

THERAPY REIMAGINED

THE MODERN THERAPIST CONFERENCE

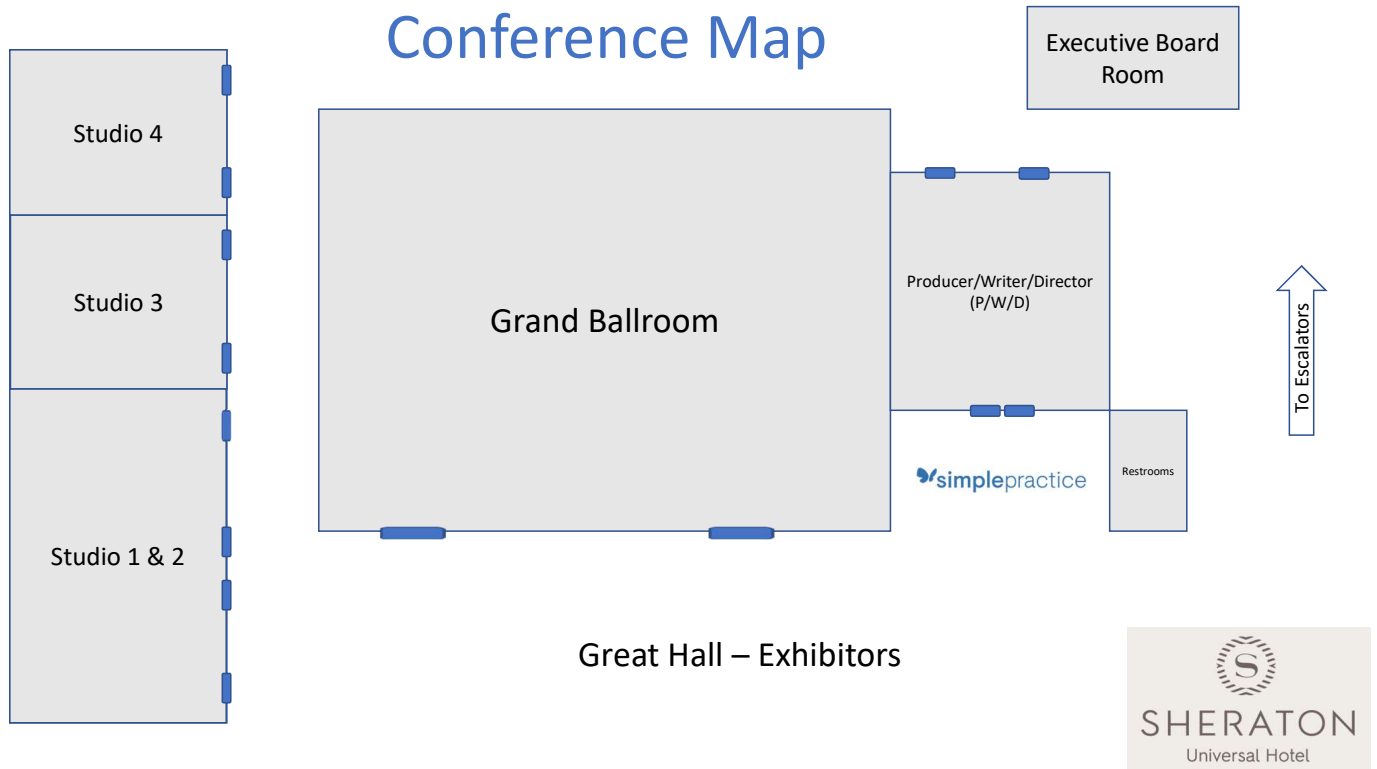
#THERAPYMOVEMENT

UNIVERSAL CITY, CA
OCTOBER 17-19, 2019

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THERAPYREIMAGINED.COM

Conference Map



SCHEDULE

Friday – October 18 th	Saturday – October 19 th
7AM Registration and Breakfast	6:30AM Registration and Breakfast
8:30AM Keynote: Jo Muirhead <i>Grand Ballroom</i>	7AM Morning Talk: Managing and Avoiding Empathy Fatigue <i>P/W/D</i>
10AM Break	8AM Break
10:30 AM <u>Break Out Sessions:</u> We Need Your Voice <i>Grand Ballroom</i> The Exponential “Mental Load” of Therapists <i>P/W/D</i> Website Masterclass (No CEs) <i>Studio 3</i> Stop Referring Out! Treat Grief Like a Pro <i>Studio 4</i>	8:30 AM <u>Break Out Sessions:</u> The Neuroscience of Stress <i>Studio 3</i> CYA: Protecting Your Practice by Minimizing Risk <i>P/W/D</i> Get Over Yourself: Arrogance and Elitism in the Psychotherapy Field <i>Studio 4</i> The Uncomfortable Truth About Race and Racism in Therapy <i>Grand Ballroom</i>
11:30AM LUNCH Optional CE: Dr. Ben Caldwell, LMFT <i>P/W/D</i>	10AM Break and SimplePractice Demo <i>P/W/D</i>
1PM Thought Bubbles: Community & Social Change <i>Grand Ballroom</i>	10:30AM Keynote: Tiffany McLain, LMFT <i>Grand Ballroom</i>
3PM Break and SimplePractice Demo <i>P/W/D</i>	12PM LUNCH Optional CE: Ernesto Segismundo Jr, LMFT <i>P/W/D</i>
3:30PM <u>Break Out Sessions:</u> Treating Couples in Crisis <i>P/W/D</i> Maintaining Motivation in the Eye of Defeat <i>Studio 4</i> Political Activism and the Modern Therapist <i>Studio 3</i> Building a Training Curriculum <i>Grand Ballroom</i>	1:30PM <u>Break Out Sessions:</u> Advocating for Clients in Insurance Audits <i>Studio 3</i> The Impact of Technology on Modern Clients <i>P/W/D</i> Using Social Media to Grow Your Private Practice (No CEs) <i>Grand Ballroom</i> Avoiding Impairment, Fighting Professional Stress, and Finding Balance <i>Studio 4</i>
4:30PM Break	2:30PM Break
5PM <u>Break Out Sessions:</u> Bringing the Best of CMH to Private Practice <i>Studio 4</i> Using Countertransference <i>Grand Ballroom</i> Mentoring Therapists <i>P/W/D</i> LGBTQ Affirming Care <i>Studio 3</i>	3PM Thought Bubbles: Competencies with Specific Populations <i>Grand Ballroom</i>
6PM Reception and RAFFLE!! <i>Great Hall</i>	Closing Remarks and Raffle!
6:30PM LIVE PODCAST: Defining the Therapy Movement <i>Grand Ballroom</i>	SOCIAL SHARE! Use #TR2019 and #therapymovement to show that you’re here AND that you’re a #moderntherapist!

WORKSHOP INFORMATION

Friday October 18, 2019

8:20 AM – Welcome from your hosts, Curt and Katie

8:30 AM – Keynote

Jo Muirhead | The Entrepreneurial Clinician: How we will change health care from the inside out (1.5 CEs)

Grand Ballroom

This workshop is designed to help therapists and mental health professionals to identify, understand and apply our expertise in human behavior and change through the lens of entrepreneurial literacy.

