

# Marketing Plan + Provider Success

Making therapy normal

# Today's Discussion

- Defining Success
- Harmony Profile
- Public Listings
- Social Media Accounts
- Networking Exercise



# Defining Success



## Financial Goals

- How many clients do you want to see per week?
- How much do you want to earn each year?
- How many referrals do you need per month to stay busy?



## Lifestyle Goals

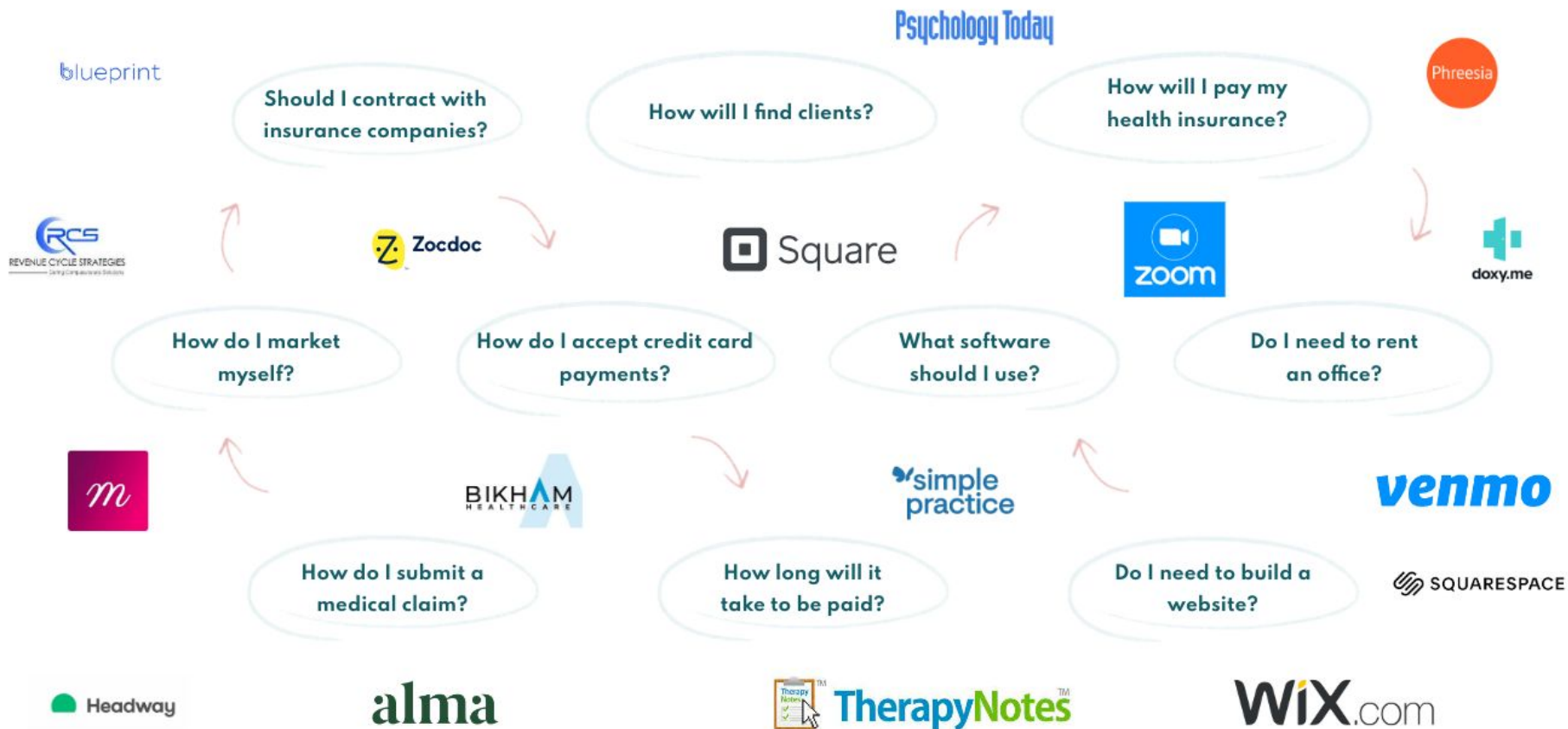
- How many days per week do you work?
- Do you work from home or an office?
- How much vacation do you want to take?



