

Nomination: 7264

SimplePractice

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 by EngageSmart
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 <p>Built by and for providers, SimplePractice gives health and wellness practitioners the support to grow as clinicians and small business owners, so they can continue their vital work supporting others. Founded in 2012 to give mental health professionals everything they need to run their practices, SimplePractice has since grown to support professionals in a wide range of fields, and is today used by more than 169,000 health and wellness practitioners doing crucial work.</p> <p>SimplePractice helps private practitioners at every step of their professional journey, with tools to track hours as they work toward their licenses, EHR software for practice management, a library of continuing education resources from accredited professionals, and Pollen, a magazine they can turn to for support, advice, and inspiration. In 2021, the company launched the Professional Website Builder tool to make creating an online presence easy, and the Monarch therapist directory, which helps therapy-seekers to more easily connect and book appointments with the right behavioral practitioners for them.</p>

b. Outline the organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

In 2023, SimplePractice launched the mentorship pilot program, which takes on the need for greater support and diversity in the mental health field, and seeks to address it by pairing practitioners across the industry together to create deeper connections and community with peers in the field.

Additionally, SimplePractice launched several initiatives in 2022 dedicated to expanding access to mental health care for therapy-seekers. The SimplePractice Enterprise API launch created technology enabling EAP and Health Plan members to instantly request appointments with behavioral health practitioners. SimplePractice also partnered with Smartlink Health Solutions in North Carolina to create a groundbreaking program allowing private practitioners to participate in the state's secure health information exchange, streamlining data-sharing between providers and organizations to improve patient care.

SimplePractice also introduced features in 2021 focused on helping health and wellness providers make their services more discoverable to clients, increasing accessibility of vital services. These included the Professional Website tool, which makes it simple for providers to design and create an online presence for their practice, and the award-winning Monarch directory, which helps practitioners and therapy-seekers connect more easily—solving a pain point for clinicians and therapy seekers alike—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.

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

Since its inception, SimplePractice has been a leader in serving mental health professionals, and has since expanded its services to cater to the needs of 160,000 health and wellness practitioners across sectors. As the scale and severity of both the mental health crisis and the failings of the larger health care system in the United States become increasingly apparent, SimplePractice is fiercely dedicated to providing services that make it easier for practitioners who meet these needs to run their practices, so they can focus on the work they're most passionate about.

Dedicated to being responsive, SimplePractice has consistently sought out customer feedback about how to improve and grow its services, and the number of providers using its services has steadily increased. For instance, between the end of 2022 and March of 2023, SimplePractice's user base grew by more than 30,000 health and wellness professionals. In 2021, SimplePractice was recognized as a Top 10 Small Business Software Product by SoftwarePundit and a Best Mental Health Software of 2021 by Digital.com. The Monarch Directory by SimplePractice received Gold in the 2021 Digital Health Awards.

SimplePractice also applies its focus on listening and responding to feedback to its team, with demonstrable results. In 2022, SimplePractice was a recipient of the Gold Stevie Award for Great Employers, as well as a recognition from Built In's 2022 Best Places to Work Awards as one of the Best Midsize Companies to Work For In Los Angeles.

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

Customer Story: With SimplePractice, Adrien Paczosa streamlined her practice, improved client outcomes and saved time (<https://www.simplepractice.com/customer-stories/adrien-paczosa/>)

Customer Story: SimplePractice helped Bell and Yvonne Tam expand their family business and streamline their practice (<https://www.simplepractice.com/customer-stories/bell-and-yvonne-tam/>)

Customer Story: SimplePractice helped Dr. Lisa Hardebeck make running her group practice affordable and simple (<https://www.simplepractice.com/customer-stories/lisa-hardebeck/>)

Company values: SimplePractice™ Career and Job Openings (<https://www.simplepractice.com/careers/>)

About us: SimplePractice™ is your Business Partner in Private Practice (<https://www.simplepractice.com/about-us/>)

