

TOPICAL WEBINAR FOR APA MEMBERS

AN EDUCATIONAL RESOURCE FROM ZANDA

Beyond Productivity:

Building a Sustainable Psychology Practice

MAY 13, 2026

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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.

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.





Damien Adler

Presenter

Damien Adler is a registered psychologist, entrepreneur, and co-founder of Zanda, a global health practice management software company. He has a background in health administration and has previously held senior positions in the public health sector. He also founded a successful group private psychology practice, where he discovered his passion for using technology to make life easier for health practitioners.

His unique insights stem from working closely with thousands of practitioners worldwide, from those in hospital settings to private practices, allowing him to identify universal challenges and opportunities in allied health. Damien's blend of practical experience and technological insight makes him a respected figure in advancing health care practice efficiency and effectiveness.



Jessica Gibson

Presenter

Jessica Gibson is a marketing strategist and Chief Buzz Officer at Zanda. She has 15 years of experience in marketing, with the past five years focused specifically on the health care sector.

Her background includes brand strategy, thought leadership positioning, and community engagement in allied health. Working closely with practitioners worldwide, Jessica has developed insight into how health care practices can communicate their value clearly while navigating industry shifts, including the growing role of AI.

What we'll be covering today



- 1 Identify your north star
- 2 The efficiency trap
- 3 Pillars of a sustainable practice
- 4 Building for sustainability
- 5 The importance of diversification
- 6 Increasing the impact of your time
- 7 People over “butts on seats”
- 8 Avoid the race to the bottom
- 9 Boundaries as a business metric
- 10 Transitioning to sustainability

Identify your north star

Define your **ideal client mix, income, working hours**

Rocking chair test

When you're retired, sitting on your rocking chair, what do you want to remember?