10:30 AM – Break Out Sessions:

Option 1: Mercedes Samudio, LCSW | We Need Your Voice: Strategies to Get Your Message Out Into the World (1 CE)

Grand Ballroom

Explore the strategies to find your unique message, determine how you want to share that message, and take your big vision from your head to the clients and communities who need to hear your message in order to bring forth the courage to heal.

Option 2: Shira Myrow, LMFT | The Exponential “Mental Load” of Therapists (1 CE) Producer/Writer/Director

Therapists are in no way immune to stress and cognitive overload. Let's explore the cultural nature of the exponential “mental load” for therapists– and how to use mindfulness to create compassion, curiosity and space between our expectations and our limitations around our ability to manage our unique work and life loads.

Option 3: Katie Read, LMFT | Website Masterclass: Using Your Clinical Skills to Create an Irresistible Site and Attract Your Ideal Clients Studio 3 **PLEASE NOTE: NO CEs AVAILABLE FOR THIS TALK**

You know your Ideal Clients. You've got the clinical skills to speak right to them. You just need some guidance and shaping to rewrite your website in a way that motivates your Ideal Clients to call asap. Give yourself a huge burst of confidence and help your clients get help faster...and with you!

Option 4: Debi Frankle, LMFT | Stop Referring Out! Treat Grief Like a Pro: The Essential Ingredients for a Grief Therapist in Private Practice (1 CE) Studio 4

Grief is one of the top 3 reasons people seek help from a mental health professional. Find out what: You need to address for yourself; Your clients desperately need from you; How your colleagues can help you and how you can help them; Your community needs; How to motivate yourself in this field of grief; How important it is to include Self Care.

11:30 AM to 1:00 PM – Optional Continuing Education Lunch (with VIP and Concierge Admission)

Dr. Ben Caldwell, LMFT | What it Means to be a Good Therapist (1 CE) Producer/Writer/Director

In one study, *every single therapist surveyed* rated themselves as “above average” in their profession. It's unlikely that the researchers just happened upon a skilled group. In a profession that prizes self-awareness, how can half of us be so mistaken? It may have something to do with there being so many meaningful ways to be and do good as a therapist. In this uplifting talk, Dr. Ben Caldwell reviews the clinical and moral aspects of defining yourself as a “good” therapist.

General Admission: Lunch on your own at the hotel or nearby Universal City Walk

1:00 PM – Thought Bubble Panel: How Therapists Achieve Community and Social Change (2 CEs) Grand Ballroom

State of the art information, in bite sized pieces, followed by an in-depth discussion with our panel moderated by Katie Vernoy, LMFT.

