carepatron

A field guide for independent practices

Your next ten clients

The practice growth playbook. How practices get found, get chosen, get booked, and stay full, without becoming a marketing operation.

Built from patterns across 100,000+ clinicians in 120+ countries

2026 edition

Before you start

Why this guide exists

Most advice about growing a practice is written by marketers, for marketers. It assumes you want a funnel, a content calendar, and a personal brand. You don't. You want a full week of clients you can genuinely help, and admin that stays out of the way.

Here is the good news. The practices that grow are rarely doing anything clever. They are visible in the places people already look. They respond quickly. They make booking easy. They give clients a reason to come back, and a reason to mention them to someone else. That is the whole system. This guide walks through it one lever at a time, with the scripts and templates included, so you can borrow instead of invent.

A note on what this is not. It is not a content strategy. Nothing here requires you to post daily, run ads, or become an influencer. It also does not require Carepatron. Every tactic in these pages works on its own, with whatever tools you have. Where our platform can automate a step, we say so in a small sidebar and move on.

How to use it

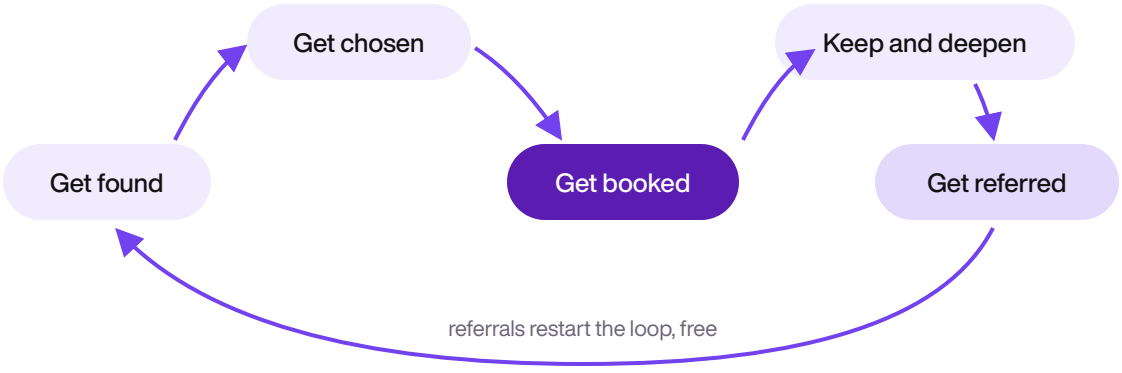
- **Score yourself first.** The practice growth scorecard is on the next spread. Twenty-five questions, one point per yes. Be strict: "sort of" is a no.
- **Go where your score is lowest.** Growth compounds fastest at the weakest link. You don't need to read this cover to cover.
- **Pick three moves, not ten.** The last page of the scorecard has space for them. Three changes done properly beat a reinvention that never ships.

What's inside

The frame

How practices actually grow

Strip away the tactics and every full practice runs the same quiet loop. Someone hears about you. They look you up and decide you seem right. Enquiring is easy, so they book. The work is good, so they stay. And when someone they know needs help, they pass your name on. That last step restarts the loop, for free.



Growth problems are never “the loop is missing”. The loop always exists. Growth problems are a weak link somewhere inside it: invisible on Google, no recent reviews, slow replies, a clunky booking path, regulars who quietly drift away. So this playbook treats growth as a search for your weakest link, not a pile of new things to do.

One distinction does most of the work: **visibility versus conversion**. Visibility is whether you show up when someone looks. Conversion is whether the person who found you ends up booked. Practitioners tend to over-invest in visibility, more posts, more channels, more reach, when conversion is the real constraint. A friction-free path to booking, with modest visibility, still fills a caseload. Heavy visibility pointed at a slow, confusing booking path leaks every lead it earns.

> Fix conversion first, then earn traffic. Bookings are the only metric that matters.

Score yourself before you read on

One point per yes. Be strict, "sort of" is a no. Ten minutes, twenty-five questions, scored out of 25. Most practices we talk to land between 12 and 16, so don't be discouraged. The point is not the number. The point is knowing which chapter to read first.