Let that vision be the **north star** that pushes you towards your goals

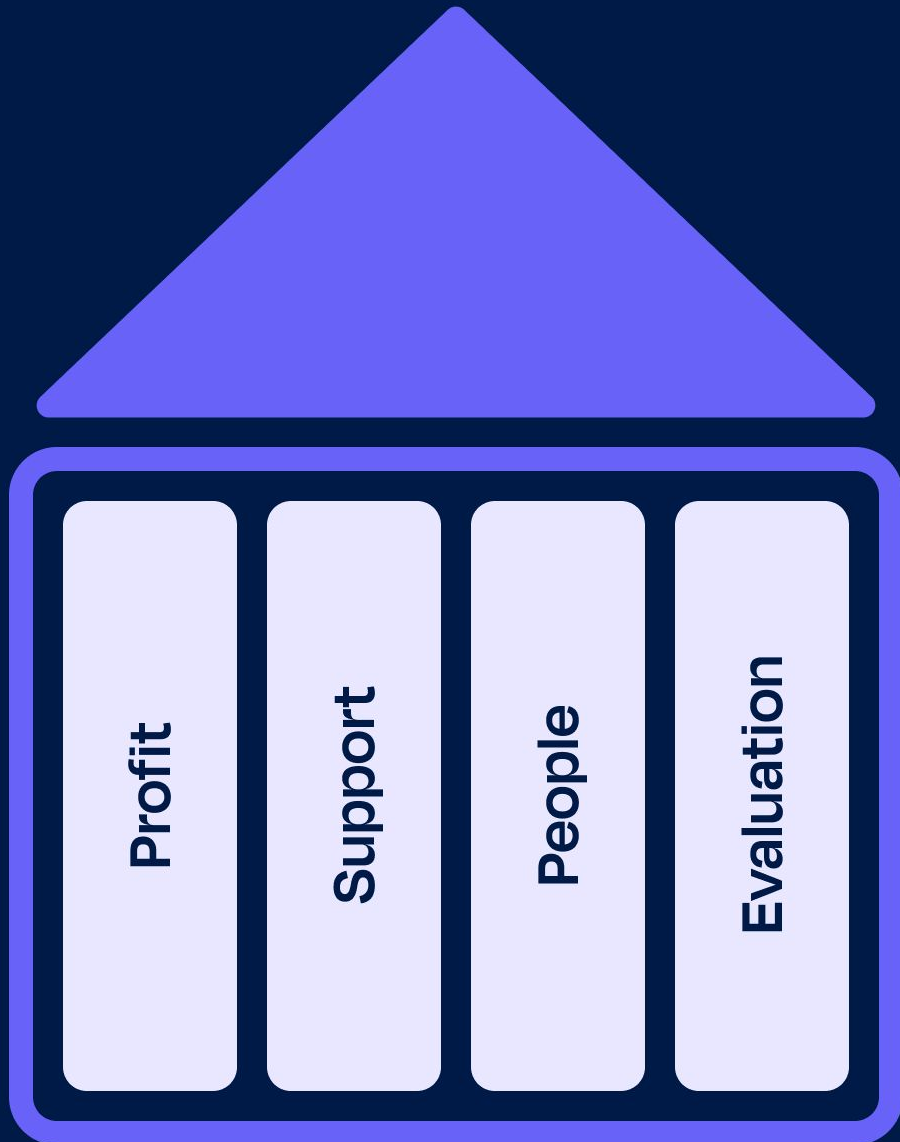


The efficiency trap

Efficiency trap: When the drive for constant productivity detracts from long-term sustainability

You're efficient, **but you're still stuck**

Warning signs: Feeling depleted despite automating, working evenings to “save time”, losing joy in clinical work