Marissa Lawton, LPC | The Thought Leader Therapist: it's OK to have big ideas and even more OK to share them

Howard Spector | How Successful People Meet Their Goals

Frances Harvey, CPC | Manage Your Business or Your Business Manages You. You Choose

Kristin Martinez, LMFT | The New PC: Person Centered Management Effects on Teaming and Productivity

James Guay, LMFT | Being a #ModernTherapist Means Doing Social Justice Work

Dr. Paul Puri, MD | Evolving Therapy for the Future: Technology, Community, and Equity

3:10 PM – SimplePractice Demo Producer/Writer/Director

NOTE:

Several presentations will be video recorded and photographers will be capturing pictures of speakers, attendees, and visitors throughout the conference. Your participation in the conference constitutes your consent to such photography and filming to any use, in any and all media throughout the universe in perpetuity, of your appearance, voice and name for any purpose whatsoever in connection with the Therapy Reimagined Conference and The Modern Therapist's Survival Guide Podcast.

3:30 PM – **Break Out Sessions**

Option 1: Dr. Talal H. Alsaleem, PsyD, LMFT | Treating Couples in Crisis: Clinician Challenges in Infidelity Counseling (1 CE) *Producer/Writer/Director*

Working with couples in crisis can be overwhelming for new and seasoned clinicians, this is especially when it comes to working with clients struggling with infidelity who are often in extreme emotional distress and feeling lost and hopeless about the future of their relationship. Expand your understanding of the clinical challenges associated with the journey of healing.

Option 2: Anna Osborn, LMFT | Maintaining Motivation in the Eye of Defeat (1 CE) *Studio 4*

It is commonly accepted that all forms of helpers, and therapists in particular, are at a great risk for burn out, compassion fatigue, imposter syndrome and the torture of comparisons. One of the primary personal and professional tools we have in our arsenal is our knowledge of motivation. This presentation addresses the nuts and bolts of motivation, including how some forms of motivation actually work against us. Ultimately, the workshop describes how to implement, for yourself and for clients, a habit loop that creates sustained motivation while also empowering individuals to identify and apply their own rituals of recovery.

Option 3: Patricia Ravitz, LMFT | Ethics, Political Activism, and the Modern Therapist (1 CE) *Studio 3*

Professional codes of ethics demand that therapists and counselors work beyond our own practices to fight for larger community and social change. Our voices, even on an individual level, can impact access to care and community well-being. This course will discuss why activism matters, and how to engage in political activism in ways that bring our values to the communities we serve.

Option 4: Anita Avedian, LMFT | A Step by Step Guide to Serving Clients by Building a Training Curriculum (1 CE) *Grand Ballroom*

Are you ready to put together your own curriculum? Learn the process of creating and developing a curriculum for your clientele: Determining its scope and goals, assessing important material to include, and deciding its ideal format, and launching.

5:00 PM – **Break Out Sessions**

Option 1: Megan Costello, LMFT | Bringing the Best of Community Mental Health to Private Practice (1 CE) *Studio 4*

Modern therapists can and should be seeking innovative care delivery models. Community mental health provides a great template for meeting clients where they are, like in-home visits, collateral sessions and push-in services which when adapted to private practice settings can serve a broad, diverse client base.

Option 2: Nikki Rubin, PsyD | Using Countertransference to Your Therapeutic Advantage (1 CE) *Grand Ballroom*

Rather than labeling all therapist reactions as “countertransference” and trying to hide them away, recognizing those reactions as useful data can drive therapy forward. Even negative reactions to clients can be used therapeutically to encourage more adaptive behavior and help clients understand the reactions they elicit elsewhere in their lives.

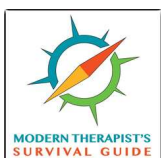
Option 3: Ulash Thakore-Dunlap, LMFT | Mentoring Therapists to Help Our Profession Grow and Flourish (1 CE) *Producer/Writer/Director*

Mentoring provides support that has been especially impactful for developing careers for members of underrepresented communities: people of color, women, first generation college students, and LGBTQ individuals. Mastermind groups help to challenge each participant to create and implement goals, brainstorm ideas, and support each other with total honesty, respect and compassion. Learn how to run such a group and the ways in which the group supports early career women of color leaders.

Option 4: John Sovec, LMFT | LGBTQ Affirming Care: It's More Than Just an Alphabet *Studio 3*

When working with clients who identify as LGBTQ, even the most well-meaning clinicians can find themselves making mistakes in communication, treatment planning, and community involvement that make it challenging for the client to feel safe and understood. Explore a model of care that addresses the impact of sexual minority status on mental and physical health.

Friday 6:00 PM – Reception and Live Podcast *Grand Ballroom and Great Hall*



LIVE PODCAST!

Defining the #TherapyMovement

Join Curt Widhalm and Katie Vernoy of
The Modern Therapist's Survival Guide

No CEs provided

Saturday October 19, 2019

7:00 AM – Morning Talk

Cori Rosenthal, LMFT | Managing and Avoiding Empathy Fatigue (1 CE) *Producer/Writer/Director*

Research shows that counselors and therapists with a high level of self-compassion experience a greater sense of well-being and a lower level of burnout. Learn how the combination of mindfulness and self-compassion can function as powerful support tools, personally and professionally.

8:30 AM – Break Out Sessions

Option 1: Dr. Celisa Flores, PsyD | The Neuroscience of Stress (1.5 CEs) *Studio 3*

The neurological impacts of stress are becoming more clearly known. As healers, we are often inundated with new approaches and interventions to pass along to our clients to address these impacts. With our focus on clients, it can be difficult to decide what might be a good fit for ourselves. Gain a deeper understanding of the possibilities for applying mind-body practices, ensuring that our own stress does not negatively impact client care.