Lever 1 Get found

chapter on page 6

- [ ] Your Google Business Profile is claimed, verified, and shows current hours, real photos, and a booking link.
- [ ] You are listed in the two or three directories your ideal clients actually search, and those profiles are complete.
- [ ] Googling your name plus your suburb puts you on the first screen of results.
- [ ] You have at least a one-page website that says who you help, with what, and how to book.
- [ ] Every profile, everywhere, points to the same booking link.

Lever 2 Get chosen

chapter on page 8

- [ ] You have ten or more Google reviews, including some from the last few months. (Where your code of ethics restricts reviews, count referrer relationships instead.)
- [ ] A review ask is built into a routine touchpoint, like an invoice footer, so it happens without you remembering.
- [ ] You can say who you help and with what in one sentence, and that sentence appears on your profiles.
- [ ] Your photos show your actual face and your actual space, not stock imagery.
- [ ] A new client can find your fees, or at least a range, before they contact you.

Lever 3 Get booked

chapter on page 10

- [ ] New enquiries get a reply within two business hours.
- [ ] A stranger can book or request a first appointment online, without having to phone.
- [ ] Booking a first session takes under two minutes on a phone.
- [ ] Your discovery calls follow a consistent structure, not vibes.
- [ ] Everyone who enquires but doesn't book gets exactly one follow-up nudge.

Lever 4 Keep and deepen

chapter on page 13

- [ ] Next appointments are booked before the client leaves the room, or before the telehealth call ends.
- [ ] Appointment reminders go out automatically, and no-shows are rare enough that each one surprises you.
- [ ] When a regular client goes quiet, you notice within a few weeks and check in once.
- [ ] You know your rebooking rate, at least roughly.
- [ ] Intake happens digitally before the first session, so session one feels like progress, not paperwork.

Lever 5 Get referred

chapter on page 15

- [ ] You could name your top three referral sources without checking.
- [ ] Those referrers hear from you at least quarterly, a thank you, an update, a coffee.
- [ ] Clients who finish well get one sincere ask: a review, or “pass my name on”.
- [ ] The people who refer to you know exactly who your ideal referral is.
- [ ] Referring to you is a link, not a game of phone tag.

What your score means

0–9	**Leaky.** You are probably losing most of the demand you already create. Start with Get booked, it is the fastest fix, then work backwards.
10–16	**Steady.** The loop works but it leaks. Your lowest-scoring lever is quietly costing you clients every month. That chapter is your quarter.
17–21	**Compounding.** Growth is repeatable. Tune retention and referrals, they are the cheapest clients you will ever get.
22–25	**Full practice problems.** Your constraint is capacity, not demand. Think waitlists, group programs, an associate, or raising fees.

Your three moves

1 _____

2 _____

3 _____

Lever 1 · scorecard items 1–5

Get found: be where people already look

New clients arrive down three paths. Someone they trust mentions your name. They google a problem and a place, “therapist near me”, “pediatric OT Portland”. Or they find you somewhere structured, an insurance directory, an association listing, a profile they happened onto. None of these paths is exotic, and you do not need to invent a fourth. What separates practices that grow from practices that stay flat is whether each path lands somewhere that converts.

That means the work of this chapter is not “do more marketing”. It is upstream consistency, downstream simplicity: make the three paths accurate and complete, and point every one of them at a single, friction-free booking link.

Google Business Profile is non-negotiable

If you do one thing this quarter, do this. It is free, it takes an afternoon, and it quietly pays back for years, because it is what appears when someone googles your name or your specialty plus your suburb.

- **Complete it properly.** Practice name, address, phone, hours, and the services you actually offer. Add photos: your face, your space, the entrance. People are deciding whether to walk through that door.
- **Make the booking link the primary action.** The entire point of the listing is that click.
- **Verify it.** Google’s process varies, postcard, phone, or a video walkthrough, and it is often slow and always annoying. Push through. Unverified listings sit lower and look less credible.
- **Keep it current.** Holiday hours, a new suite, an evening clinic. Stale listings read as inactive businesses. Five minutes every couple of months is enough.
- **Write like a person.** No keyword stuffing. What you do, who you help, where you are. You are competing with local practices, not a national SEO operation.

