

SPONSORED TOPICAL WEBINAR

An Educational Resource for APA members
from TherapySites

Marketing Tools & Strategies to Enhance Your Mental Health Practice

November 15, 2023

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 therapysites



DISCLAIMER

Mario Rios and Anthony Howe have working relationships with TherapySites and Internet Brands, parent company of TherapySites. As such, they have both a financial and intellectual interest in the webinar content. The purpose of this presentation is to provide a balanced view on marketing tools and strategies in mental health practices.

The content was created by TherapySites and does not reflect the views of APA or its editorial staff. Email advertising@apa.org to learn more.

ATTENDANCE

- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

Bonus Giveaway:

Stay for the full presentation to receive a free
30-minute website consultation with TherapySites

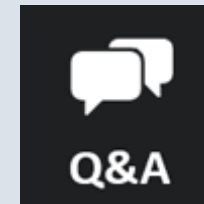
(4 attendees to be chosen at random)

RECORDING

- A recording of this presentation will be emailed to everyone in 2 weeks' time.
- The recording will include the presentation slides.

HAVE A QUESTION?

- You are on mute. Communicate using the **Q&A box** in the webinar screen. Submit your questions for our speakers using the Q&A box.
- Presentation slides will be posted in the **chat box** of your webinar screen.





Mario Rios



Anthony Howe

PRESENTERS

- Mario Rios

Digital Marketing Expert, TherapySites

- Anthony Howe

Google Certified Expert and Director of Professional Services, Internet Brands

Marketing Tools & Strategies to Enhance Your Mental Health Practice

- Time-Saving Solutions for Your Practice
- Social Media Mastery
- Multi-State Expansion



Section 1

Time-Saving Solutions

Section 2

Social Media Mastery

Section 3

Multi-State Expansion

Conclusion

Key Takeaways

Section 1: Time-Saving Solutions for Your Practice

- Online Appointment Scheduling
- Secured Email & Patient Forms
- Patient Review Website Widgets
- Online Practice Listings Clean-Up Services
- Insurance Reimbursement Software

Online Scheduling

- Provides convenience to patients
- Appointment notifications (Email & Text Message)
- Display solo and/or group practice schedules
- Saves time and reduces manual effort to schedule appointment



< December 2023 >

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Tuesday, December 12

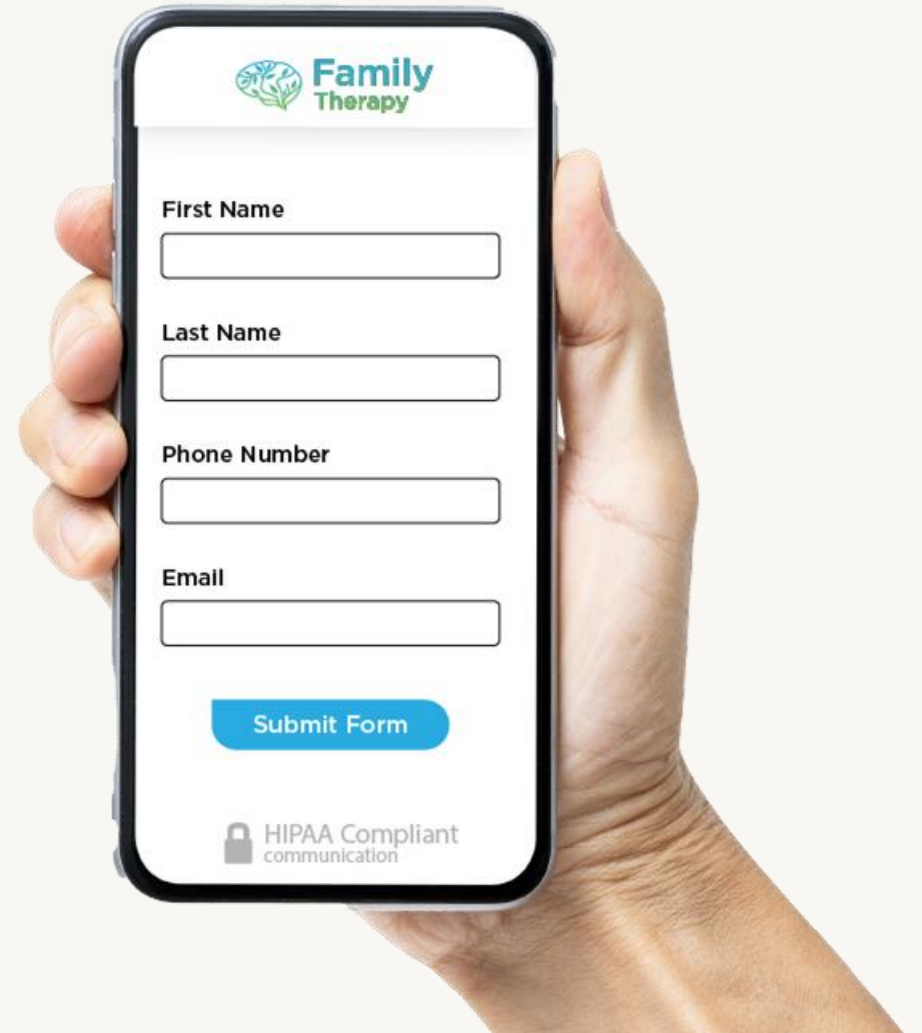
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Secured Email & Forms

