

# Case Study

## Dr. Stephanie May Streamlining Administrative Processes Administrative, Operational, & Project Support

### Project Overview

Dr. Stephanie May, Psy.d is a licensed psychologist, IMAGO certified relationship therapist, and specialist in working with people with eating and body struggles. Dr. May's practice was a single-led entity with no administrative or operational support in place. Despite having been in existence for years, with two private practice locations, Dr. May was still handling every part of both practices by herself.

### Challenges

Dr. May was overwhelmed by the inefficiency in her practice and needed someone to help her streamline all of the administrative duties along with clinical responsibilities. She knew that both her practices were technologically outdated and needed an update/upgrade. She also knew that she needed to delegate many of the administrative functions so that she could focus solely on patient care.

### Solution

Utilizing our administrative, operational, and project support services, Gwendolyn did an in-depth assessment of Dr. May's current operating structure and practice processes to identify its strengths and opportunities for growth and improvement. We then worked with Dr. May to create clear practice goals, identify tactics and methods of implementation, and created specific outcomes for future operations.

### Result

The plan resulted in the implementation of an electronic- HIPAA approved practice management system to house all of Dr. May's client files that she could access from anywhere, process all patient billing, and automate the new client intake paperwork process all from one system. The plan also included a revamp of Dr. May's website to more clearly reflect her expertise, identify with her ideal patients, and increase the brand of her virtual real estate on the web. Our work with Dr. May resulted in moving her practice to one centralized location without the loss of clients, increased revenue, and more time in her day to focus on what really matters.

"Gwendolyn's list of talents and insights are immeasurable. If she doesn't already know the answer to something, she will find it out in the most thorough way you can imagine. She assisted me to streamline my entire practice management procedure, has sharpened all of my marketing materials, and has mentally and emotionally supported me into growing into the next level with my business and finances. Spend the money on Gwendolyn so you can put more time and money back in your own pocket!"

- Dr. Stephanie May, Psyd.

your  
*Virtual Admin*  
EXPERT