The fifteen-minute test. Open a private browser window and google your specialty plus your suburb, then your own name. Where do you appear? Click everything a stranger could click and see where it lands. Whatever you just felt, confusion, pride, mild horror, that is your baseline for this chapter.

Lever 1 · continued

Directories, a one-page website, and one link

Pick two or three directories and finish them

Directories matter for filtered search, where someone is already looking by modality, specialty, or insurance. Choose the two or three your ideal clients actually use, your professional body's register, the big directory for your discipline, your payer directories if you take insurance, and complete them fully. Same one-sentence description, same photos, same booking link as everywhere else. Five strong listings beat fifteen thin ones, and an out-of-date listing is worse than none.

A one-page website is enough

You do not need a blog, a funnel, or a site map. You need one fast page that answers, in order: who you help, with what, where (or telehealth), roughly what it costs, and how to book. Add a photo of your actual face and one or two lines on how you work. Check it on a phone, because that is where most people will read it.

Consistency is the multiplier

Same practice name, same phone number, same booking link, on Google, every directory, your website, your email signature. Mismatched details make people hesitate and make search engines trust you less. Audit it twice a year: google yourself in a private browser window and click everything a stranger could click.

> Everything upstream is traffic. Your booking page is the storefront it all leads to. Treat it like one.

AUTOMATE IT

Every path in this chapter should end at one link. Carepatron gives your practice a hosted booking page with your services, availability, and intake forms built in, so Google, directories, and your website all land somewhere that converts. There is a deeper free guide on this at learn.carepatron.com.

Lever 2 · scorecard items 6–10

Get chosen: reviews, without being weird

Between a stranger seeing your name and a stranger booking with you sits one question: can I trust this person? Reviews answer it at scale. They also feel awkward to chase, which is why most practices have far fewer than their work deserves. The fix is to make the ask passive most of the time and active rarely.

The passive motion

Build the request into touchpoints that already happen, so it is simply there for the people who were already glad to help.

- One line at the bottom of your invoice email: "If the work has been helpful, a short Google review means a lot."
- The same line on your booking confirmation or discharge summary.
- Nothing else. No pop-ups, no campaigns, no incentives (incentivized reviews breach most platforms' rules, and often your board's).

The active motion

Once, sincerely, at the end of a course of care that clearly went well:

> "I'm really glad this worked out. If you ever have a spare minute, a short Google review helps people like you find us. No pressure at all."

Ask the clients whose outcome speaks for itself, not everyone. Asking everyone catches the wrong people and starts to feel like running a marketing operation inside your practice.

KNOW YOUR CODE

Some professions restrict soliciting testimonials from current clients, and mental health boards are often the strictest. Check your code before you build the active motion. Where direct asks are off the table, let the passive line and your referrer network (page 15) carry the trust load instead. Reviews about the practice experience sit differently from testimonials about treatment; know where your board draws that line.

Lever 2 · continued

Specific wins. Vague reassures nobody.

“Holistic support for your wellbeing journey” describes every practice and persuades no one. “Anxiety and burnout in adults, evenings and telehealth available” tells the right person, instantly, that they are in the right place. The fear of niching down is the fear of turning people away. In practice it works the other way: specific language attracts, because people are not searching for everything, they are searching for their thing.

Write the one sentence

Who you help, with what, and one practical detail that matters to them (evenings, telehealth, a language, a modality). Say it out loud. If it sounds like something you would actually say to a neighbor, it is right. Then put it everywhere: your Google description, your directory bios, the top of your website, and the way you answer “so what do you do?”

Stack quiet proof

- **Credentials, stated plainly.** Registration, licensure, years in practice. No acronym soup, spell it out once.
- **Real photos.** Your face and your room build more trust than any stock image ever has.
- **Findable fees.** Publishing your fee, or a range, filters out mismatches before they cost you a phone call, and signals you have nothing to hide.
- **Fast replies.** Responsiveness is proof too. It is the first sample of what working with you feels like.

