

Peace of Mind Counseling Needs Analysis

Nathan Downer

University of Louisville

Mr. Roger Buskill

LEAD 540

10 April 2025

Purpose of the Needs Analysis

The purpose of this needs analysis is to identify methods to increase business revenue, expand social media presence, and determine potential ROI for Peace of Mind counseling. I will review large counseling practices with multiple locations to determine what Piece of Mind Counseling can do to emulate the successful factors of large practices. The end state of the this needs analysis is to identify ways to satisfy the need of building Peace of Mind Counseling into a top tier practice in the state of Kentucky.

Data Collection

Research conducted on Social Media Platforms

Linkedin

Based on my research, Linkedin appears to be a social media platform that is very suitable for any business regardless of size. When visiting the site there is a “get started tab” where you can create an account. According to the website you can “set an objective [and] create impactful B2B ad campaigns on Linkedin based on your marketing goals” (Marketing & Advertising on Linkedin: Linkedin ads 2025). LinkedIn offers a great tool, “Target your audience — by job title, skills, industry, and more — and customize your spend” (Marketing & Advertising on Linkedin: Linkedin ads 2025). Peace of Mind could use this tool to target clients who are looking for specific needs that the practice could satisfy.

Linkedin also allows businesses to track their results based on tools that track event registration associated to the adds. Linkedin allows businesses to track the performance of ads to see which is the most effective. Businesses can also view which demographic of people the ads are most effective with (Marketing & Advertising on Linkedin: Linkedin ads 2025). There is a

helpful LinkedIn tutorial on YouTube that was published by Patrick Walsh where he provides step by step instructions on how to create ads and tips and tricks to maximize LinkedIn ad opportunities.

Facebook

Another advertising Social Media platform to promote a business is Facebook. The Digital Marketing Institute (DMI) explains that Facebook is “currently the largest social media platform, with over 3 billion monthly active users” (DMI, 2024). In my personal life I am always amazed at how often people are filling the empty time by aimlessly scrolling on Facebook. Combine that with the fact that Facebook ads seem to be generate from the conversations our phones overhear makes Facebook a great resource for marketing business ads.

DMI provides helpful tips for people who are unsure how to use Facebook as an advertising tool. DMI’s top Do’s are: Create a company profile with a profile picture and cover photos. Use engaging images that have a focal point to the business. Ensure that is a company bio on that page. Use verbiage that speaks to your target audience. Finally ensure that the information you are putting on Facebook is consistent with the information you are publishing on different social media platforms (DMI, 2020). DMI web page *How can I create a Facebook Business page?* provides step by step guidance for creating a Business Manager account on Facebook.

LGBTQ and ALL

LGBTQ and ALL is a unique website that seems to be designed as a safe place for individuals within the LGBTQ community to search for resources. One of those resources is mental health counseling. The leading phrase on the website is “The Safe Space for The LGBTQ+ Community” (Kentucky Archives). The Offices of Paul Dalton Lexington Counseling

& Psychiatry and Kentucky Counseling Center are both practices I am conducting SWOTs on and both use this site to advertise their business. This could be a good resource to use for advertising because it removes the fear that the LGBTQ community may have about being misunderstood or prejudged when looking for a counselor.

Counseling Modalities for Peace of Mind

Peace of mind counseling currently has six mental health counselors. Of those six mental health counselors one is, Aimee Kidd, owner of the practice. Out of the six counselors one is qualified in the modality of Accelerated Resolution Therapy (ART), another is qualified in Eye Movement Desensitizing and Reprocessing (EMDR), and another in Trauma Focused Cognitive Behavioral Therapy (TFCBT). Because the counseling practice already has counselors trained in these modalities, I recommend that they pursue certification that would allow them to train other counselors in these modalities. By obtaining these certifications they could host trainings at the office of Peace of Mind and generate more revenue for the business as well as the counselors conducting the training. Currently the only counselor who is pursuing certification to be an instructor is Aimee Kidd.

