How to Start an Online Therapy Practice

Maybe you already have a therapy practice and you want to start offering video appointments, or maybe you've made the decision to open a fully online practice. Either way, there are some important steps to take to ensure you're in compliance with state laws and regulations, find the right telehealth platform, and more. To help make the process as smooth as possible, reference this free checklist!



- [ ] Look into your state's laws for online counseling businesses — they're all different! You can usually find these from the Health and Human Services board.
- [ ] If necessary, get the proper certification to do online counseling.
- [ ] Choose a telehealth or video conferencing platform that's HIPPA-compliant.
- [ ] Hire a virtual assistant to help with things like paperwork, scheduling, payments, insurance, etc.
- [ ] Decide if you're going to accept insurance or private-pay.
- [ ] Create a website for your practice if you don't already have one.
- [ ] Utilize social media to get the word out about your business.
- [ ] Start an email campaign to share information about your services.
- [ ] Find a resource to access worksheets and tools for your clients, like Therapist Aid.
- [ ] Create an Informed Consent policy for your practice that covers things like privacy, cancellation policy, your rates, etc.
- [ ] Invest in advertising through social media and/or Google ads.
- [ ] Connect with other therapists who can refer clients to you.

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