



RethinkBH



BEHAVIOR GENIUS™  
HELPING YOU HELP OTHERS

## Case Study

# THE RIGHT PLATFORM CHANGES EVERYTHING



## How Behavior Genius Finally Found One They Could Count On

Portia James and her husband opened Behavior Genius with \$7,000, a naturalistic ABA model focused on social skills and group therapy, and a belief that ABA could look different.

For the first few years, that was enough. Then their practice management platform started experiencing outages that lasted a full day—sometimes two.

They couldn't record data and they couldn't bill. For a practice with no margin for error, this wasn't a software inconvenience. It was a real risk to everything they were building.

*"We were billing every day," says Portia. "We simply could not afford to lose two days of it."*

Behavior Genius needed a platform they could count on.

## A Practice Model That Demanded the Right Technology.

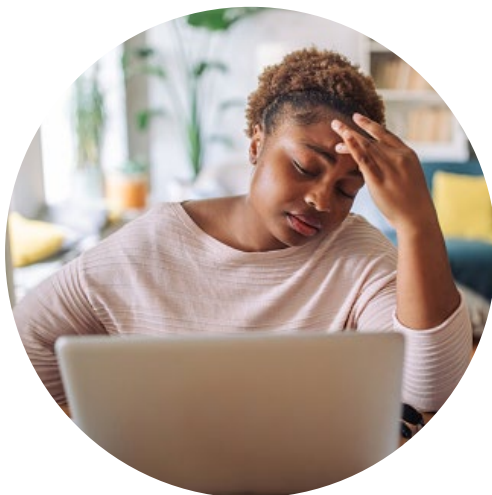
Behavior Genius serves approximately 140 active clients across three locations in Southern and Northern California. Founded by Portia James, a board-certified behavior analyst and organizational behavior management specialist, the practice has always operated with a distinctive ABA model focused on naturalistic social skills development in group settings.

*"I'm a behavior analyst first," she says.  
"Everything we build has to support our clinical work. If the technology solution gets in the way of that, it has to go."*



### THE CHALLENGE:

## When the Tools Don't Match the Model



Behavior Genius wasn't looking for a generic practice management platform. It needed one that could keep up with its unique workflows.

The first problem was reliability. Outages that shut down data collection and billing for days at a time weren't just frustrating. They were financially dangerous for a growing ABA practice.

The platform provider's customer service team offered little in the way of relief: rerouted calls, specialists who were inexperienced, and delays that stretched on without resolution.

Every issue cost the practice time—and money—it couldn't afford.

The second problem was clinical. With 65% of clients in group therapy, Behavior Genius needed to manage data collection across multiple clients simultaneously in a single screen.

Their platform couldn't do it. For a practice where group sessions are the core of the clinical model, this was a dealbreaker.

*"We needed something that was built for the way we work," Portia says.  
"Not something we had to work around."*

## THE SOLUTION:

# A Platform Built for Growth, Complexity, and Change

Behavior Genius moved to RethinkBH after years on a platform that no longer fit the way the practice operated. The deciding factor was simple: RethinkBH was the only platform that could open multiple clients simultaneously and record group therapy data in a single screen. No other platform matched the way the practice delivers care.

Reliability, customer service, and pricing also played a role. Portia needed a platform that worked when she needed it, supported her team when something went wrong, and didn't penalize the practice for growing.

RethinkBH delivered. And years later, when their previous vendor came back asking for another chance, the answer was immediate.

*"There wasn't even a thought of going back," Portia says.*

Today, RethinkBH supports nearly every part of the organization.



### Group therapy at scale

RethinkBH allowed clinicians to record data across multiple clients in a single screen—supporting the group-based model at the core of the practice.



### AI Scheduling: from 1% to 25%

Portia's goal was explicit: scale without adding headcount. RethinkBH's AI Scheduling Powered by TheraDriver changed the math. Within two months of going live, makeup session rates jumped from roughly 1% of all canceled sessions to 25%. Schedulers are now less stressed and finally using their PTO because they trust the system will hold without them.

*"My goal was not to hire more administrators, but to invest in technology that would help us stay efficient as we grew," Portia says. "RethinkBH has definitely helped us do that."*



### Analytics that drive decisions, not spreadsheets

Before RethinkBH, getting operational data meant extracting it manually, building spreadsheets and graphing data by hand before Portia could act.

Now she can toggle between locations in real time, tracking KPIs, regional cancellation rates, and site-level patterns. The data drives decision-making.



### Compliance without the scramble

Monthly signature and session note audits. A weekly unverified sessions report to every team member with outstanding documentation. All of it runs through RethinkBH's reporting tools. The compliance work still happens. It just no longer consumes the people responsible for it.

## The Takeaway

Portia built Behavior Genius on a clinical model most of the industry hadn't caught up to yet and a belief that data should drive every decision. She needed a platform that could support both.

*"I definitely see RethinkBH making upgrades constantly," she says. "They're always improving, and we feel that. That's what keeps us here."*

For ABA practices navigating growth, acquisition, and operational complexity, that kind of partnership isn't a small thing. RethinkBH doesn't just support the practice. It grows with it.



## The Proof

Since making the switch, Behavior Genius has grown from a single-site practice to a multi-location organization, without adding headcount as it grew:

- ✓ 140+ active clients across 3 locations in Southern and Northern California
- ✓ Lean admin team of 3 schedulers supporting two regions and two brands
- ✓ Makeup session rate: 1% to 25% within two months of AI Scheduling Powered by TheraDriver go-live
- ✓ Monthly compliance audits and weekly unverified sessions reporting built on RethinkBH tools



For Portia, the results are real, but so is something that's harder to measure.

*"ABA is always changing. There's always a surprise waiting around the corner. But I do feel a sense of normalcy and clarity in terms of the vision and direction of the organization. We've definitely started to hit our stride."*



**The right platform doesn't just help practices run.  
It helps them grow with confidence.**

See how RethinkBH can support your next stage of growth.

**Talk to our team today.**



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started**