This presentation will describe personalized pathways to therapeutic change by helping to answer the questions: how, for whom, and when delivered by whom does psychotherapy work? Dr. Coyne will discuss studies that examine: 1) a precise mechanism through which patient-therapist relationship quality affects patient improvement in a specific evidence-based treatment; 2) pretreatment patient characteristics that may confer an advantage for one evidenced-based treatment over another, thus informing tailored treatment selection; 3) therapist effectiveness differences in working with patients with different racial/ethnic identities—regardless of treatment approach—and the potential benefits of patients being naturalistically matched to clinicians’ identity-based strengths; and 4) therapist differences in using a pantheoretical in-session change process to helpful or harmful effect in the context of naturalistic, community-based care—a type of personalizing to the provider.