## Career Goals

- What do you want to be doing in 5 years?
- What type of client would you like to work with?
- Do you want to specialize in a specific niche?

# Starting a private practice requires 12+ point solutions



# Harmony - Tava's free EMR



## Scheduling

Use your Website Link to help clients schedule appointments with you.



## Rev Cycle Management

We take care of all the paperwork (billing, coding, claims submission and follow-up, and collections) so you can focus on what you do best: amazing therapy!



## Integrated Telehealth Platform

Virtual therapy connection included - also for free.



## Credit Cards + Invoicing

Tava captures clients credit cards and processes payments for cash pay, no-show fees, last minute cancellation fees, copay / deductible payments



## Insurance Verification

We verify that you are in-network with a client before they can schedule using their insurance.



## Phone Answering and Support

Your clients are in good hands with our care navigation and support team.  
Tava's front office staff handles scheduling and care coordination.

# Health Insurance Clients



Tava handles claim audits



We handle invoicing, coding, & billing



You get paid every 2 weeks

# Build your Niche

Identify your ideal client



# Private Practice Niche

1. Identify Passionate Areas:
  - List clinical areas that align with your passion and expertise.
2. Local Market Research:
  - Investigate local niches, reach out to therapists, and assess demand.
3. Networking and Collaboration:
  - Connect with practitioners or therapists in your niche and build relationships with related professionals.
4. Certifications and Expertise:
  - Obtain relevant certifications to enhance credibility and expertise.
5. Marketing and Differentiation:
  - Showcase your expertise and emphasizing your unique qualifications, trainings, and experience.




# Using your Website Link



# Invite Existing Clients



# Invite Existing Clients

Tava


Schedule

Availability

Sessions

**Clients**

Messages

=

## Clients

 Search all clients

+ Add Client

NAME	COMPANY	REFERRAL	JOINED ▼	STATE	AGE	MESSAGE	
 Kara Cook	ParetoHealth	Tava	Dec 20, 2023	UT	30		
 Kara Cook	Ollivander's	Tava	Dec 13, 2023	UT	30		
 Kara McNamara	ParetoHealth	Tava	Dec 4, 2023	UT	30		
 K C	Ollivander's	Tava	Dec 1, 2023	UT	30		

\*Don't worry, this is a test account, not real clients

# Share your Tava Practice Link



Hilary Wheelock

My Profile

Payouts

Preferences

Credentials

Schedule

Availability

Sessions

Clients

Messages



## Hilary Wheelock, LCSW

[Replace Photo](#)

[Edit Name and Title](#)

Your Practice Website: <https://demo.care.tavahealth.com/providers/hilary-wheelock>

# Your Practice Website



Ariana Rosenberg

ACCEPTING NEW CLIENTS

in Utah

Schedule

 **INSURANCE** for Individuals

Search for your carrier...

 **CASH RATE** for Individuals, Couples, and Families

\$125/hr

 **TAVA NETWORKS** for Individuals, Couples, and Families

Employer Benefit

## Challenges treated

Eating Disorder

Pregnancy, Postpartum, and Prenatal

PTSD and Trauma

Anxiety

Stress

Depression

Caregiver Burnout

## About Me

Have you felt stuck in your journey to healing? I am dedicated to empowering individuals and promoting resilience. I have a passion for making a difference and believe in the power of therapy to facilitate healing and growth. As a therapist, my goal is to provide a supportive environment where you can explore your experiences, develop coping strategies, and work towards your personal goals. I am committed to helping individuals on their journey to wellness and self-discovery, utilizing a holistic and client-centered approach.