For the other two counselors to gain the required credentials to be instructors in their modalities would require both time and money. Because this credentialing would increase revenue for both the business and the individual getting credentialed, I recommend that Peace of Mind create a contract with these counselors that outlines a percentage of the cost to be covered by Peace of Mind counseling. This percentage could be negotiated between the counselors and Peace of Mind.

Requirements for Obtaining Credentialing as an Instructor

Accelerated Resolution Therapy (ART)

Rosenzweig Center for Rapid Recover's website lays out step-by-step instructions and prerequisites for becoming an ART instructor. This information can be used to reference the cost and time associated with this credentialing and certification when negotiating what percentage Peace of Mind will reimburse the counselor upon completion of training.

Eye Movement Desensitizing and Reprocessing (EMDR)

The EMDR International Association (EMDRIA) website explains the eligibility requirements to become an EMDR trainer. Out of all the sites researched for different modalities the EMDRIA site is the most user-friendly and provides the most in-depth information for becoming an instructor. Because EMDR has become such a prevalent resource that counselors can use I would recommend any counseling practice place a heavy emphasis on helping their counselors get qualified in this modality.

Trauma Focused Cognitive Behavioral Therapy (TFCBT)

To become certified in TFCBT and instructor, counselors can visit <https://tfcbt.org/certification/>. The website provides a good picture of just how extensive the requirements are for getting certified in this modality. This could be a potential hindrance to any counselor looking to obtain the certification. This site could be a useful tool for the counselor at Peace of Mind who is already certified in TFCBT. More in depth Requirements for Obtaining Credentialing as an Instructor in the above three modalities are outlined in the counseling modality analysis. This analysis has been provided to Peace of Mind Counseling.

Peace of Mind SWOT Analysis Matrix

Strengths

Aimee Kidd provides a large amount of autonomy to Peace of Mind counselors. This seems to have created trust between the counselors and Aimee Kidd. This also appears to reduce

stress on counselors when trying to balance work and home time. She has paid for multiple Continuing Education's (CE's) for counselors which helps alleviate the financial burden of counselors paying for their own CE's. This also allows Aimee Kidd to focus on CE's that are most beneficial to the practice.

Aimee purchased a commercial property in the summer of 2024 and made it the permanent location for Peace of Mind Counseling. This building has been updated and decorated to create a very peaceful and calm environment. Each counselor has their own office, and all the offices are very spacious. The waiting room is very open and large and provides a good atmosphere for clients when waiting for their session. Peace of Mind offers discounts to college students, and since the practice is in Richmond Kentucky this creates an incentive for students attending Eastern Kentucky University who either do not have insurance or have high co-pays.

Weaknesses

The Peace of Mind website is well organized and easy to navigate but seems overly simplistic in showcasing the potential resources the practice offers to future clients. The practice currently relies heavily on word of mouth to bring in new clients. This seems to be working well for the practice, but if they want to expand to additional locations they may not be able to rely as heavily on word of mouth.

Aimee is spread very thin at the business due to currently managing the business, payroll, insurance claims, and seeing clients as a full-time counselor. This leaves little to no time for updating the website or focus any resources to improving the business's marketing strategy. As the business grows, she may need to look at either hiring a small admin staff, or shifting her focus to primarily managing the practice and reducing her counseling role.

Parking is limited on the business's property and there is not enough parking for all counselors and their clients to park at the same time. There is another commercial property next to Peace of Mind and the owner currently is not using the property, so they have agreed to let Peace of Mind counselors park there. However, this is not a long-term solution. The property that Peace of Mind owns has a large yard in the back that could be paved over to create more parking, but that could be expensive.

All the counselors at Peace of Mind are female. This could pose as a potential weakness for the business if there are any clients who feel more comfortable speaking to a male counselor. So far this has not been an issue that they know of, but the practice currently does not have any kind of satisfaction survey so there is nothing that verifies that this is not an issue.