Option 2: Nicol Stolar-Peterson, LCSW | Cover Your Assets: Protecting Your Practice by Minimizing Risk (1.5 CEs) *Producer/Writer/Director*

Set clear boundaries via website language, informed consent, well-crafted policies, and clarifying one's ideal client. Learn to implement safeguards for clinical practice, including minimizing areas of potential legal and ethical risk. Shift how therapists get approached by attorneys, and how we respond to them. Implementing CYA (Cover Your Assets) is a great way to protect the valuable work that we do as therapists.

Option 3: Angela Caldwell, LMFT | Get Over Yourself: Arrogance and Elitism in the Psychotherapy Field (1.5 CEs) *Studio 4*

Despite our intentions to help, therapists make assumptions about their clients and their work that ultimately drive people away from psychotherapy. There is a wealth of research demonstrating that a great many people with mental and emotional problems choose not to go to therapy, or discontinue soon after they start. Let's challenge contradictions prevalent in the field that confuse and anger the people it aims to serve.

Option 4: Eliza Boquin, LMFT and Eboni Harris, LPC, LMFT | The Uncomfortable Truth About Race and Racism in Therapy (1.5 CEs) *Grand Ballroom*

Eboni and Eliza of Melanin & Mental Health will open the uncomfortable conversation about race and racism in therapy, addressing the problematic relationship between Black and Latinx communities and mental health. This will include the history of race and mental health, systemic racism and how it has shown up in healthcare, and what goes wrong in the therapy room. Gain tools to check for your own blind spots, and learn how to show up differently for Black and Latinx communities.

10:05 AM – SimplePractice Demo *Producer/Writer/Director*

10:30 AM – Keynote

Tiffany McLain, LMFT | The Power of Taking: Why Learning to Receive Leads to Improved Clinical Outcomes and Increased Professional Satisfaction (1.5 CEs) *Grand Ballroom*

While mental health practitioners have made great strides in discussing death, sex, religion and politics, when it comes to money, we remain paralyzed. Learn existing research about how therapists relate to money, and its connection to their family of origin, the wider professional culture and society at large. Examine your countertransference toward receiving, both in general and specifically as it relates to money.

12:00 PM to 1:30 PM – Optional Continuing Education Lunch (with VIP and Concierge Admission)

Ernesto Segismundo Jr, LMFT | The Authentic, Engaging and Not-The-Typical Psychotherapist (1 CE) *Producer/Writer/Director*

Many newer psychotherapists shy away from being their authentic selves (creative, innovative, courageous, and out of the box thinkers), because they have been shamed, told or coerced to stay within the box of a more traditional psychotherapist. Explore the persona of the Not-Your-Typical Psychotherapist—those who dare to challenge conventional wisdom and status quo; those who are entrepreneurial, creative and innovative; those who are human first.

General Admission: Lunch on your own at the hotel or nearby Universal City Walk

1:30 PM – **Break Out Sessions**

Option 1: Dr. Maelisa Hall, PsyD | Ethics: Advocating for Clients in Insurance Audits (1 CE) Studio 3

As access to insurance increases, the hope is that access to counseling services will also increase. Ethics codes demand that counselors and therapists advocate on behalf of their clients with insurers and other third-party payors. Gain insight regarding what is commonly missed or misunderstood by counselors in their documentation. Learn how to correct these mistakes and leave with the confidence you need to move forward and provide quality client care with less stress.

Option 2: Marquita Johnson, LPC | The Impact of Technology on Modern Clients (1 CE) Producer/Writer/Director

Often therapists, social workers, and others in the helping field shy away from technology, however it is here to stay. Explore the mindset of millennials and how they are impacted in therapy with an emphasis on integrating technology. Learn how social media platforms can be useful to utilize in counseling and outside of counseling.

Option 3: Perry Rosenbloom | Using Social Media to Grow Your Private Practice Grand Ballroom

****PLEASE NOTE: NO CEs AVAILABLE FOR THIS TALK****

Should you be on Facebook? How about Tweeting? And what about Instagram? Well, it depends. Learn how to decide which social media platforms are best for your business, and how to craft a strategy to leverage these platforms to be both a resource for your community and to grow your private practice.

Option 4: Dr. Teyhou Smyth, LMFT | Avoiding Impairment, Fighting Professional Stress, and Finding Balance (1 CE) Studio 4

Burnout and its associated professional impairment can creep up on us not because we are incompetent, but because clinical work is mentally demanding. Our professional self-evaluation, stress management, and self-care strategies need to be both effective and creative in order to maintain the best clinical tool we have — ourselves.

3:00 PM – **Thought Bubble Panel: Competencies with Specific Populations (2 CEs) Grand Ballroom**

State of the art information, in bite sized pieces, followed by an in-depth discussion with our panel, moderated by Curt Widhalm, LMFT.