- HIPAA Compliant, end-to-end encryption to protect PHI
- Secure email storage
- Convenient & secure patient paperwork
- Brand your practice forms (GAD-7, PHQ-9, Secure File Transfer, New Client Questionnaire, etc)



Stream Patient Reviews To Your Website

- Showcase positive patient sentiment*
- Displays multiple review sources (Google, Yelp, etc)
- Establishes trust and credibility with potential new patients

*NOTE: It is against APA ethical principles to solicit patient testimonials; however, testimonials exist from other sources that are not solicited (such as Google, Yelp, Healthgrades, etc).

The screenshot shows the 'Family Therapy' website. The header is blue with the logo on the left and navigation links ('About Me', 'Services', 'FAQ's', 'Forms', 'More') and a 'Call Today' button with the phone number '(866) 597-2674' on the right. Below the header, the page title is 'Home / Testimonials' and the main heading is 'Testimonials'. A sub-heading reads 'What my patients say.' Below this, there is a Google review widget showing a 4.7 rating from 7 reviews, with a 'Write Review' button. The testimonials section displays four individual reviews, each with a profile picture, name, date, star rating, and text. The first review is from Erik Tavez (1 month ago) with 5 stars, praising Nance for helping him get back what he had lost. The second is from Hayden H (1 month ago) with 5 stars, mentioning Nance's help in starting a new life. The third is from Stefani Diane (3 months ago) with 5 stars, recommending Adi. The fourth is from Seth Taft (4 months ago) with 5 stars, praising Dr. Prescod. Each review has a 'Read more' link and a 'Posted on Google' badge.

Family Therapy

About Me Services FAQ's Forms More

Call Today
(866) 597-2674

Home / Testimonials

Testimonials

What my patients say.

Google 4.7

Google Rating
4.7 ★★★★★ 7 reviews

Write Review

erik tavez
1 month ago
★★★★★
Nance' was amazing at helping me get back what I had lost so long ago.
Read more
Posted on Google

