

Grow the Practice. Own the Growth.

Behavioral health and integrated behavioral health organizations face record demand, yet growth stalls on three connected fronts: recruiting clinicians, attracting and retaining patients, and keeping referral relationships active. Large systems build these functions in house; mid-market organizations rarely have the resources to do the same. We close that gap with three growth services: provider network recruitment, consumer marketing and demand generation, and referral relationship management. Engage each on its own or run all three as one growth engine.

Where this fits, and why now

Demand for behavioral health care is significant and growing, and roughly half of it goes unmet. The constraint is rarely clinical quality; it is the growth infrastructure around it: recruiting, marketing, and referral management.

Organizations that build these capabilities solve their own access problem and capture the demand others cannot serve. Growth done well expands access, and access done well sustains outcomes for the community.

U.S. ADULTS NEEDING CARE • PAST 12 MONTHS

61M+

OF THAT DEMAND GOES UNTREATED

~50%

Source: SAMHSA, National Survey on Drug Use and Health

WHAT WE DO

GROW THE NETWORK

Provider Network Recruitment

- Recruit the clinical and non-clinical talent behavioral health runs on
- A sourcing and hiring pipeline, not one-off searches
- Scale capacity as marketing and referrals fill the schedule

Capacity that keeps pace with demand

FILL THE SCHEDULE

Consumer Marketing & Demand Generation

- Acquire patients through digital campaigns and direct outreach
- A website and listing pages, like Psychology Today, built to convert
- Retain and re-engage patients across the care journey

Demand you can predict and measure

STRENGTHEN REFERRALS

Referral Relationship Management

- Personalized outreach to referring providers and partners
- Keep relationships active between referrals, not just after them
- Close the loop with referrers on access and outcomes

A referral base that compounds

WHAT YOU GET

● SPEED

Weeks, Not Years

First value in 4 to 6 weeks, not a long build.

● PROOF

Measured in Care

Filled schedules, active referrers, clinicians hired.

● RANGE

One or All Three

Each service stands alone; together they compound.

● FIT

Yours to Keep

The experience and playbooks stay yours.

Every behavioral health organization wants to grow access. The advantage goes to those who connect recruiting, marketing, and referrals into one engine, and **turn access into sustainable outcomes for the community.**