

vcita's Business and Marketing Automation Tools Doubled the Client Return Rate for this Neurofeedback Practice



Olga Ward founded [Beaverton Neurofeedback, LLC](#), after personally experiencing its restorative properties. She was amazed to see how neurofeedback significantly healed her daughter, who was wrestling with PTSD. She owns and manages her own Neurofeedback Practice providing neurofeedback services - a form of brain training that gently exercises the brain for improved balance and functioning.



I don't have to remember anything! It frees up my time to do what I want to do - what I'm trained to do - take care of my clients!

CHALLENGE

Running the administrative side of a busy Neurofeedback Practice took Olga's time and focus away from patient care

Olga's practice was growing, and she needed something more comprehensive than her initial digital scheduling software. She spent too much time and energy on manual tasks like sending out appointment reminders, emailing preliminary forms, and responding to phone calls.

Rather than get bogged down in heavy admin tasks, she desperately wanted to connect with her clients and help facilitate their healing. She was losing time and revenue handling administrative tasks and knew she needed a more automated system that included email announcements, marketing campaigns targeted at return clients, HIPAA compliant messaging, and easy payment management.

SOLUTION

vcita automation to the rescue!

vcita's robust business management software gave Olga the tools she needed to grow her practice and accomplish many of the tasks her previous was simply not up to performing.



Scheduling and Onboarding

Olga can now attach a form to her automated onboarding process, prompting her new clients to submit it when they **book** their first appointment. As a result, she no longer has to waste valuable session time on paperwork or administration; she can **spend her one-on-one client time actually healing them**.

It's so easy, that her clients are coming back sooner and more frequently, resulting in a **doubled client return rate**.



Client Portal

Olga communicates directly with her clients through vcita's fully branded **secure patient portal** and can receive messages at any hour of the day on all her devices.

When clients need to send Olga confidential paperwork, they can easily send it from any device via her **HIPAA compliant client portal**. They don't even need to register. All active clients can access the personal portal with their email addresses and a code sent to their mobile phones.



Marketing and Communications

Through vcita's **automated marketing campaigns** feature, Olga sets email triggers and uses the messages to remind clients about their treatment program, provide tips, ask for reviews, and offer upsells or service extensions.

By nurturing her clients through automated emails, **she saves time on calls and messages**, provides important value to her clients, and has **increased her revenue**. Her clients feel as if she's holding their hand throughout their entire neurofeedback journey.

RESULTS

vcita took the administrative burden off Olga, and the results were almost immediate. Her clients have complimented her on the polished and professional approach that Olga's new infrastructure provides.

With vcita's help, Olga can now truly shine and do what she loves most — provide healing neurofeedback services to her clients.