## You can Share your Tava Practice Link on Your...

- ❑ Website under scheduling
- ❑ Email footer
- ❑ PsychologyToday Profile
- ❑ LinkedIn profile
- ❑ Facebook page
- ❑ Google Business page

# Practice Link

Add it to your social media accounts where you are active



# Consultation Groups



## Mental Health and Private Practice Marketing and Management

 Listed group

**77,348 members**

Including Kevin Ramotar, LSSBB, Psy.D.  
and 7 other connections



[Invite connections](#)

[Show all →](#)



# Email Footer Example



**Melissa Megahed**

Director of Provider Growth

801.382.8392

*She/Her/Hers*

[Schedule a Session with me Here](#)

[LinkedIn](#)

# Work with new clients




# PsychologyToday Example

Update website and  
use Tava's if you don't  
have a website

# Psychology Today

Therapists ▾ City, Zip or Name

US Log In Sign Up and Get Listed




## Tekulvė Jackson-Vann


Marriage & Family Therapist, MFT, LCSW (he, him)


✓ Verified by Psychology Today

Hello! I'm Tekulve (pronounced Tee-COLE-Vee) Jackson-Vann. With a physical office in Orem, Utah and my home office, I am able to maintain a flexible schedule for seeing clients while also being able to be present for some of special moments with my two teenagers at home. I recently welcomed my first grandchild and decided I should be called "Papa" because I'm way to cool to be called "Grandpa." When I'm not doing therapy, you will likely find me in the kitchen baking, bargain shopping, or sneaking a pack of Oreos while watching Law & Order.



### Let's Connect


 **(385) 304-3187**




Email me


Managed by **Tava Health**. Your call or email may go to a representative.


### My Practice at a Glance


 Available online only

 Orem, UT 84057  
(385) 304-3187

Email me **My website** Share

 Check out my most up-to-date availability on my Tava website.

 I accept insurance >

 I see individuals, couples and families >

# PsychologyToday Example Continued

Update Insurance  
carriers you  
now accept  
through Tava



## Finances

### Fees

Pay by American Express, Cash, Discover, Health Savings Account, Mastercard, Visa

### Insurance

All Savers	Horizon Blue Cross and Blue Shield
Anthem   Elevance	Humana
Blue Cross	Independence Blue Cross
Blue Shield	Optum
BlueCross and BlueShield	Premiera
BridgeSpan	Public Employees Health Plan
EMI Health	Regence
FEP	SelectHealth
Florida Blue	Surest
GEHA	UMR
Harvard Pilgrim	UnitedHealthcare UHC   UBH
Highmark	University of Utah Health Plans

Check fees and, if listed, ask to verify your insurance coverage. [Email](#) or (385) 304-3187



**Tekulvė Jackson-Vann**  
Marriage & Family Therapist, MFT, LCSW

# Psychology Today

- On average therapists receive 1-2 referrals per month
- Tava can help you create an optimized profile
- Cost \$30 per month
- Reimbursed at your insurance contracted rate


# Google Business

Business Profile Overview Business Solutions ▾ Resources FAQs

## Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now



Cedar City Mental Health

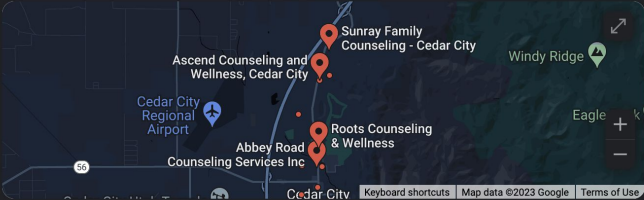
<https://cedarcitymh.com>

Cedar City Mental Health

Through **counseling** and treatment, there is hope and help for you to recover motivation, perspective, and joy that you once had in your life. Trauma & PTSD. Many ...

[Local Providers](#) · [Calendar of Events](#) · [Alternative Therapy](#)

Places



Keyboard shortcuts Map data ©2023 Google Terms of Use

Rating ▾ Hours ▾

Ascend Counseling and Wellness, Cedar City

5.0 ★★★★★ (6) · Counselor

1760 N Main St STE 105 · (435) 688-1111

Closed · Opens 9 AM Wed

🗣️ "Excellent group of therapists."