Webpage Link

<https://www.businesswire.com/news/home/20220809005991/en/EngageSmart-Solution-SimplePractice-Honored-as-Gold-Stevie%C2%AE-Award-Winner-in-2022-Stevie-Awards-for-Great-Employers>
(<https://www.businesswire.com/news/home/20220809005991/en/EngageSmart-Solution-SimplePractice-Honored-as-Gold-Stevie%C2%AE-Award-Winner-in-2022-Stevie-Awards-for-Great-Employers>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.businesswire.com/news/home/20220124005092/en/SimplePractice-Named-to-Built-In%E2%80%99s-2022-Best-Places-To-Work-Awards/?feedref=JjAwJuNHystnCoBq_hi-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7OafoI48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa
(https://www.businesswire.com/news/home/20220124005092/en/SimplePractice-Named-to-Built-In%E2%80%99s-2022-Best-Places-To-Work-Awards/?feedref=JjAwJuNHystnCoBq_hi-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7OafoI48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

https://www.healthawards.com/dha/winnerss2021/dha_s2021_winners.pdf
(https://www.healthawards.com/dha/winnerss2021/dha_s2021_winners.pdf)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.simplepractice.com/press/simplepractice-best-mental-health-software-of-2021-by-digital-com/>
(<https://www.simplepractice.com/press/simplepractice-best-mental-health-software-of-2021-by-digital-com/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.simplepractice.com/press/built-in-honors-simplepractice-in-its-esteemed-2021-best-places-to-work-awards/> (<https://www.simplepractice.com/press/built-in-honors-simplepractice-in-its-esteemed-2021-best-places-to-work-awards/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<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?

Yes

Web Page Link 7

https://www.businesswire.com/news/home/20230306005198/en/SimplePractice-Launches-Mentorship-Program-to-Encourage-Connection-in-the-Mental-Health-Community/?feedref=JjAwJuNHiystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7OafoI48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa
(https://www.businesswire.com/news/home/20230306005198/en/SimplePractice-Launches-Mentorship-Program-to-Encourage-Connection-in-the-Mental-Health-Community/?feedref=JjAwJuNHiystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7OafoI48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

https://www.businesswire.com/news/home/20220913005338/en/SimplePractice-Enterprise-Launches-API-to-Expand-Access-to-Covered-Behavioral-Health-Care/?feedref=JjAwJuNHiystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7OafoI48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa
(https://www.businesswire.com/news/home/20220913005338/en/SimplePractice-Enterprise-Launches-API-to-Expand-Access-to-Covered-Behavioral-Health-Care/?feedref=JjAwJuNHiystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7OafoI48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa)

Would you like to add an additional webpage link?

Yes

Web Page Link 9

[https://www.businesswire.com/news/home/20220216005308/en/SimplePractice-Partners-with-Smartlink-Health-Solutions-to-Enable-Whole-Patient-Care-in-North-Carolina/?feedref=JjAwJuNHystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-](https://www.businesswire.com/news/home/20220216005308/en/SimplePractice-Partners-with-Smartlink-Health-Solutions-to-Enable-Whole-Patient-Care-in-North-Carolina/?feedref=JjAwJuNHystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7Oafol48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa)

WLfRGUE1fJraLPL1g6AeUGJICTYs7Oafol48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa

([https://www.businesswire.com/news/home/20220216005308/en/SimplePractice-Partners-with-Smartlink-Health-Solutions-to-Enable-Whole-Patient-Care-in-North-Carolina/?feedref=JjAwJuNHystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-](https://www.businesswire.com/news/home/20220216005308/en/SimplePractice-Partners-with-Smartlink-Health-Solutions-to-Enable-Whole-Patient-Care-in-North-Carolina/?feedref=JjAwJuNHystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJICTYs7Oafol48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa)

WLfRGUE1fJraLPL1g6AeUGJICTYs7Oafol48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa)

Would you like to add an additional webpage link?

No

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