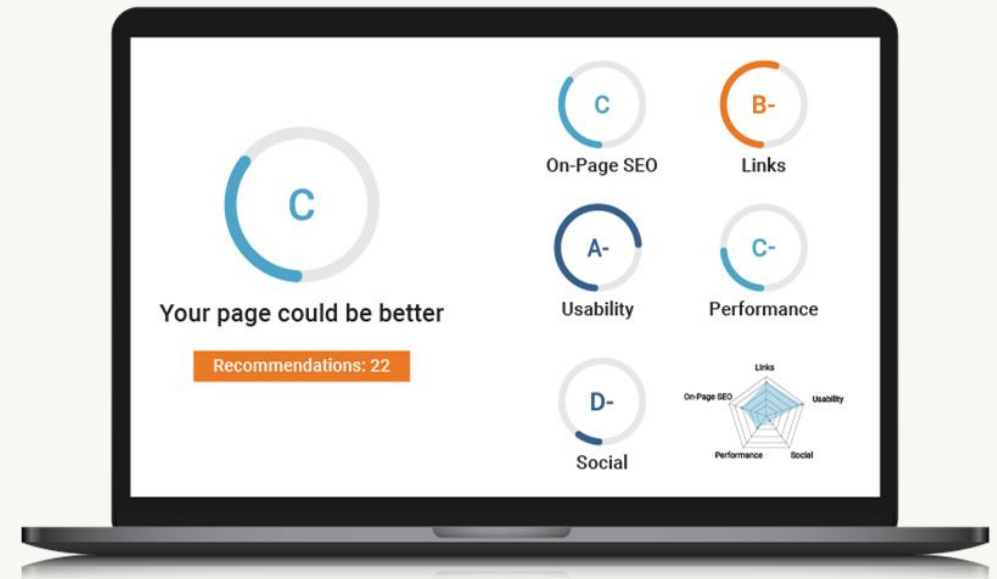
Hayden H
1 month ago
★★★★★
Where do I get started... Nance changed my life for the better and went above
Read more
Posted on Google

Stefani Diane
3 months ago
★★★★★
I cannot recommend Adi enough! She has helped me to better understand
Read more
Posted on Google

Seth Taft
4 months ago
★★★★★
Dr. Prescod has been a wonderful therapist for me in dealing with my
Read more
Posted on Google

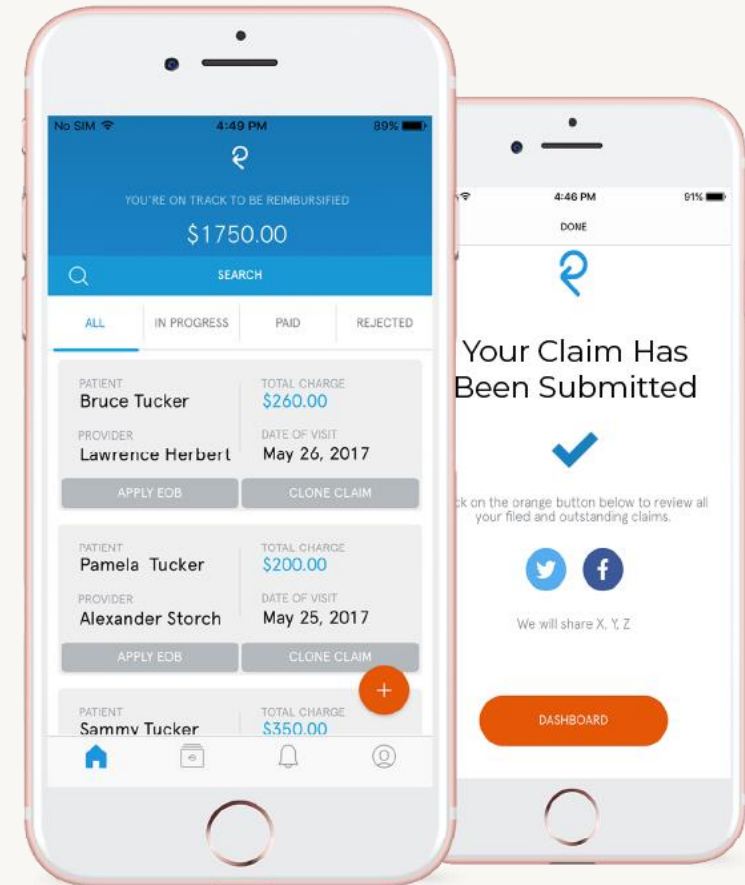
Online Listings Clean-Up

- Consistent, accurate practice information
- Better patient experience
- Improved SEO



Insurance Claims Reimbursement Software

- Make it easy for your patients to file claims with out-of-network patients
- Filing as easy as one click
- Online support for your patient's claims processing





