



CASE STUDY

Turning Hours of Admin into Moments that Matter

When the Right Tools Support the Work, Everyone Thrives

For Brittany Hillhouse, running a small ABA practice has never been about the business side; it's about making an impact. At Social Connections in Houston, the quality of therapy matters more than the number of clients served.

But as the practice's reputation grew, Brittany began to see how much the right systems could shape her ability to deliver care. Between treatment plans, scheduling, staff oversight, and parent communication, the behind-the-scenes work was starting to outweigh the reason she opened her doors in the first place: providing high-quality, individualized ABA therapy through a passionate, connected team.

THE CHALLENGE:

Too Much to Do, Too Little Time



As both clinical and operational lead, Brittany wore every hat. She wanted to preserve her practice's personal touch while creating a structure her small team could manage efficiently. Yet the tools she had weren't designed to help her achieve that balance.

Treatment planning alone could take nearly a full day per client, and each new team member added more coordination, more documentation, and more room for things to fall through the cracks.

"The more we grew, the harder it became to keep my focus where it mattered, on the kids," Brittany said. "I needed a system that worked the way we worked."

Finding a Partner in RethinkBH

When Brittany discovered RethinkBH, she wasn't just looking for software. She wanted a platform that could streamline operations and give her time back without losing flexibility or clinical depth.

"The system just made sense," she said. "It fits how we actually work."

With RethinkBH, Brittany and her team now have an all-in-one solution that connects to every part of their workflow, from clinical documentation to scheduling to staff development.

Within weeks, the difference was clear.

- **Faster planning:** Treatment plans that once took days now take only hours.
- **Smarter scheduling:** Integrated calendars and reminders reduce no-shows and improve coordination.
- **Custom care:** Social Connections built its own curriculum within the platform to tailor goals to each child's needs.
- **Better coaching:** Real-time data helps Brittany guide staff performance and growth.
- **Stronger family engagement:** Parents can access updates and resources that reinforce progress at home.

"RethinkBH gives us the structure we need to stay small yet strong. It's how we keep our focus on quality without burning out."



THE RESULTS:

Time Back, Energy Forward



The change was more than operational. It was cultural, too. Staff gained clearer expectations. Parents feel more connected. And Brittany finally has time to mentor her team and spend quality time with family.

“What takes some clinics 20 hours, we can do in 2,” she says. “That’s the reason I can take a Saturday with my child and still know my clients are getting the best possible care.”

What Leaders Can Learn

Brittany’s story proves that efficiency and quality aren’t opposites – they’re allies. With the right systems in place, even small ABA practices can deliver exceptional care, retain great staff, and run sustainably.

Powering Social Connections Behind the Scenes

- ✓ Streamlined treatment planning
- ✓ Integrated scheduling with reminders
- ✓ Custom clinical programs
- ✓ Real-time staff performance data
- ✓ Easy-to-use parent resources
- ✓ Centralized documentation and notes

RethinkBH gives practices the tools to:

- Build treatment plans faster and more effectively.
- Customize programs to fit each client’s needs.
- Simplify scheduling and reduce missed sessions.
- Track staff performance and clinical outcomes in real time.
- Strengthen parent engagement and collaboration.

The Takeaway

When the right tools support the mission, everything else falls into place. For Brittany Hillhouse and her team at Social Connections, RethinkBH turned everyday operations into a foundation for lasting success.

Because when the right tools support the work, the whole practice thrives – and so do the families it serves.



**Less time on admin. More time for care.
That’s what the right tools make possible.**

See how RethinkBH can help your practice do the same.
Talk to our team today.



Scan to get started