Website

Directions

Roots Counseling & Wellness

4.0 ★★★★★ (21) · Counselor

732 N Main St · (435) 233-2240

Closed · Opens 9 AM Wed

Medicaid accepted

🏠 Has online care

Website

Directions

Sunray Family Counseling - Cedar City

4.0 ★★★★★ (2) · Mental health clinic

2202 N Main St #301 · (435) 283-4690

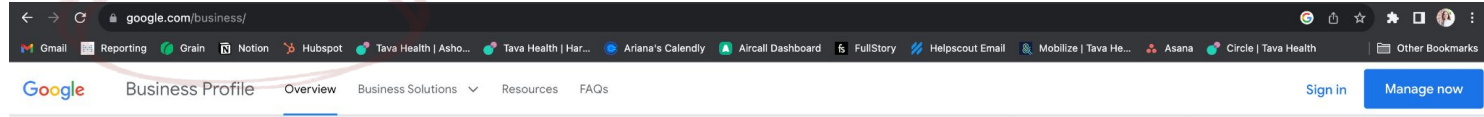
Closed · Opens 9 AM Wed

🗣️ "Tina is an amazing person and is very well educated!"

Website

Directions

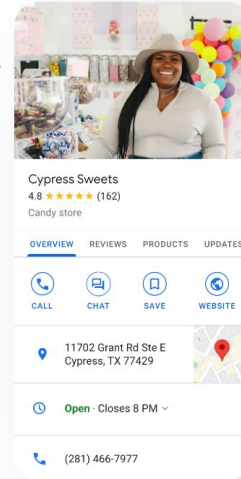
# Google Business



## Show your business on Google, for free

Stand out online and turn people who find you on Google Search and Maps into new customers – with a free Business Profile. Plus, reach millions of shoppers by showcasing your products across Google Search, Maps, YouTube, and more.

Manage now



### Reach customers

Connect with the right customers by



### Free of cost

Create a Business Profile and show your



### Update with ease

Add essential info, enable online booking,

# Therapy Den

THERAPY  ENTER ZIP

SIGN IN / JOIN

CREATE A FREE PROFILE

SERVICES

LOCATIONS

BLOG

SPECIALTIES

## Find the right therapist for you.

SPECIALTY

Anything

ZIP CODE

Enter ZIP

INSURANCE

Out of Pocket

SEARCH

[or, search by gender, ethnicity, cost and more](#)

### FEATURED THERAPISTS



**Therapy for the Trans  
Community**

Let's promote self-affirmation, dignity, equal rights, and celebrate sexual and gender diversity. Meet these inspirational therapists who specialize in and are competently trained in supporting the trans community.



**Laurie Ebbe-Wheeler**

MA, LMFT #130265

Licensed Marriage & Family Therapist  
Los Angeles, CA 90039



**Lou Bigelow**

Psychotherapist

Studio City, CA 91604



**Cap Izzo**

LSW

Social Worker  
Chicago, IL 60601



**Bridgid O'Connell**

LSW

Licensed Master of Social Work  
Chicago, IL 60657



**Kaleb Burningham**

MS, LMFT

Licensed Marriage & Family Therapist



**Deb Dettman**

MSW, LCSW, LICSW, SUDP

Clinical Social Worker  
SEATTLE, WA 98102



# Choosing Therapy

[Find a Therapist](#)[How It Works](#) ▾[Our Story](#)[For Providers](#)[My Account](#)

## Join the Choosing Therapy Directory

Free Therapist Profile

No Credit Card Required

Remove Your Profile at Anytime

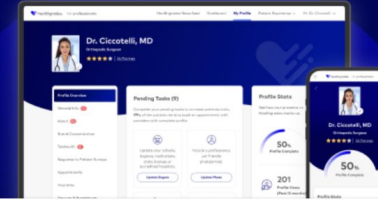
Create My Free Profile

# Healthgrades

 healthgrades. | for professionals

## Claim Your Free Profile

Healthgrades is the leading destination for patients looking for healthcare professionals



### Increase Visibility

Personalize your profile to be more compelling.