Section 1

Time-Saving Solutions

Section 2

Social Media Mastery

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Multi-State Expansion

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Key Takeaways

Section 2: Social Media Mastery

- Facebook Business Page & Advertising
- Stream Facebook Posts / Updates

Create Facebook Business Page

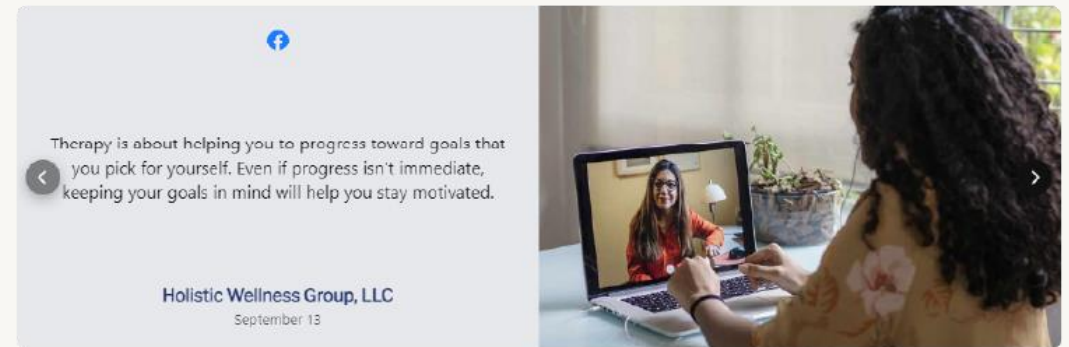
- Engage with patients on Facebook a platform they're comfortable with
- Provide educational resources & practice updates
- Additional point-of-contact with patients
- Potential Facebook advertising



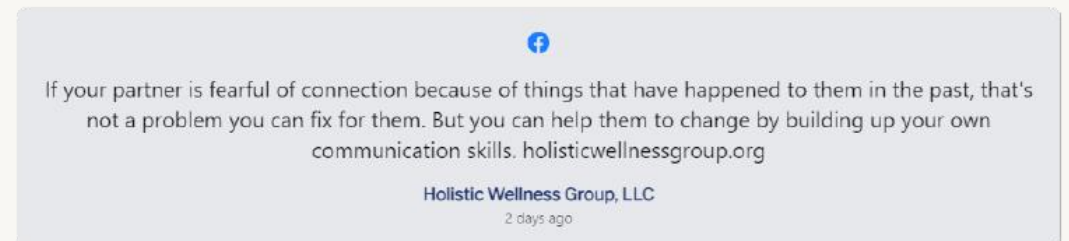
Stream Facebook Posts / Updates

- Stream your Facebook posts directly to your website
- Benefits your website's SEO
- Establish trust with new patients by creating a sense of community

My Social Feed



My Social Feed





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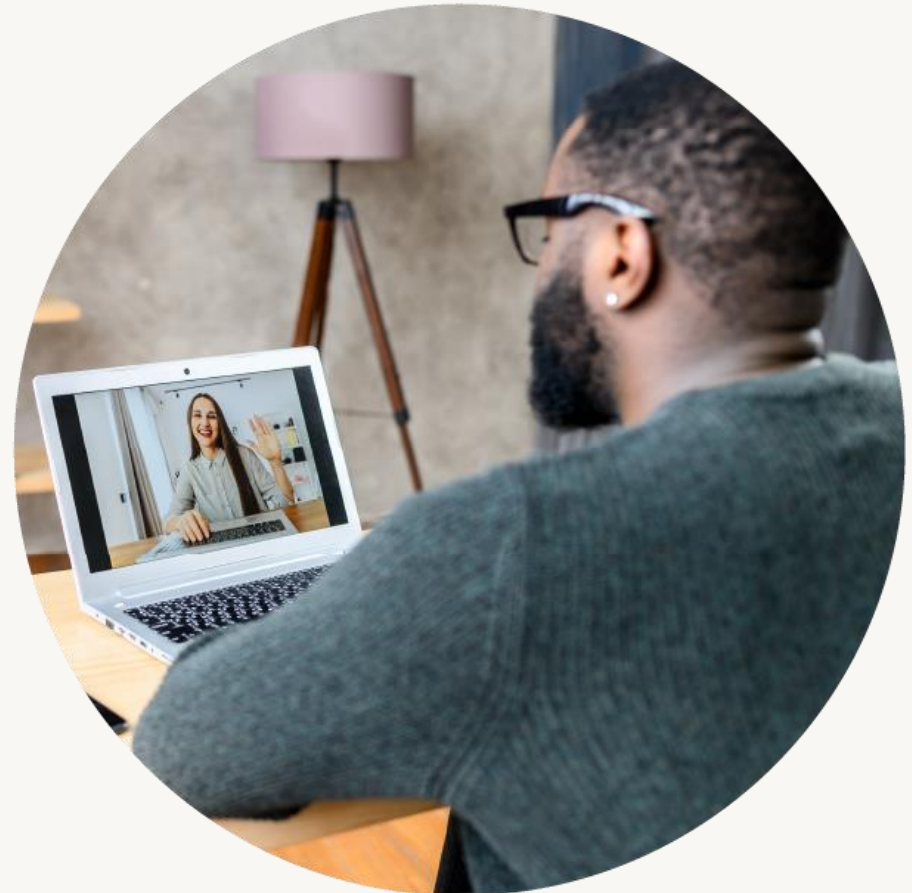
Section 3: Multi-State Expansion*