> People do not choose the best clinician. They choose the one who was clearly, specifically for them.

AUTOMATE IT

Put the one sentence at the top of your booking page, then let the page do the proving: your services, fees, and availability in one place, with intake handled before the first session. In Carepatron you can brand the whole client experience, booking page, portal, and reminders, so it looks like your practice, not ours.

Lever 3 · scorecard items 11–15

Get booked: speed wins clients

By the time someone contacts a practice, they have usually shortlisted two or three. Reaching out took courage, and whoever answers first, while the courage is still there, usually wins. Not the best practice on the list. The fastest.

This is the cheapest growth lever in the whole playbook. It costs nothing, requires no marketing, and most of your competitors are bad at it. Aim to reply to every new enquiry within two business hours. When you are in session all day, let an automatic acknowledgment hold the door open: a warm one-liner with your booking link (there is a template on page 17). The client hears "you've been seen" and can act immediately, and the detailed reply can come at lunch.

The booking friction audit · run it monthly, as a stranger

- [ ] A first appointment can be booked, or at least requested, online. No phone call required.
- [ ] The whole thing works on a phone, one-handed, on the couch.
- [ ] Start to finish takes under two minutes.
- [ ] No account creation before the first booking.
- [ ] Fees are visible before anyone asks for payment details.
- [ ] Confirmation arrives instantly, so nobody wonders whether it worked.
- [ ] A reminder goes out automatically before the first session, because first-timers no-show the most.

Every item you cannot tick is a place where someone who chose you fell out of the process. Fixing these is not marketing. It is catching the demand you already earned.

Measure one number. Of your last ten enquiries, how many became a booked first session? Seven or more and your path converts well, point your energy upstream at visibility. Under seven, and this chapter is your quarter.

Lever 3 · continued

The discovery call, scripted

Fifteen minutes, free, and structured. A structure is not a sales trick. It is how you make sure the caller feels heard, gets a clear picture of how you work, and leaves with a decision instead of a "hmm, let me think". Borrow this one and adjust the words until they sound like you.

OPEN · 1 MIN set the frame so neither of you is guessing

> "Thanks for reaching out, I know that step can be the hardest one. Here's how I like to use these fifteen minutes: you tell me what's going on, I'll share how I'd approach it, and by the end we'll know if I'm the right fit. If I'm not, I'll point you toward someone who is. Sound okay?"

THEIR STORY · 6 MIN you should be talking less than a third of the time

> "What's prompted you to reach out now?" · "How long has this been going on?" · "What have you already tried?"

The word "now" does quiet work: it surfaces urgency, and urgency is what turns enquiries into bookings. Reflect back what you hear in their words, not yours.

FIT · 3 MIN one sentence of approach, then logistics

> "From what you've described, this is work I do a lot of. The way I usually approach it is [one plain sentence]. Practically: sessions are [length] at [fee], most people start weekly, and we review how it's going after [n] sessions."

THE CLOSE · 2 MIN offer two times, not "any questions?"

> "I'd suggest we book a first session and treat it as a starting point, no commitment beyond that. I have Tuesday at 2 or Thursday at 10, does either work?"

IF THEY HESITATE name it, take the pressure off, keep the door open

> "You don't need to decide on the phone. I'll text you the booking link so it's easy if you decide yes, and if I haven't heard from you by Friday I'll check in once. After that the ball's in your court."

Practice the open and the close out loud, twice. They are the parts that fall apart under nerves.

Lever 3 · continued

Objections are questions in disguise

Nobody raises an objection about a service they have ruled out. They just leave. An objection means the person wants this to work and needs one thing resolved. Answer the real question calmly and you will book more clients from your existing enquiries than any new marketing would bring.

“That’s more than I expected.”

Don’t defend the fee and don’t discount on the spot, both signal doubt. Acknowledge, zoom out to the arc of care, then offer a real option if you have one.

