

Nomination: 6005

SimplePractice

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**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

SimplePractice

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

SimplePractice

**Category**

D01 - D08 Solution Provider > D04 - Health, Wellness and Safety Solution Provider of the Year

**Solution Provider Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

Private practitioners are small business owners, but many lack the expertise or time to handle the minutiae of running a business. SimplePractice was created in 2012 to give mental health professionals everything they need to run their practices, and has expanded to support professionals in fields from nutrition and acupuncture to occupational therapy and chiropractic work. More than 120,000 practitioners use SimplePractice to schedule appointments, facilitate telehealth, streamline intake and billing, and more. (number at time of submission, June 2022)

We help private practitioners along every step of their professional journey—from tracking their hours as they get licensed to managing the day-to-day of their practice with our EHR software. SimplePractice also helps them market their practice with tools like our professional website builder and therapist directory. We provide resources for credentialing as practitioners continue on in their careers—including SimplePractice Learning—our high-quality accredited continuing education platform for mental health professionals. In addition, we created Pollen, a magazine that they can turn to for support and advice. We make the administrative side easier, so they can focus their energy on why they became practitioners in the first place: helping people.

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**b. Outline the organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

The pandemic and subsequent mental health crisis irrevocably changed the way therapists and other health and wellness professionals manage their practices and treat clients. We're proud of the work we did in 2020, and have continued to do, to embody our philosophy of "helping the helpers." We simplified the transition to telehealth by offering free trainings to practitioners, and gave them the tools to scale their practices to accommodate a sudden increase in clients. Since 2020, we have grown our customer base to more than 120,000 practitioners around the country. This has allowed countless clients to receive care bolstered by a provider who's not burdened by the administrative side of private practice.

In May 2021, SimplePractice launched the Professional Website and award-winning Monarch directory features. The Professional Website tool provides an accessible way for practitioners to build sites from customizable templates, making it simple to create an online presence to grow their practices. With the Monarch directory, SimplePractice created a resource through which practitioners and therapy-seekers could connect more easily—solving pain points for both clinicians and therapy seekers—by offering free listings for practitioners, and direct online booking capabilities for potential clients. Both tools help behavioral health practitioners connect to and serve more clients.

At SimplePractice, we know that the only way we can successfully serve our customers is if our team members are happy. We're proud to have been named a BuiltIn Best Place to Work in 2020, 2021, and 2022.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required**

X

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

These links demonstrate SimplePractice's BuiltIn Best Places to Work Awards:

2020 - <https://www.prnewswire.com/news-releases/simplepractice-recognized-in-built-in-las-prestigious-best-places-to-work-list-in-2020-300985850.html>

2021 - <https://www.simplepractice.com/press/built-in-honors-simplepractice-in-its-esteemed-2021-best-places-to-work-awards/#:~:text=SimplePractice%20Earns%20Placement%20on%20Built,Midsize%20Companies%20to%20Work%20For.>

2022 - <https://www.businesswire.com/news/home/20220124005092/en/SimplePractice-Named-to-Built-In%E2%80%99s-2022-Best-Places-To-Work-Awards>

This link demonstrates the Gold Digital Health Award won by the Monarch Directory by SimplePractice: [https://www.healthawards.com/dha/dha\\_s2021\\_winners.pdf](https://www.healthawards.com/dha/dha_s2021_winners.pdf)

**Webpage Link**

<https://www.bizjournals.com/losangeles/news/2020/11/09/simplepractice-prospered-pandemic-ceo-decision.html>  
(<https://www.bizjournals.com/losangeles/news/2020/11/09/simplepractice-prospered-pandemic-ceo-decision.html>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.nytimes.com/2022/03/29/well/mind/therapist-mental-health-provider.html>  
(<https://www.nytimes.com/2022/03/29/well/mind/therapist-mental-health-provider.html>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://www.socialworktoday.com/archive/Spring21p12.shtml>  
(<https://www.socialworktoday.com/archive/Spring21p12.shtml>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.shape.com/celebrities/interviews/olympian-runner-alexi-pappas-mental-health-monarch>  
(<https://www.shape.com/celebrities/interviews/olympian-runner-alexi-pappas-mental-health-monarch>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://www.simplepractice.com/press-release/massage-therapy-software-shortlist/>  
(<https://www.simplepractice.com/press-release/massage-therapy-software-shortlist/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

[https://www.prweb.com/releases/digital\\_com\\_announces\\_best\\_mental\\_health\\_software\\_of\\_2021/prweb17634688.htm](https://www.prweb.com/releases/digital_com_announces_best_mental_health_software_of_2021/prweb17634688.htm)  
([https://www.prweb.com/releases/digital\\_com\\_announces\\_best\\_mental\\_health\\_software\\_of\\_2021/prweb17634688.htm](https://www.prweb.com/releases/digital_com_announces_best_mental_health_software_of_2021/prweb17634688.htm))

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 7**

<https://www.forbes.com/lists/americas-best-startup-employers/?sh=63aa6ff52ad7>  
(<https://www.forbes.com/lists/americas-best-startup-employers/?sh=63aa6ff52ad7>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 8**

<https://www.simplepractice.com/press/simplepractice-recognized-as-a-top-10-small-business-software-product-by-softwarepundit/>  
(<https://www.simplepractice.com/press/simplepractice-recognized-as-a-top-10-small-business-software-product-by-softwarepundit/>)

**Would you like to add an additional webpage link?**

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

**Terms and Conditions**

I Agree