

Mental Health Trends and Internet

- Nearly all major third party payers have online directories for subscribers
- Their subscribers are using the Internet to research providers
- Affluent, cash pay clientele, are more educated and Internet savvy
- Under 30 generation finds the Internet a MUST
- Website is the new generation Yellow Pages



BOTTOM LINE: Website

- ✓ *Decreases paperwork costs*
- ✓ *Increases client –therapist interaction*
- ✓ *Allows pre/post access to therapist*
- ✓ *In line with consumer expectations*
- ✓ *Increased opportunities for growth*

Other Technology Helpers

- Template documentation
- Voice recognition
- Online scheduling
- Clinical care guidelines on Internet
- Databases
- PDA

Inexpensive, work reducers



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What is Client Based Practice Building?

- Seminars, pod casts, consultation