Jessica Tang, LMFT | Being an Ethnic Minority Therapist: Facing Adversity and Maintaining Resilience

Zeahlot Lopez, LMFT | Providing Therapy to Latinx Clients

Robyn Goldberg, RDN, CEDRD | Understanding Health At Every Size (HAES)

Jill Johnson-Young, LMFT | Dementia: Getting it Right

Sage Mendez-McLeish, MA | I'm Affirming, Now What?! Best Practices in Serving Trans and Gender Divergent Youth and Families

Katie Keates May, NCC, LPC | The Power of Group Therapy for Teens



Don't Miss Out: **Book Signings!!**

Jo Muirhead, Dr. Ben Caldwell, LMFT,
and Jill Johnson-Young, LCSW

Learn more at our conference book store!!

Missed something?
Want to get inspired all over again?

We're recording ALL of our sessions!
Keep an eye on your inbox for info on the
Virtual Conference through
SimplePractice Learning!



ABOUT OUR SPEAKERS



Dr. Talal H. Alsaleem, PsyD, LMFT

Dr. Talal H. Alsaleem is recognized as a leading expert in the field of infidelity counseling. He is the author of the acclaimed book, *Infidelity: the Best Worst Thing that Could Happen to Your Marriage*, and the founder of the Infidelity Counseling Center. He developed Systematic Affair Recovery Therapy (SART)™, a method of infidelity counseling that has helped hundreds of couples navigate the challenges of the healing journey from affairs. TalalAlsaleem.com.

Anita Avedian, LMFT

Anita Avedian, LMFT, CAMS-IV, Executive Director of Avedian Counseling Center, Executive Director of Anger Management Essentials, a Diplomate member of NAMA and a co-Founder and President of the California Chapter. Anita offers a monthly training throughout the West Coast to certify counselors in anger management. She authored *Anger Management Essentials*, a workbook for aggression, which has been translated into Spanish, Armenian, and Hebrew. The Teen Version was published in 2017.



Eliza Boquin, LMFT

As a Licensed Psychotherapist, Relationship & Sexuality Expert, Energy Healing Practitioner and Entrepreneur, Eliza Boquin works with couples & individuals in Houston, TX. An active mental health advocate, Eliza co-founded (with Eboni Harris) Melanin & Mental Health, LLC, which promotes mental health awareness in the Black & Latinx communities. They are changing the face of therapy through their website, national therapist directory, Between Sessions podcast and "Therapy is Dope" merchandise.

Angela Caldwell, LMFT

Angela Caldwell, founder and executive director of Self Injury Institute, is a licensed marriage and family therapist in Los Angeles, California (#45163). Angela devotes most of her professional energy toward treating the self-injury population and their families, as well as training other therapists who work with self-injury. Angela serves on the Board of Directors of AAMFT-CA, and is adjunct faculty at Antioch University Los Angeles and California State University Northridge.

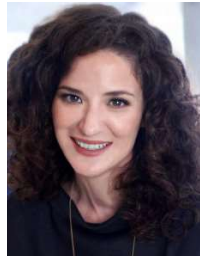


Dr. Benjamin Caldwell, LMFT

Dr. Benjamin Caldwell, LMFT (#42723) is the author of Basics of California Law for LMFTs, LPCs, and LCSWs and Saving Psychotherapy. He serves as the Education Director for SimplePractice Learning, as well as adjunct faculty for California State University Northridge and The Wright Institute in Berkeley, CA. For his advocacy work as Chair of the Legislative and Advocacy Committee, he was awarded the AAMFT Division Contribution Award in 2013.

Megan Costello, LMFT

Megan Costello, LMFT, is a person-centered behaviorist providing in-home counseling for families in Los Angeles, providing specialized, comprehensive treatment to higher needs or atypical cases. Megan started her career as a behavioral technician before obtaining her Masters of Science in Counseling. Megan performed clinical work in community mental health before moving into private practice where she incorporated the best of the in-home and behavioral interventions into her treatment model.



Ulash Thakore-Dunlap, LMFT

Ulash Thakore-Dunlap, LMFT is full-time faculty at the Wright Institute and maintains a private practice in San Francisco, providing therapy and clinical supervision. Dunlap currently serves as: co-chair of the Mental Health Board of San Francisco, training advisory committee member for the American Psychological Association Minority Fellowship program; board member at MySahana, board member at the Asian-American Psychological Association, and chair for the Division of Practice within the AAPA.



Dr. Celisa Flores, Psy.D.

Dr. Flores is a Feminist therapist with emphasis on Eating Disorders, Mindfulness and women's issues. Dr. Flores provides guidance in Mindfulness in Recovery, Dialectical Behavioral Therapy (DBT), and other self-empowerment strategies. She is also a Certified Yoga Teacher, and is trained in Mindful Stress Reduction, Reiki and as a doula. Dr. Flores provides clinical outreach for Center for Discovery, Orange County and Central California Regions.

Debi Jenkins Frankle, LMFT

Debi Jenkins Frankle, LMFT is a loss and grief expert in private practice since 1995. She provides training to grief counselors throughout North America, equipping clinicians with the tools to help clients address unresolved grief, significantly relieving the depression and anxiety that they have been paralyzed with. Successfully working with grief leads to a consistently full, private pay practice, enjoyment and a sense of gratitude for the work.



