

Shezlong Unveils Region's First AI Therapy Assistant: A New Era of Mental Health Care Begins

The MENA region's leading mental health platform redefines innovation in therapy, empowering therapists and patients like never before.

In another bold step toward transforming mental healthcare, Shezlong - the first platform to introduce online therapy in the Middle East and Africa - has announced the launch of the region's first-ever AI-powered therapy assistant. Developed by Shezlong's R&D teams, this groundbreaking tool is set to revolutionize mental healthcare and reaffirm Shezlong's position as the pioneering force in digital wellness across the region.

"We believe the human element is at the core of the therapeutic journey for our clients. This innovation gives our therapists superpowers to enhance the experience for both therapists and clients." said Professor Mohamed Elsheikh, Chief Medical Officer at Shezlong. "And we are doing it with real patients, real therapy, and real care.

"The AI assistant supports therapists by offering deep insights and advanced analytics about each patient's psychological state. It generates personalized treatment reports, analyzes emotional patterns, tracks progress milestones, and supports long-term therapeutic relationships with unprecedented clarity and structure. In early trials conducted with real patients, Shezlong achieved concrete proofs of concept demonstrating the AI's effectiveness in real-world clinical settings.

"This is what AI is made for." added Aly Zeineldin, Chief Product Officer. "We started with our proof of concept and we are in the process of integrating it into live sessions in a way that empowers users and respects their privacy." But this is just the beginning.

The technology also powers smart therapist-patient matching, suggesting the best-suited therapist based on emotional and cognitive inputs. For patients, it acts as a continuous companion between sessions, offering personalized self-care activities, emotional check-ins, and cognitive exercises that adapt to their evolving mental state. It enhances engagement, accelerates outcomes, and empowers users to take an active role in their healing journey.

With the AI assistant's success in trials, Shezlong is now in advanced discussions with several prominent venture capital firms to raise a new funding round dedicated to accelerating the growth and scale of this transformational technology. This round will enable Shezlong to bring the AI assistant to millions across the region and reshape the future of mental health support, making care more intelligent, proactive, and inclusive than ever before.

Looking ahead, Shezlong is preparing to commercialize the AI assistant, making it available to all users across its platform in the coming period. A research paper showcasing the clinical results is currently being finalized for publication in a prestigious scientific journal. "Our vision has always been bold." said Mohamed Alaa Eldeen, CEO of Shezlong. "I believe in a world where no one is held back by mental illness. A world in which, when anybody takes that brave step to seek help, help is available to them, regardless of where they are or

how much money they have. And I believe that by harnessing the power of data and technology, this vision can become reality.

"As Shezlong continues to lead with innovation, it remains grounded in its responsibility toward ethical use of technology. The AI platform is built with privacy-first, HIPAA-compliance in mind. Every step of the AI process is designed to ensure user privacy, consent, and protection.

Once again, Shezlong is not only setting the bar, but raising it. After pioneering online mental health in the region, the company is now launching a new era of AI-empowered therapy. A future where care is smarter, more accessible, and deeply human.