### Connect with Patients

Complete profiles receive twice as many appointment bookings.



### Boost Physician Referrals

Stand out to physicians making informed referrals.



### Manage Your Profile

Access tools to manage and respond to reviews.

## Let's get started in 3 simple steps

- 1** **Register** or find yourself on Healthgrades.com.
- 2** **Add & confirm** your profile information.
- 3** Help us **verify** your details.

Healthcare Professional's Name



City, State or Zip

Unable to find your profile? [Contact us](#)

# Network

Let your peers and community know, you  
now take insurance and private pay clients



# Networking with Others

- General Practitioners
- Psychiatrists
- Other therapists
- School Counselors
- CAPs Programs
- Community & religious leaders
- Former and current clients

# Linkedin

Exciting News! I am thrilled to announce that I am now accepting insurance clients in my therapy practice.

If you're looking for accessible, high-quality mental health support, I invite you to schedule a session using the link below. Let's embark on a journey of healing and personal growth together!

☀️📅 Checkout my website and schedule a session with me here.

#Therapy #InsuranceAccepted #AccessibleMentalHealth

# Sample Facebook Update

Dear friends and family,

I'm thrilled to announce the opening of my private therapy practice in Cedar City, Utah! As a therapist, I'm passionate about supporting individuals in their mental and emotional well-being.

If you or someone you know is searching for a therapist, I'm here to help. I specialize in [mention your areas of expertise] and accept all major insurance carriers in Utah.

Your support and referrals are greatly appreciated. Let's create a community where mental health is prioritized and celebrated. Please reach out if you have any questions or know someone who could benefit from therapy.

Thank you for being a part of my journey!

P.S. Please feel free to share this post with anyone you think might be interested or could benefit from therapy. Together, we can make a positive impact on the well-being of our community!

# Sample Email - Friends and Colleagues

Dear [Friend/Colleague's Name],

I hope this email finds you well. I am reaching out today with exciting news—I have recently opened my own private therapy practice here in Cedar City, Utah! As someone who knows me and my dedication to helping others, I wanted to share this milestone with you.

With a deep passion for supporting individuals in their mental and emotional well-being, I am thrilled to embark on this new chapter in my career. My practice offers a safe and compassionate space for individuals seeking therapy, and I am equipped to address a wide range of concerns, including [list some specialties or areas of expertise if applicable].

I wanted to ask for your support in spreading the word about my practice. If you know anyone—friends, family members, colleagues, or acquaintances—who might be looking for a therapist, I would truly appreciate it if you would consider recommending me. I firmly believe that a personal referral can make a significant difference in someone's decision to seek therapy.

Additionally, I want to emphasize that I accept all major insurance carriers in the state of Utah. This allows me to provide accessible care to a wider range of individuals, ensuring that financial considerations do not become barriers to seeking therapy.

If you have any questions about my practice, the services I offer, or if you would like to discuss a potential referral in more detail, please don't hesitate to reach out. Your support and assistance in helping me connect with individuals in need of therapy are immensely valuable.

Thank you for taking the time to read this email, and I genuinely appreciate your consideration and support. Together, we can make a positive impact on the well-being of our community.

Warmest regards,

[Your Name]  
[Your Credentials]

[Your Contact Information]

## Networking; other providers

“Hi [name], I’m a local mental health therapist and I realized that I really need someone to refer to when a client experiencing [xyz]. From what I saw online it seems like you’d be a great fit. [Specificity comments apply here]. Can we chat for a few minutes?”



## Networking; other therapists

“Hi [name], I’m a local mental health therapist and I realized that I really need someone to refer to during periods when I’m my case load is full. From what I saw online it seems like you’d be a great fit. [Specificity comments apply here]. Can we chat for a few minutes?”