Opportunities

Peace of Mind Counseling has put a heavy emphasis on cash pay (paying out of pocket) clients. This provides the opportunity for counselors to make more money from cash pay sessions compared to sessions billed under insurance because insurance companies that are in network set a contracted rate that is significantly lower than cash pay rates. Counselors are also able to receive payment faster from cash pay sessions because they are not waiting for insurance payments. A large amount of cash pay clients also offers a level of security to the counselors and the business in times when insurance companies have issues that delays paying out claims.

Peace of Mind counseling has a growing number of clients from the London, KY area. This is mainly driven from a high referral rate from organizations in the London area that have worked with counselors at Peace of Mind. This could stage Peace of Mind in a very good position to start up a practice in London, KY because they would already have a client base in that area. If the practice opened a location in London, KY they would need to hire new

counselors in that area. They should be able to quickly and easily fill London, KY job vacancies with highly qualified counselors because Peace of Mind has developed a reputation of being an outstanding organization to work for. They have retained the same counselors for the last five years and regularly have counselors seeking employment with the practice.

Threats

Counseling practices with multiple locations across the state of Kentucky are growing at a faster pace than Peace of Mind. Because of Peace of Mind's outstanding reputation in the Madison County area they do not appear to be at risk of losing any business in short term. However, in the long term those large-scale counseling practices could become very difficult to keep up with it.

Lexington Counseling & Psychiatry SWOT Analysis Matrix

Strengths

The offices of Paul Daulton has “over 54 providers in 5 locations with 7 live administrative assistants” (About Paul Dalton: Lexington Counseling & Psychiatry). These locations consist of three offices in Lexington, KY, one in Frankfort, KY, and one in Richmond, KY. This is a very robust practice. Their website emphasizes that “Don't Give Up! If you don't find someone that fits with you well, keep looking we are here!” (About Paul Dalton: Lexington Counseling & Psychiatry). Statements like this may be very helpful for people to feel that the company prioritizes finding the right counselor for them.

The website offers the opportunity to schedule appointments online. Clients can put their information in the site and then the site direct them to different options for the type of counseling they are seeking. These different options consist of psychologist, psychiatrics, professional counselor, marriage/family therapist, substance abuse counselor, life coach, and licensed clinical

social worker. These options can also be seen in Figure 1.1 of the Lexington Counseling & Psychiatry SWOT Analysis Matrix. I see this as a strength because some people may not know what type of counselor they need, they just know something is wrong and they want to fix it, and these options on the website may help alleviate some of that confusion.

Lexington Counseling & Psychiatry's website has a link for Google reviews for each location. This may help streamline the process of potential clients having to hunt down the reviews on their own. If they are interested in a practice in a certain location, they can get to those reviews quickly and then move on with scheduling an appointment if they are satisfied with the reviews.

Weaknesses

Based on Google reviews some of the potential weaknesses indicated by past clients are difficulties with scheduling appointments due to the automated system the practice uses. Some reviews indicated poor message relaying by administrative staff, and a lack of compassion. Some individuals left reviews indicating that counselors seem to be stocking them through different social media outlets after the clients left a negative review. Other reviews indicated a frustration with lack of insurance options that the practice is in network with.

There is a variation between positive and negative reviews based on location. One of the Lexington locations had some negative reviews from five years ago, but the practice seems to have turned things around because everything after that has been nothing but positive. Whereas one of the other Lexington locations had issues with the therapist stocking the client online just nine months ago. Both the Frankfort and Richmond locations had very positive reviews.

Opportunities

Lexington Counseling & Psychiatry Is currently located in the Central Kentucky area. There is a great opportunity for them to expand to Western Kentucky as well as Eastern Kentucky. They have active sites on Facebook, LinkedIn, and LGBTQ and ALL. While each of these sites are a great opportunity for an advertising platform, one potential downfall is that someone must keep all of these sites up-to-date and ensure that each of them is reflecting the same data as the others.