> “That’s fair, it’s a real investment. Most people I see for this work weekly for six to eight sessions, then we review, so there’s a defined arc rather than an open-ended cost. If budget is the deciding factor, I hold a couple of reduced-fee slots, and I can also give you a superbill to claim any out-of-network cover. What would make this workable?”

“I need to think about it.”

Sometimes true, usually a placeholder for the real objection: price, fit, a partner to consult, logistics. Help them name it.

> “Of course. So I can actually be useful, what’s the piece you want to be sure about?”

“Do you take my insurance?”

Know your answer cold, including what it means in dollars. If you are out-of-network, explain the superbill path in one breath, not an essay.

> “I’m out-of-network, which means you pay me directly and I send you a superbill each month. Many plans reimburse a share of it, and it takes about two minutes to check yours. Want me to tell you what to ask them?”

The one-nudge rule

Everyone who enquires but doesn’t book gets exactly one follow-up, two or three days later, short and warm (template on page 18). One nudge recovers a surprising share of quiet enquiries. Two starts to feel like pressure, and pressure is the opposite of care. Send one, then genuinely let it go.

AUTOMATE IT

The mechanics of this chapter shouldn’t live in your head. Carepatron sends confirmations and reminders automatically, your booking link rides along in every message, and intake forms go out on their own the moment someone books.

Lever 4 · scorecard items 16–20

Keep and deepen: the growth nobody markets

Every client who stays is a client you don't have to find. Yet most practices put all their growth energy into the front door and none into the quiet leak at the back: clients who meant to come back, and just didn't. Retention isn't a sales activity. Done right, it is simply good continuity of care that happens to be good business.

Rebook in the room

The single highest-impact habit in this chapter: the next appointment gets booked before this one ends. "Let's lock in next week while we're both here, same time?" It takes ten seconds, it protects the momentum of the work, and it converts "I'll book later" (which often means never) into a standing rhythm.

Agree on an arc

Drift happens when nobody named the plan. Set the cadence out loud at the start: "most people start weekly, and after six sessions we'll review how it's going." Now there is a natural checkpoint where continuing is a decision, not an assumption, and pausing is a conversation, not a disappearance.

The no-show playbook

No-shows are usually system failures, not character failures. Reminders go out automatically, a couple of days ahead and again a few hours before, with a reschedule link so "can't make it" has somewhere to go. State your cancellation policy at intake, then apply it kindly the first time. Practices that do these two things stop treating no-shows as weather and start treating them as rare.

Notice the quiet ones

When a regular goes quiet, the window matters. A warm check-in at three weeks reads as care. At three months it reads as marketing. One message, no pressure, door open (the template is on page 18). Whatever the answer, you learn something a spreadsheet can't tell you.

> Retention is acquisition you never have to do again.

Lever 4 · continued

The math of a kept client

Run your own numbers here, the pattern holds at any fee. Say a session is $140 and a typical arc of care is twelve sessions:

One client, one arc of care (12 × $140)	**$1,680**
The same client, rebooked for a second arc in the year	**$3,360**
Replacing them instead: enquiries answered, discovery calls given, intake repeated, and the empty slots while you wait	**hours you never bill**

This is why the rebooking rate is the one number worth knowing. Of the clients you saw last month, how many have a next appointment on the books right now? That single figure predicts your quarter better than any marketing metric, and it responds within weeks to the habits on the previous page.

Capacity math, while we're here

Goal: add $1,000 a month	**≈ 7 sessions**
Seven sessions a month is roughly	**2 weekly clients**
The gap between where you are and your goal is usually	**smaller than it feels**

Most growth goals dissolve into surprisingly small numbers: two kept clients, one referrer who thinks of you first, one leak fixed in the booking path. That is the quarter, not a rebrand.

AUTOMATE IT

Capacity is the other half of growth. On average, clinicians using Carepatron save about eight hours a week on admin (Carepatron 2025 Impact Report). That is a working day returned: room for more clients if you want them, or the same caseload with your evenings back.

Lever 5 · scorecard items 21–25

Get referred: build your referrer bench

Referred clients arrive already trusting you, because they borrowed the trust from someone they know. They book faster, they stay longer, and they cost you nothing to acquire. Which makes it strange that most practices treat referrals as luck. They aren't luck. They are a bench you build, deliberately, three conversations at a time.