- Telehealth Services
- Search Engine Optimization (SEO)

*NOTE: Interstate practices must receive PsyPact or other interjurisdictional authority and are subject to their requirements & responsibilities.

Telehealth Services

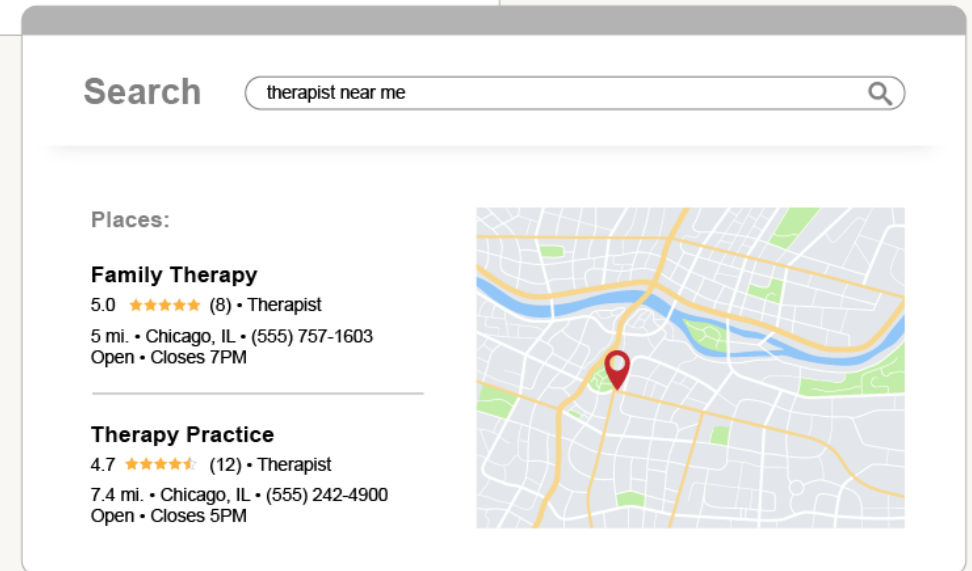
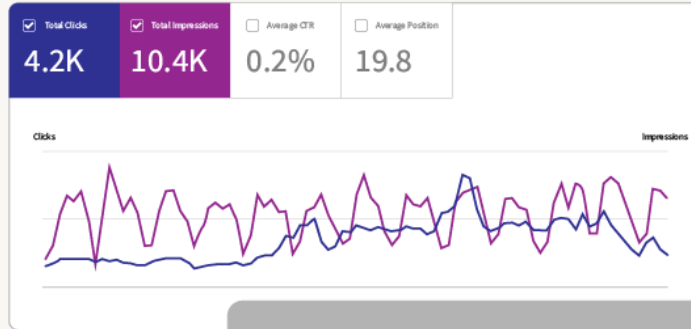
- Broaden your scope for patient intake
- HIPAA Compliance
- Decrease appointment cancellations
- Other features: secure messaging, interactive whiteboards, built-in note-taking, document signing



Search Engine Optimization (SEO)

- Fresh content relevant to your specialties
- Frequent website content update
- Optimize content to target audience and geographic area
- Meta data & keywords

Even with a fantastic website, it's pointless if nobody can find it.





