online system designed for students in higher education to address their mental health and study skill needs.

Looking ahead, Patapia plans to later adopt this for business corporations. As part of this work, she is actively involved in the research and development of the system, as well as fundraising and funds management, strategic business development, marketing, and leading a team of 15 people at different levels of seniority and specialties. As a result of this project, she was

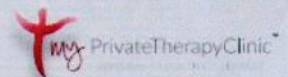
the recipient of the Lion's Den award in entrepreneurship from King's College London in 2011 and was shortlisted from over 2,400 applicants to participate in the Falling Walls Lab 2016 competition in Berlin. At present, she is partnering with University of West London to carry out a feasibility study prior to fully developing and rolling out the system. The ongoing aim is to show that MePlusMe can alleviate at least some of the pressure that universities student support services face at present due to high demand.

This is particularly vital, given the increasing focus on technology in mental health care, and as such My Private Therapy Clinic's ongoing aim will be to provide clients with flexible solutions that help them to recover and fit around their lifestyle, as Patapia concludes:

"Looking to the future, e-health is likely to become the number one offering. Therapy delivery will massively depend on technology. As such, therapists should be able to adapt their skills and be comfortable around technology, and clients will need to take control of and responsibility for



their own mental health. Our clinic already offers services that incorporate technology, and is pioneering in persistently incorporating them among our other offerings, while helping clients feel comfortable and confident within this setting. We aim to offer all this alongside an always accessible and personal contact with clients."



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