Map the bench

Write down where your last ten clients actually came from. Names, not categories. Then list the practitioners whose work borders yours: GPs and pediatricians, psychiatrists, physios, dietitians, school counselors, lawyers and HR managers if that fits your work, and clinicians in your own field with a different niche or a full caseload. Your best referrers are usually peers who need somewhere good to send the people they can't take.

The quarterly touch

Referrers send people to whoever comes to mind first. Staying in mind is the job, and quarterly is enough: a thank-you note, a capacity update ("I have space for two new anxiety clients on Thursdays"), a coffee twice a year. Small, consistent, professional. The capacity update matters more than it seems, because "is she even taking new clients?" quietly kills referrals that were about to happen.

Close every loop

When a referral arrives, acknowledge it the same week, inside privacy limits: "Thanks for thinking of me, I've been in touch and we're underway." No clinical detail, just the loop closed. Referrers who hear nothing assume it went nowhere, and referrers who assume that stop referring. This one habit separates practices with a referral stream from practices with referral moments.

The ten-minute version. Write down your last ten referral sources. Circle the top three. Send one of them a thank-you before the end of the day. That is the whole referral strategy, started.

Lever 5 · continued

Word of mouth you can actually influence

You can't script what clients say about you at a dinner table. You can influence whether there is a story worth telling, and whether passing your name on is effortless. That is the whole strategy: finish well, ask once, make it easy.

Finish well

Clients who drift out mid-care don't refer, they feel vaguely unfinished. Clients who end with a planned closure session and a clear picture of how far they've come become your quietest, best marketing. Build endings into the arc: a final session that names the progress, what to watch for, and that the door stays open.

Ask once, at the right moment

> "Working with you has been a real pleasure. If someone you care about ever needs this kind of help, I'm always glad to be a name you pass on, here's the easiest way to reach me."

Then actually hand them the way: your booking link, a card, a contact they can save. Goodwill without a handle evaporates. Goodwill attached to a link becomes a booking, sometimes years later.

Tell people who to send

Nobody can refer a vague practice. "I mostly help adults with anxiety and burnout, especially people juggling demanding jobs" gives a referrer's memory a hook. Use your one sentence from page 9, with clients, with peers, at the school gate. The more specifically people can describe you, the more often you come up in the right conversations.

> **Referrals aren't asked for so much as earned, remembered, and made easy.**

AUTOMATE IT

Your booking link is your referral currency: one tap to share, one tap to book. Keep it in your email signature, your client portal, and your phone's clipboard. With Carepatron the link always shows live availability, so a passed-on name can become a booked first session the same evening.

Six messages that do the heavy lifting

Swap the [brackets], keep the tone. Short beats polished, and warm beats formal. Save all six somewhere you can reach mid-clinic.

1 · The enquiry reply

Email, within two business hours of any new enquiry

Hi [name],

Thanks for reaching out, I know that step can be the hardest one. I'd love to hear a bit more about what's going on.

The easiest next step is a free 15-minute intro call, so you can get a feel for how I work and we can make sure I'm the right fit. You can grab a time that suits you here: [booking link]

If you'd rather get started right away, you can book a first session at the same link. Either way, I'll look after you from here.

[Your name]

2 · The holding text

Auto-reply or quick SMS, for the days you're in session back to back

Hi [name], thanks for getting in touch with [practice name]. I'm with clients today, but I've seen your message and will reply properly by [time]. If it's easier, you can book a time directly here: [booking link]
[Your name]

3 · The passive review line

One line, at the bottom of invoices and booking confirmations

If the work has been helpful, a short Google review helps people like you find us: [review link]

For the follow-ups most practices never send

4 · The one nudge

Email or SMS, two to three days after an enquiry that went quiet

Hi [name],

Just closing the loop on your message from [day]. No pressure at all, and if now isn't the right time, that's completely okay.

If you'd like to talk, my booking link is here: [booking link]. Wishing you well either way.