Threats

Because of the size of this practice and the multiple locations the owner, Paul Dalton, may not have as much oversight with each practice. This is evident by the different reviews in each location. The size of this practice also means that the owner, Paul Dalton, may have to function more as a CEO then as a counselor. This may not be a threat to him, but it could be a threat to, Aimee Kidd, the owner of Peace of Mind Counseling because she takes great pride and joy in her ability to be a business owner and a therapist. If she had to transition more to being a business owner and less to seeing clients she may lose some of her joy in this field of work.

Kentucky Counseling Center SWOT Analysis Matrix

Strengths

Similar to the Offices of Paul Daulton Lexington Counseling & Psychiatry, Kentucky Counseling Center has five different practice locations. Those locations are Louisville, KY, Lexington, KY, Richmond, KY, Cincinnati, OH, and Columbus, OH. Out of all the counseling practices that I have analyzed this is the only one that has a practice outside of the state of Kentucky. These locations can also be seen in Figure 1.1 of the Kentucky Counseling Center SWOT Analysis Matrix.

This practice offers both mental health counseling as well as psychiatric evaluations and their website provides pricing for both types of care. The rate indicated on the website is for mental health counseling is \$102 for a 50 minute session. This is a far more competitive price compared to Peace of Mind Counseling which is \$140 for a 50 minute session. Kentucky Counseling Center offers a discounted price for clients who subscribe to a subscription for a monthly package. The package cost \$300 per month and clients receive a comprehensive assessment, four 50 minute counseling sessions per month, and an individual treatment plan.

Kentucky Counseling Center is it network over 40 different insurance providers which allows them to work with almost any client regardless of the insurance being used. They are partnered with multiple school districts to do in school sessions. This allows counselors to see children in school, so parents do not have to try and figure out how to get their child scheduled with a counselor during work hours. It also increases the likelihood that parents will go with Kentucky counseling Center over other practices because of the ease of scheduling.

Weaknesses

Kentucky Counseling Center's Website is not as easy to navigate as other counseling practice websites. Similar to other counseling practices the reviews for each of Kentucky Counseling Center locations differ on the level of satisfaction. The reviews for the Richmond, KY office indicate that most clients are very satisfied with the practice. However, some clients explained their frustration with the practices billing process with insurance. The Lexington office reviews indicated that clients had negative experiences with their counselors as well as receptionists. There was a surprisingly large number of negative reviews that have been posted within the last year. The Louisville office had the worst reviews of all the different locations. A large amounts of reviews indicated clients had issues with counselors being either rude or

dismissive of their issues, or outright misdiagnosing them. Similar to their Lexington office, I was surprised at the very large number of negative reviews that have been posted within the last year.

Due to the size of this counseling practice, it appears based on the reviews that it could be very difficult for the owner/board members to be as selective or picky with the counselors they hire. This could be a potential deterrent for Aimee Kidd, owner of Peace of Mind, because she enjoys knowing each of her counselors and having a working relationship with each of them.

Opportunities

Kentucky Counseling Center has offices located in Kentucky and Ohio which creates the opportunity to reach a larger demographic of clients. By having the multiple practice locations spread apart the way Kentucky Counseling Center does create opportunity for all employees within the practice to relocate to different cities and even states if needed and still stay within the umbrella of Kentucky Counseling Center. They offer internships as well as employment opportunities that can be applied for on their website. As seen in Figure 1.3 of the Kentucky Counseling Center SWOT Analysis Matrix, these employment opportunities consist of, “FT Therapist, PT Therapist, FT Prescriber (APRN, MD, PA), PT Prescriber (APRN, MD, PA), FT Case Manager, PT Case Manager, and Independent contractor” (Employment resume 2025). Kentucky Counseling Center also has active sites on Facebook, and LGBTQ and ALL.