Robyn L. Goldberg, RDN, CEDRD

Robyn is in private practice in Beverly Hills specializing in medical conditions, disordered eating, eating disorders, Health at Every Size, pre-pregnancy nutrition, preventative nutrition and people in recovery. Robyn has worked with the Celiac Disease Foundation, Susan Krevoy Eating Disorders Program at The Wright Institute Los Angeles, Panda Restaurant Group, Motion Picture Wellness Program, and The Control Center. She is a contributing author and nationally known registered dietitian nutritionist.

James Guay, LMFT

James Guay, LMFT (#39252) is a social justice activist with a mission to help bring more compassion into the world — especially for oppressed minorities. To advance this cause, he's testified against conversion therapy at California's State Capital, appeared on Lisa Ling's Our America and various documentaries including VICE, and has been interviewed and/or written articles for Time, NY Times, LA Times, Huffington Post, Rage Magazine and the Advocate. www.livingmorefully.com



Dr. Maelisa Hall

Dr. Maelisa Hall, licensed clinical psychologist, and the Owner of QA Prep, offers online trainings in all things documentation and ethics. Training is Dr. Hall's true passion and she loves to help therapists connect meaning to the typically mundane task of paperwork. She encourages professionals to consider WHY they are creating policies or doing things, rather than copying from others or repeating what they have heard in the past.

Eboni Harris, LPC, LMFT

Eboni Harris is a licensed relationship therapist, co-founder of Melanin & Mental Health, Founder of Room for Relations and host of Room for Relations: Sex and Relationship Podcast. She helps individuals and couples love better, stronger and longer. Her goal is to help adults communicate with clarity and honesty, love with passion and intention and teach their little ones the value of boundaries, compassion, and trust.



Frances J. Harvey, C.P.C.

Frances J. Harvey, Founder and Owner of My Solution Services, LLC, is an Online Strategic Business Manager and Certified Professional Coach. Being the Director for one of the largest professional counseling centers in Southern California for 8 years, she knows what it takes to create and run a successful private practice or group center - and having the right support team is an important key.

Marquita Johnson, LPC

Marquita Johnson is a licensed professional counselor, a nationally certified counselor, a board certified tele-mental health specialist, certified counseling professional supervisor in Georgia and speaker. Her specialties includes dating, relationships, divorce, step-families, and grief related to loss in relationships. In an effort to promote healthy relationships, Marquita started offering coaching services to help millennials who are dating and has embraced the call as Atlanta's "Millennial Dating Coach".

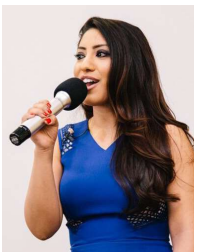


**Jill Johnson-Young, LCSW**

Jill Johnson-Young, LCSW is the CEO and Clinical Director of Central Counseling Services in Riverside, California. She is a certified Grief Recovery Facilitator with more than a decade of experience with hospice, and trains therapists on these topics. Jill created *Your Path Through Grief* program and authored the associated workbook and children's books: *Someone is sick- how do I say goodbye?* and *Someone I love Just Died: What happens now?*

Marissa Lawton, LPC

Marissa Lawton is a licensed, board certified counselor, and member of the American Counseling Association. She is also an avid online marketer and lights up helping female clinicians to own their identities as thought leaders and to scale their practices with personal brands. Marissa is the creator of the Thought Leader Therapist Collective a monthly membership that guides practitioners to monetize their opinions and world view. You can learn more at marissalawton.com

**Zeahlot Lopez, LMFT LPCC**

Zeahlot Lopez is a dually licensed mental health professional and a Licensed Cosmetologist helping humans rebuild their spirit. Aside from providing therapy to better the lives of her clients, she enjoys coaching entrepreneurs and those looking to increase their emotional intelligence. She also is a Keynote speaker passionate about educating others about the importance of mental health in the LatinX community and empowering women.

Kristin M. Martinez, LMFT

Kristin Martinez, LMFT specializes in working with people, especially women and teens, who have had childhood trauma. She is a published author and has worked in the mental health field for over 10 years. Kristin has experience working in the non-profit, government, and private sectors and has a secondary passion for infusing organizations with psychological concepts and interventions that help productivity and company morale.

**Katie K. May NCC, LPC**

Katie K. May is a licensed professional counselor, group practice owner and online course creator. Her teen support center serves over 200 adolescents every week and offers 14 weekly groups. Through her Fill Your Group Fast Workshop, Katie helps therapists market, fill and run group programs so they can make a positive impact on their clients (and their bank account) at the same time. Learn more at www.becomeagrouppguru.com.

Tiffany McLain, LMFT

Tiffany McLain, MFT, is a therapist consultant whose mantra is, "Full fees are the new black." Via her business, heyttiffany.com, she helps upwardly mobile clinicians in private practice overcome their shame about marketing and making bank so they can help the clients they are truly passionate about serving. She has been featured in Psychology Today Magazine, Psych Central, Huffington Post, KGO Radio and SF Weekly.