[Your name]

5 · The referrer note

Email to a referrer, same week the referral lands (and a good quarterly template too)

Hi [name],

Thank you for the referral this week, I've been in touch and we're underway. It means a lot that you'd trust me with someone in your care.

For the next little while I have space for [niche, e.g. two new anxiety clients] on [days]. If anyone comes to mind, my booking link is the fastest path: [booking link]

[Your name]

6 · The quiet-client check-in

Email or SMS, about three weeks after a regular goes quiet

Hi [name],

I noticed it's been a few weeks since we last met, so I wanted to check in, no pressure at all.

If you'd like to pick things back up, you can grab a time here: [booking link]. And if this is a natural pause for you, that's okay too. My door stays open.

Warmly,
[Your name]

Putting it together

The 90-day plan

The levers, sequenced. Stop the leaks first, then earn visibility, then convert it, then let it compound. If your scorecard says one lever is on fire, start there instead, this order is a default, not a law.

Stop the leaks — weeks 1–2

- [ ] Claim and verify your Google Business Profile, booking link as the primary action
- [ ] Save all six templates from pages 17–18 where you can reach them
- [ ] Turn on automatic confirmations and reminders
- [ ] Start the two-hour reply habit, with the holding text covering clinic days

Be findable — weeks 3–6

- [ ] Complete your two or three directories, same sentence, same photos, same link
- [ ] Get the one-page website live or refreshed, fees findable
- [ ] Real photos everywhere: your face, your space, the entrance
- [ ] Add the passive review line to invoices and confirmations

Convert — weeks 7–10

- [ ] Run the booking friction audit as a stranger, fix every unticked box
- [ ] Practice the discovery call script out loud, twice
- [ ] Put the one-nudge rule into practice for every quiet enquiry

Compound — weeks 11–13

- [ ] Map your referrer bench and make the first three quarterly touches
- [ ] Send quiet-client check-ins to anyone three-plus weeks silent
- [ ] One sincere review or referral ask per week, where your code allows

Then hold it with one hour a week

A recurring hour, same slot every week: 20 minutes on follow-ups and enquiry hygiene, 20 minutes on one visibility improvement (a photo, a directory field, a review reply), 20 minutes on one referrer touch. Not optional, never longer than an hour. This is the entire maintenance cost of the system.

Why this is worth your quarter

What happens when the admin lifts

Growth has two halves. Demand is the half this playbook has been about. Capacity is the other, because new clients are only good news if there is room in your week to see them, and energy left to do the work well. In 2025 we measured what happened across the Carepatron community when the admin load began to lift.

41 million

hours of admin time reclaimed by clinicians in 2025

~8 hours

saved per clinician, per week, on average

700,000+

appointments completed with scheduling and reminders running in the background

1 million+

clinical notes created, many drafted with AI between sessions instead of after hours

500,000+

hours of direct care delivered across therapy, psychology, social work, allied health, coaching, and medicine

400,000+

templates used, structure without the busywork, consistency as teams grew

The number that matters most is what clinicians did with the time. They grew caseloads and launched new services. They started the workshops and group programs that had waited years. Some moved from part-time to full-time private practice. The reclaimed hours became the capacity that growth quietly runs on.

"Using my old paper system, I could probably only manage about 50% of my current workload. Even with other EHRs I've tried, I could maybe handle 70%. Carepatron simply lets me do more."

Hernia surgeon, United States · Carepatron 2025 Impact Report

Figures from the Carepatron 2025 Impact Report: aggregated platform activity and clinician survey responses across therapy, psychology, social work, allied health, coaching, and medical specialties. carepatron.com/files/impact-report-2025.pdf

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The next step

Want a second pair of eyes on your scorecard?

Book a free practice growth session. Twenty minutes with our team: bring your score, leave with your three highest-leverage moves mapped out. It's genuinely not a pitch. If Carepatron can automate part of your plan, we'll show you exactly where. If it can't, you keep the plan anyway.

- Your three moves, prioritized against your scorecard
- The booking friction audit, run live on your actual booking path
- A clear view of which parts are worth automating first

Book your growth session

carepatron.com/book-a-demo