



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Clinical Strategy Manager

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Please describe the area of psychology you practice. For example, what does your day-to-day schedule look like?

I am a licensed clinical psychologist by training, but I am currently in an industry position where I use my knowledge and expertise to help develop, disseminate and edit digital content that is used in a mental health app. These tools are often psychoeducational and can be used as a standalone resource or supplement to coaching, individual therapy or medication management.

My day to day involves lit reviews to pitch different topics of focus based on client need and company objectives. I correspond with a cross functional team of content writers, clinicians, audio producers and marketing professionals to develop and advertise this content.

Additionally, I work with another cross functional team of clinicians, attorneys and internal stakeholders to conduct reviews of provider incidents that may occur when our clients submit concerns about providers. We usually evaluate the concern, meet with the provider and determine a recommendation of how to move forward with the provider which may stem from no further action to additional training required or dismissal from our app's platform.



Were there specific factors that led you to choose this area of psychology? Was there a critical moment that changed your career trajectory?

No real specific factors other than it was an opportunity to provide support on a larger scale and in a different way than I had before. Digitizing mental health services improves accessibility, decreases barriers to care and helps provide support while reducing risk of traditional burnout for many health service psychologists.

The critical moment that changed my career trajectory was a consulting opportunity that arose during the Covid 19 pandemic. A digital mental health app asked me to create content that was tailored toward addressing discrimination for a broader audience and while I did this individually with clients, it was a challenge to do this on a broad scale for individuals that I was likely not going to be directly interacting with. It was challenging and exciting and helped me have a broader understanding of how psychologists can provide care and support.



What advice would you give to an ECP who wants to pursue a position or additional training opportunities in this area of psychology?

	<p>Many psychologists already have the training in this area of psychology. I commonly use my skills in assessment, research, communication and problem-solving, all of which I sharpened in graduate school and further developed through practicum and internship.</p>
	<p>Ways to create opportunities in this area include recognizing the transferable skills (e.g., managing projects, supporting individuals and teams, assessing problems and developing solutions and general mental health expertise) that psychologists have and how that can be applied outside of traditional spaces such as academia, medical settings or private practice.</p>
	<p>Other ways include joining communities of individuals (e.g., Therapists in Tech, Society of Digital Mental Health, Going Digital) who are in these spaces already and asking them about their journey. It is likely that no two stories will be the same.</p>
	<p>As to where to start now, I recommend that psychologists start to get visibility in spaces that extend beyond traditional scientific articles. Can you get published in a press piece such as PsychologyToday or can you participate in podcast episodes that talk about the science of mental health in a way that is easy to follow? I started with working in collegiate mental health and giving presentations to staff and students, then it progressed to the consulting opportunity and showing up on a university podcast. After that, I had samples of the work I did and through speaking with colleagues I found the job that I am currently in.</p>

Contact Us: earlycareer@apa.org

For further resources, please click [here](#) to check out our ECP website.