**Sage Mendez-McLeish, MA**

Sage Mendez-McLeish (he/him/his) patiently walks trans individuals and their families through social and physical transitions, finding a college or therapeutic placement, or advocating for accommodations in the school setting. Sage is a college professor at Pasadena City College and CSU Dominguez Hills in Child Development and Special Education. Sage holds a M.A. in Special Education, an Education Specialist Credential, he is also a professional meditation teacher.

Jo Muirhead

Jo connects people to purpose through inspiration and innovation. She is the Founder, Director and Principal Consultant of Purple Co (www.PurpleCo.com.au), a team of specialist allied health consultants dedicated to helping people who experience injury, illness and trauma reclaim their lives through work. Purple Co grew out of this belief as a truncated form of PURpose for peoPLE. Jo is uber passionate about private practice and is the author of *The Entrepreneurial Clinician*. www.jomuirhead.com





Shira Myrow, LMFT

Shira Myrow, LMFT, mindfulness educator, founder of the mindfulness based Yale St. Therapy Group in Santa Monica, specializes in relationship intelligence: treating relationships focusing on rebuilding attunement, repairing attachment, and creating emotional literacy as well as treating individuals looking for love, in break-up recovery, or moving through the divorce process. Shira is regularly published in Goop, Thrive Global and Mind Body Green. She has presented workshops at TED Women.

Anna Osborn, LMFT

Anna Osborn, LMFT, owner of Life Unscripted Counseling, focuses her work on reconnecting couples and inspiring individuals. She works on improving communication, deepening intimacy and changing negative patterns of disconnection in their love relationships. Anna provides therapy, relationship workshops and hosts speaking events that help folks create and grow the love they want. Visit www.LifeUnscriptedCounseling.com for more information on Anna and her work in the Sacramento community.



Dr. Paul R. Puri, MD

Dr. Puri, board certified psychiatrist, practices multiple forms of psychotherapy, including hypnosis, in addition to managing medications. He attended medical school at University of Rochester, and specialty training in psychiatry at UC San Diego. He is currently a clinical Assistant Professor at UCLA, and the president-elect of the Psychiatric Clinical Faculty Association. In his non-clinical time he consults and writes for TV, and is the Chief Medical Officer for OOTify.

Patricia Ravitz, LMFT

Patricia Ravitz LMFT specializes in treating eating disorders. Since 2009, she has supported political candidates: representing senator Mark Leno in the Marin Democratic Party, staffing Marin Democratic Headquarters and coordinating volunteers for Barbara Boxer, acting as a delegate for California State Democratic Party, acting as Obama National Delegate attending the Democratic National Convention. In 2012, the Obama campaign selected her to introduce President Obama at the Masonic Auditorium in San Francisco.



Katie Read, LMFT

Katie Read, LMFT takes lessons from her nearly-20 successful years in the field to help clinicians grow... then OUTgrow...their practices. Concurrently, Katie had private practices in multiple cities, taught graduate psychology students, and wrote and created therapist training materials. Now Katie's attention is focused on helping clinicians grow their practices and their LIVES by teaching clinicians how to add powerhouse revenue streams in coaching, consulting, or online course creation.

Perry Rosenbloom

Perry Rosenbloom is the CEO & Founder of Brighter Vision, the worldwide leader in custom therapist website design. His connection to therapy and therapists runs deep: His mother-in-law owns a private practice and his father-in-law just received his 30 year chip. With connections to therapy and therapists, he is immensely proud to be able to help support them in their work and enable them to be successful business owners.



Cori Rosenthal, LMFT

Cori Rosenthal, LMFT (#98720) is a therapist and mindfulness educator at Yale Street Therapy. She incorporates mindfulness, compassion practices and Brainspotting in her work with adolescents and adults. She specializes in working with eating disorders, disordered eating, trauma, codependency, intimacy issues, anxiety and depression. Cori is currently working toward becoming a Certified Eating Disorder Specialist. Cori is also a Mindful Self Compassion teacher, offering workshops and an 8-week class.

**Nikki Rubin, PsyD**

Nikki Rubin, PsyD is a licensed clinical psychologist (CA PSY30047; NY 019595) specializing in evidence-based therapies. She currently serves as a clinical supervisor within UCLA's clinical PhD program. She previously served as an adjunct professor and clinical supervisor at Columbia University's Teachers College, where she helped lead a shift towards training and supervision in CBT.

Mercedes Samudio, LCSW

Mercedes Samudio, LCSW is a parent coach, speaker, bestselling author, and founder of the Diversity in Parenting Conference who helps parents and children communicate with each other, manage emotional trauma, navigate social media and technology together, and develop healthy parent-child relationships. Mercedes started the #EndParentShaming movement as well as coined the term Shame-Proof Parenting – using both to bring awareness to ending parent shame. Learn more at shameproofparenting.com.

**Ernesto Segismundo, Jr. M.S. LMFT**

Ernesto Segismundo Jr. M.S. LMFT, of Fylmit.com. Ernesto wears many hats in the mental health community: Therapist, Adjunct Professor at Hope International University and the Chicago School of Professional Psychology, Owner of FYLMIT.com, and Owner of CAV Family Therapy Inc. Ernesto is paving the way for clearer guidelines on what we can do to get more visibility online without getting in trouble with our licensing boards (or becoming clinically ineffective)!