Pillars of a sustainable practice

Consistent profit

Clinicians well-supported by admin processes

The right people **doing the right jobs**

Regular **evaluation**



Building for sustainability

Risks of a “name-on-the-door” reputation

Promoting the mission vs. promoting the person

Build your business to **survive unforeseen circumstances**

The importance of diversification

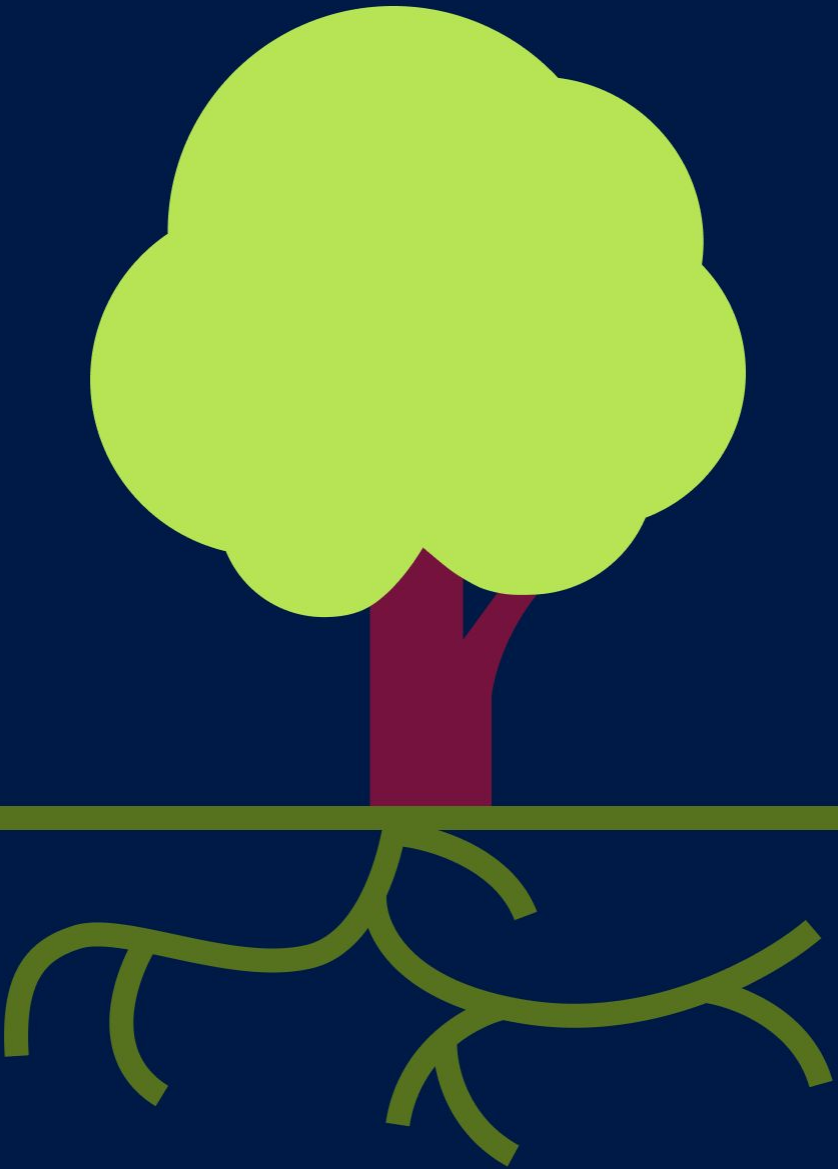
Multiple referrers

Group sessions/practice

Digital assets/courses

Corporate training

Niche development





Impact

Income

Time

Increasing the impact of your time

Time is your most valuable resource
(not free)

Convert your time into income as much
as possible

Focus on a **tight clinical niche**, and go
wide geographically (e.g., telehealth)



VS



People over “butts on seats”