# Tava Health Blog

# 2024 - Q1 Themes

We are looking for content pieces that examine what each of these topics are, educate on the history and importance of the topics, what's important to know about them, what are the common signs and causes, and more. **Your content should be informational, insightful, and intriguing.**

## Requested Topics

### Topic 1

#### Mental Health:

- Seasonal Affective Disorder
- Anxiety
- Depression
- Grief
- Bipolar Disorder
- ADHD

### Topic 2

#### Family & Relationships:

- Internal Family Systems
- Aging Parents
- Perinatal Disorders
- Compassion Fatigue
- Loneliness
- Relationship Shifts

### Topic 3

#### Black History Month:

- Racial Disparities in the Mental Health System
- Racial Trauma
- Caregiving in BIPOC Communities
- Intersectionality

### Topic 4

#### Therapy 101:

- Building a private practice
- How to get started as a therapist
- Is telehealth right for me?
- What to expect during a therapy session.

# About the Tava Health Blog

The Tava Health Blog is dedicated to providing **high-quality, evidence-based content** related to psychology and mental health. Our primary audience includes individuals seeking self-improvement and mental health professionals looking to build their practice and profession.

## Tone & Style

- Articles should strike a balance between informative and approachable.
- Use a friendly, conversational tone that avoids jargon and complex language.
- Make content engaging and relatable while maintaining professionalism.

## Length & Formatting

- Articles should generally be between [600-2,500 words], but the length may vary depending on the topic.
- Use subheadings to break up content and make it scannable.
- Use bullet points and numbered lists for clarity.
- Provide images, graphs, or multimedia content where relevant and ensure they are properly credited or licensed.

## Ethical Considerations

- Avoid sharing personal information or identifying details of clients or patients.
- Be sensitive to potentially triggering or distressing content. Include appropriate content warnings or trigger warnings when necessary.

# Tava Health Submission Process

Below you will find the steps for submitting your blog content for consideration and what to expect.

## 1. Content Submission:

- a. Submit your content, including any images, references, or multimedia elements to [blog@tavahealth.com](mailto:blog@tavahealth.com). Your submission should be written on a Google Doc, Microsoft Word Doc, or Pages Doc.
- b. Please send your submission with the subject line: [Topic Name] Tava Blog Submission

## 2. Editorial Review:

- a. Our team will review the content submission and ensure that it meets the minimum standards of our content.
- b. We will then run the article through a plagiarism detection software to confirm originality.
- c. Once approved the article will be edited and formatted to meet quality and readability standards, and then be optimized for search engine optimization.

## 3. Publication Decision:

- a. We will make the final decision on whether or not the content is approved for publication. If it is deemed suitable we will schedule it for release and coordinate with you for publication.

## 4. Publishing & Promotion:

- a. We will publish the content on the blog and monitor its performance. We will promote the blog across all Tava social media properties, including it on the website and even in some newsletters.
- b. Content will be credited to the author and a link to the author's Tava page will be included in every article.

# Tava Health Guidelines & FAQ

If you have any additional questions please feel free to email us at [blog@tavahealth.com](mailto:blog@tavahealth.com).

- **When will I hear back about my blog submission?**
  - It is our goal to respond to your within 2-4 weeks with our decision after receiving your submission.
- **What happens if my blog is not accepted?**
  - We will do our best to let you know why your submission was not accepted. You are welcome to submit other pieces of content or try submitting it elsewhere.
- **How will you use the content once it's published?**
  - We will share the blog post on our website, our social channels, and occasionally in our newsletters. We will also share your content with our customers as they request resources and guidance on certain topics.
- **It's been 2-3 weeks, why haven't I heard back? Should I reach out?**
  - We're a small team so sometimes other aspects of our business will take priority. Please wait a minimum of 4 weeks before reaching out to us. Please **do not personally email us** to try to find out the status of your submission.
- **Can I submit content on topics outside of what you've asked?**
  - You are welcome to submit content on topics outside of our requested topics but they may not be considered depending on the topic you submit.
- **Can I submit something I've already written somewhere else?**
  - We request that all content submitted be original.

# Next Steps

- What are three steps you can take from this discussion to implement in building your private practice?
- When can I follow-up with you about your goals to market your practice?