Dr. Teyhou Smyth, LMFT

Teyhou is a Licensed Marriage and Family Therapist (#115137) and Adjunct Professor of Psychology at Pepperdine University as well as a contributor to 'Thrive Global' by Arianna Huffington and 'Psychology Today.' Teyhou values personal development and her practice Living with Finesse focuses on stress management, burnout and achieving better work/life balance with busy professionals. Teyhou believes that anyone can achieve becoming the best version of themselves.

**John Sovec MA, LMFT**

John Sovec, MA, LMFT is a nationally recognized expert on the topic of creating affirmative support for the LGBTQ community. He is the clinical consultant for The Life Group LA, adjunct faculty at Phillips Graduate Institute and guest lecturer at Alliant University and USC School of Social Work. John Sovec is a private practitioner, author, speaker, and provides training and consultation on LGBTQ competencies for organizations. Learn more at www.JohnSovec.com

Howard Spector

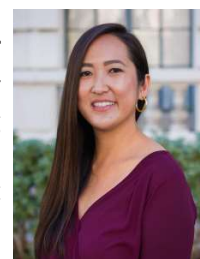
Howard Spector is the CEO and Co-Founder of SimplePractice. With over 20 years of experience in the industry, Howard has been involved with successful technology companies and previously developed and established TrackYourHours. He has his MA in Counseling Psychology with an emphasis in Depth Psychology from the Pacifica Graduate Institute.

**Nicol Stolar-Peterson, LCSW, BCD**

Nicol Stolar-Peterson, LCSW, BCD, is a child custody evaluator, Board Certified Diplomat of Clinical Social Work, and an expert witness on child abuse, sexual abuse, child protective services and child custody. She is the founder and director of nonprofit Kids Court & Counseling Center. Nicol also created www.therapistcourtprep.com, where she supports therapists to navigate court through her copy/paste court policy and guidance on what to write (and do) for court.

Jessica Tang, LMFT

Jessica Tang, LMFT (#99814) is currently the Clinical Director of the Self Injury Institute and also has her own private practice providing therapy for primarily adolescents and young adults. Her clinical training has its roots in working with families. She specializes in the zero to five population and their families using behavioral interventions, play therapy, and parent coaching as well as the adolescent/young adult population using family systems therapy.



**Katie Vernoy, LMFT**

Katie Vernoy, LMFT is a therapist, coach, and consultant supporting leaders, visionaries, executives, and helping professionals to create sustainable careers. Katie, together with Curt Widhalm, cohosts The Modern Therapist's Survival Guide podcast and has developed workshops and a conference, Therapy Reimagined, to support therapists navigating through the modern challenges of this profession. Katie is also President of the California Association of Marriage and Family Therapists. www.katievernoy.com.

Curt Widhalm, LMFT

Curt Widhalm, LMFT is in private practice in the Los Angeles area. He is the co-host of "The Modern Therapist's Survival Guide" podcast, the CFO for the California Association of Marriage and Family Therapists, an Adjunct Professor at Pepperdine University, a former Subject Matter Expert for the California Board of Behavioral Sciences, and a loving husband and father. He also dabbles in the dark art of making "dad jokes." www.curtwidhalm.com.



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QUIZ

Is simplepractice the right EHR for you?

Cost

- ☐ The fees for office staff and additional clinicians are reasonable and within my budget.
- ☐ There aren't hidden fees for the main features.

Billing

- ☐ Billing is integrated into the system.
- ☐ Invoices, Statements, and Superbills are easy to create and share with clients.
- ☐ I can file insurance claims electronically.
- ☐ Fees for insurance claims and ERAs are reasonable.
- ☐ I can store credit cards on file and set up autopay.

Scheduling

- ☐ New and existing clients can request appointments online.
- ☐ I can set recurring appointments.
- ☐ I can easily manage no-show and cancellations.
- ☐ I can schedule a telehealth appointment.
- ☐ I can sync my EHR calendar with my Google Calendar, Outlook or iCal.

HOW IT WORKS: For each benefit that is important for your practice, mark 1 point. Add up the total to find out if SimplePractice is the right fit.

Support

- ☐ Detailed articles and videos can be easily found in a help center so that I can get quick answers.
- ☐ There are live classes, demos, and screen shares where I can ask questions and learn from a specialist.
- ☐ There is a clear effort to onboard and educate me.
- ☐ There is an online community of customers that I can bounce questions and ideas off of and network with.

Customization

- ☐ I can customize paperwork and documents.
- ☐ I can customize progress notes and form templates.
- ☐ My logo can be added to billing documents.

Client Communication

- ☐ Clients are able to fill out paperless intakes and sign consent documents electronically.
- ☐ Clients can access documents and billing online.
- ☐ I can securely message my clients directly.

Mobile Apps

- ☐ There is a mobile app that allows me to access my schedule, notes, reminders, and billing.
- ☐ I can securely send and receive messages from my clients using a mobile app.
- ☐ My clients and I can access telehealth from our phone, tablet, or computer.

TOTAL POINTS

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0–5	6–15	16–25
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Maybe...

Probably

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