Ensure the **economics make sense** before scaling

Mindless growth does more harm than good

Recruit for aligned values

The right admin staff is a critical anchor for your practice



VS

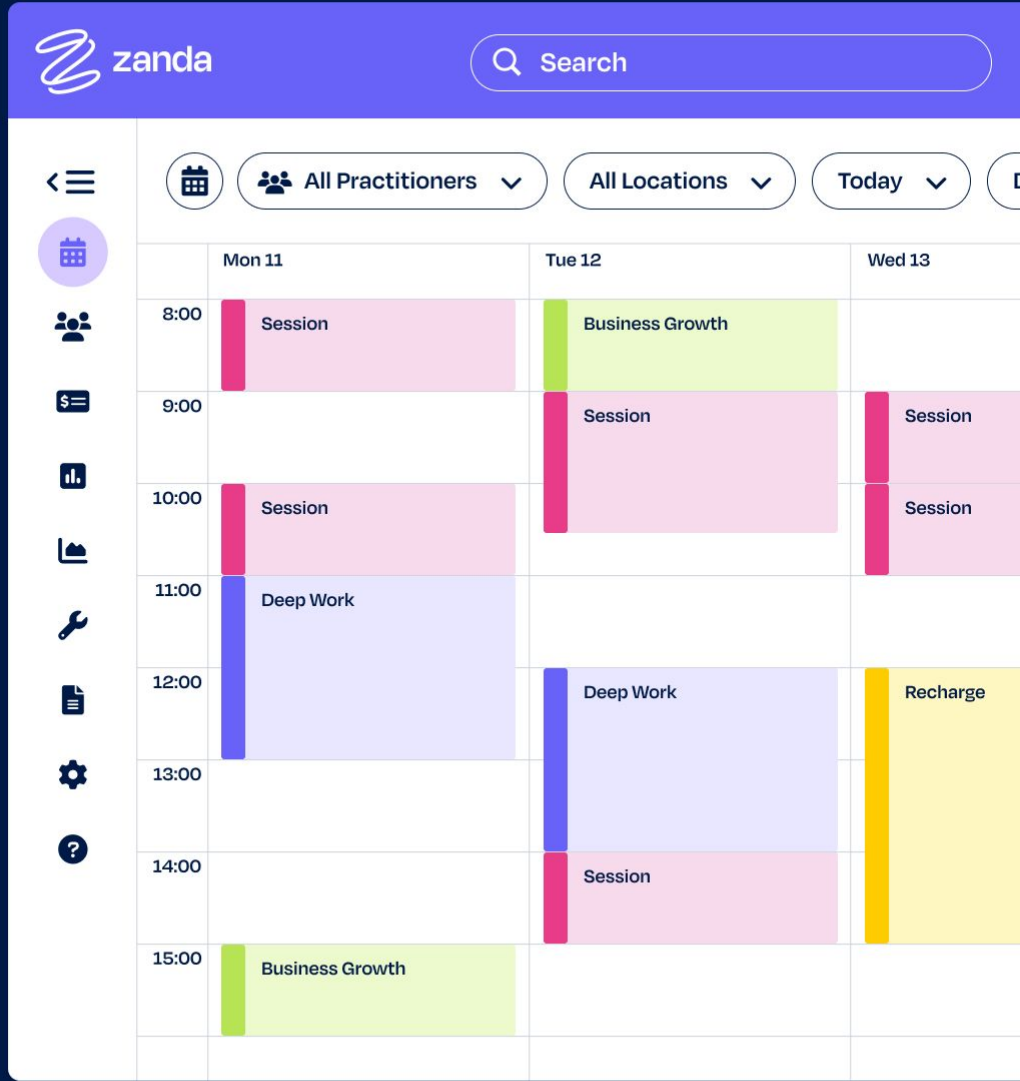


Avoid the race to the bottom

The psychology of pricing:
cheap vs. expensive jewelry

Undercharging does a disservice to you and your practice

Headline rates that are too low cost you financial freedom

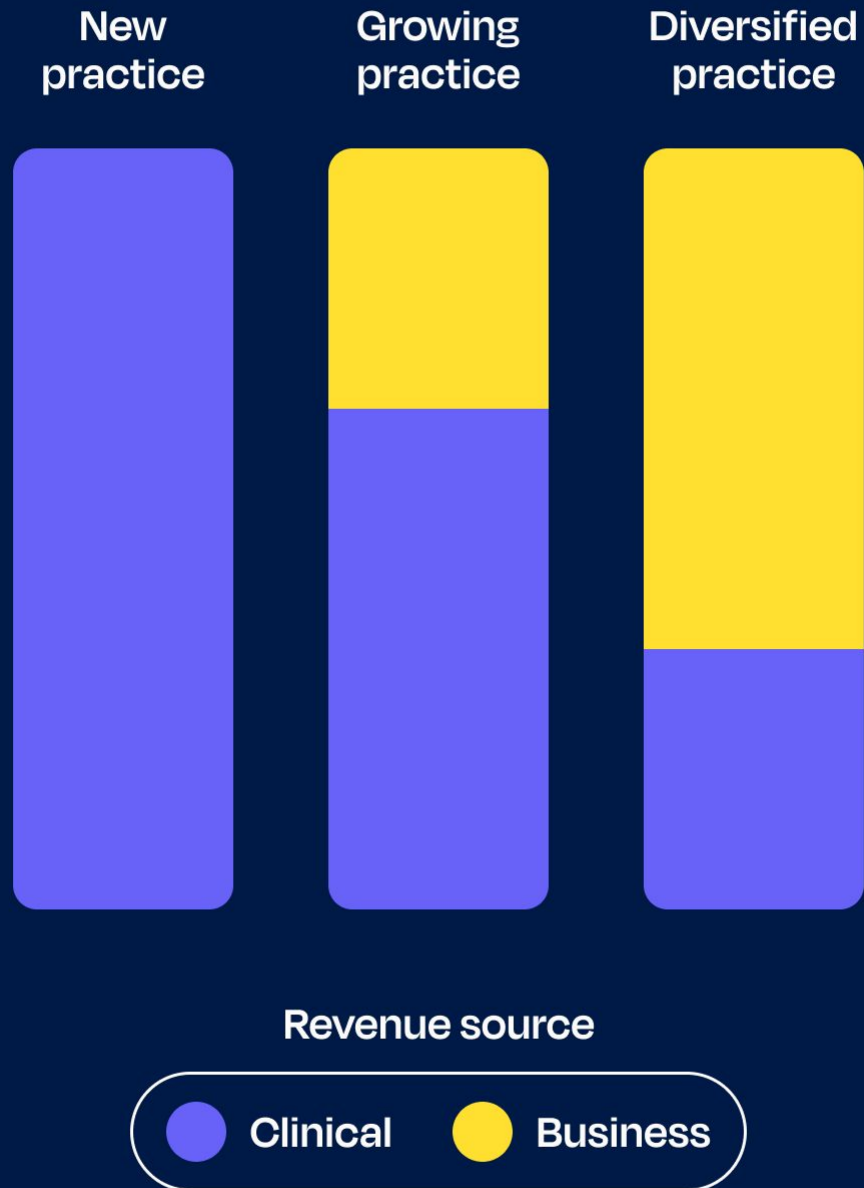


Boundaries as a business metric

Plan **yearly audits** to review finances and rates

Use **time-blocking** to set boundaries with patients and colleagues

Define goals for time away from work



Transitioning to sustainability

Work “on” your business, not just “in” it

Put aside **non-negotiable time for business growth**

Diversify your practice income

Leverage **economies of scale**

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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