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Key Takeaways

Webinar Key Takeaways

Digital Marketing Focus

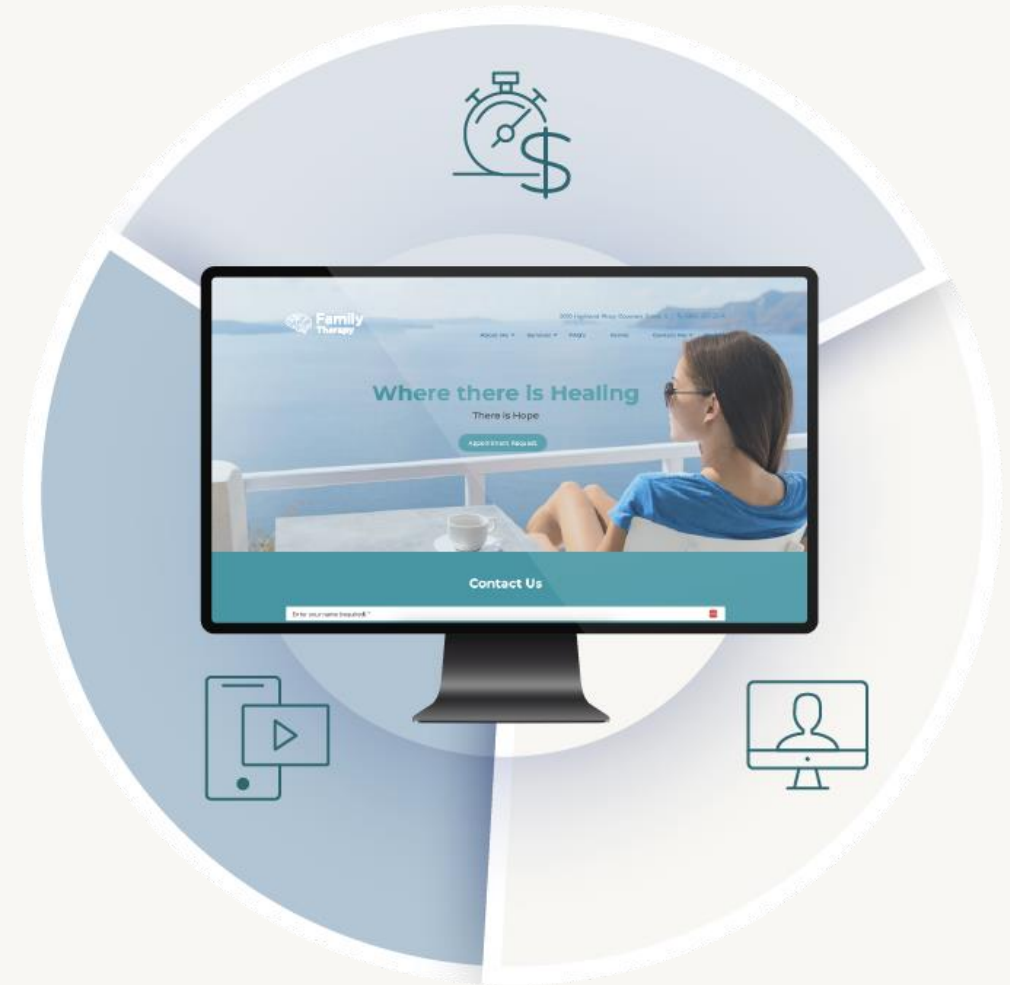
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SEO is Imperative

- Ensure your practice can be found
- Page one of search results
- Check on SEO health monthly
- Update consistently with fresh content

Webinar Key Takeaways

- All-in-one Digital Marketing Platform as an Ecosystem
- If your website is a car, SEO is the fuel



Feeling Overwhelmed by Digital Marketing?

Your patients should be your priority, not managing your practice's online presence.

- Introducing TherapySites, take the first step to a stress-free practice.
 - *Receive 2 months free on any website package + a \$100 Gift Card!*



Don't Miss Out
Scan the Code or
Call/Text 630-427-6941



AUDIENCE Q&A

FINAL THOUGHTS

- A recording will be emailed to you in 2 weeks. It will include the presentation slides.
- Take our survey immediately after the webinar has concluded.

THANK YOU!

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