

## Alternative Health Practitioner and her clients become empowered with trust in vcita's HIPAA-compliant app



After working as a dentist for 20+ years, Dr. Angela Santavicca significantly cut back her practice to pursue a career in coaching and alternative health.

Angela founded [Easy to Be You](#) and built her practice around three core areas: life coaching, brainspotting, and qigong instruction. By helping her clients tap into their consciousness, brain, and nervous system, she guides them to “bring their best self to life-easily and naturally.”

### CHALLENGE

Running her own practice, Angela had always been an entrepreneur and a CEO, as well as the person who made the product, ran the team, and handled all the admin and marketing. As she developed her new business, however, she wanted to retain control while benefitting from the lifestyle bonus of a flexible location so she could pursue her dream: to sail around the world. In order to scale her new business and maintain freedom from administration, management and a fixed location, she landed on vcita.

**vcita helped me  
get my business off  
the ground and  
into the world.**

### SOLUTION

Implementing automation, managing time and money with vcita.

#### Challenge

#### Securely serving clients online

Angela wanted to reduce the time she spent on administration as well as streamline her scheduling and billing process. Finding a HIPAA-compliant platform was among Angela's top priorities since trust between her and her client is critical. Because Angela sends her clients intake questionnaires, contracts, exercises, and instructions, her clients required assurance that all their personal information remains private.

#### Solution

#### HIPAA Compliant Client Portal

Angela set up her Client Portal, where clients can schedule and pay online independently, saving her time and helping her stay organized. With vcita's HIPAA-compliant platform, messages, documents, and appointments are confidential, helping her clients feel comfortable sending and receiving sensitive information online.

**Challenge****Overbooking**

Angela dedicates her undivided attention to her clients during therapy. She's also mindful of maintaining her work-life balance and setting clear boundaries.

However, Angela often found herself overscheduled and overworked.

**Challenge****Creating a smooth Telehealth experience**

Since Angela meets with the majority of her clients online, she sought a user-friendly platform with an intuitive Zoom integration. She wanted to make sure her clients can easily schedule and attend appointments online, without facing technical difficulties or cumbersome application processes.

**Challenge****Maintaining client retention with series and bundles**

In order to maintain consistent care routines, more than half of Angela's services are sold as series or bundles. This structure allows Angela to maintain a high retention rate, but creates a real need for a sufficient credit tracking mechanism.

**Solution****Better work-life balance**

With vcita, Angela can limit her availability and make sure her clients can only book when she's available.

Managing her scheduling online has helped Angela set clearer boundaries and secure time for herself.

**Solution****Seamless Zoom Integration**

Angela invites her clients to book Zoom meeting, or register for Zoom group events through vcita's user-friendly online scheduling experience.

When a meeting is booked, a [Zoom](#) link is automatically generated. Between individual appointments and groups, Angela meets with over 20 clients per week from all over the world on Zoom through vcita.

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**Solution****Service Packages**

Angela used vcita's [packages](#) feature to create service bundles that can be purchased and paid for upfront. Her clients can research their options, choose their package, schedule, and pay for it all in one place. Once a package is purchased, vcita will automatically manage each client's credits and redeem them when services are booked.

## RESULTS

**vcita gave Angela a solid foundation for business growth**

By implementing vcita, Angela has achieved the work-life balance (and freedom of location!) that she was seeking.

She has also reduced her admin time. Payments made online through vcita automatically appear in her bank account, and all of her clients' information, appointments, and payments are recorded in her vcita account.

***"I haven't had to fret about any of this. It's just done. My dashboard shows me everything I need. Many weeks, I have zero admin time since vcita does it all for me!"***

Now that her admin tasks are minimal, Angela can spend more time caring for her patients and sailing across the sea.