Threats

Having counseling practices in different states has its benefits, but this also requires Kentucky Counseling Center to maintain licensure in both Kentucky and Ohio. This can be a large initial expense. As shown in Figure 1.2 of the Kentucky Counseling Center SWOT Analysis Matrix, Kentucky Counseling Center also provides telehealth options in Arizona,

Colorado, Florida, Illinois, Indiana, Iowa, Kentucky, Massachusetts, Missouri, North Dakota, Ohio, Oregon, South Dakota, Tennessee, Texas, and West Virginia. This could be seen as an opportunity because it widens the scope of clients the practice can see. However, this could also be seen as a threat because any counselors who see clients in those states, even if it by telehealth, must be licensed in those states.

Mind Sight Behavioral Group SWOT Analysis Matrix

Strengths

Mind Sight Behavioral Group has the most locations for counseling practices out of all of the different counseling practices researched. They have seven different practices located in Somerset, KY, London, KY, Campbellsville, KY, Richmond, KY, Louisville, KY, Lexington, KY, and Bowling Green, KY. In having this many locations, they have a footprint in the central, southern, and western portions of Kentucky.

Mind Sight Behavioral Group employees 25 counselors and of those 25, six of them are social workers. By having so many social workers on staff it increases the depth of knowledge within the practice. Their website lays out different counseling modalities offered within their practice such as trauma therapy, EMDR, grief counseling, family counseling, play therapy, and LGBTQIA+ affirming counseling. The way they display these modalities on their website can be found on Figure 1.1 of the Mind Sight Behavioral Group SWOT Analysis Matrix. Doing something similar to this could be beneficial to Peace of Mind Counseling as a way to showcasing the talents and abilities of their counselors.

When looking at the Google reviews for the Louisville location there was only one negative review, and the staff took the time to write a very detailed apology and provided

corrective action that the practice would take going forward. This indicates that the staff is taking the time to look over the reviews and take the appropriate steps to improve customer satisfaction.

Weaknesses

When first accessing the website, it feels a little clunky compared to others. However, after navigating around the site for a while it became more fluid, and the simplicity started to feel nice. For potential clients searching different counseling practices they may not spend enough time on the site to appreciate it before moving onto a different counseling practice. The website does not offer very many resources for potential clients looking to set up an appointment on the website. For individuals who prefer to do most of their scheduling online this could be frustrating.

Opportunities

As shown in Figure 1.2 of the Mind Sight Behavioral Group SWOT Analysis Matrix, Mind Sight Behavioral Group Offers a \$1500 sign on bonus for new counselors which could be a lucrative opportunity for the practice and future clinicians. For a practice that is looking to expand and add multiple locations this could be a good way to draw in more applicants and allow the practice to be more selective when hiring. For the counselors who are already on staff with Mind Sight Behavioral Group there is a lot of opportunity to capitalize on the benefits of telehealth. As shown in Figure 1.3 of the Mind Sight Behavioral Group SWOT Analysis Matrix, they have a link dedicated to advertising their counselors who offer telehealth. This allows those counselors to expand their client base to the entire state as well as any other states that they are licensed in.

Mind Sight Behavioral Group offers free training in different modalities to counselors. This is validated by one of the counselors making a post on the Indeed site stating, “As an added

bonus, we often receive the option to participate in free trainings: I am currently participating in a very informative EMDR training that will benefit many of my clients and enhance my repertoire of skills” (Working at Mindsight Behavioral Group: Employee reviews | indeed.com). This is another way this practice is helping put money back in the pockets of their counselors. This creates a way to retain counselors as well as give them the tools to better them in their craft.

Threats

When looking up Google reviews on Mind Sight Behavioral Group there are no reviews available for the Richmond, KY location. The Louisville, KY and Campbellsville, KY locations are the only ones with recent reviews. All the other practices have not had a Google review in years. On their Facebook page they offer reviews, but the last review was from 2021. This could raise questions for potential future clients when trying to determine what mental health practice to go with when seeking help. This means that the practice is mainly relying on word of mouth and referrals from other practices to bring in new clients. On their website there is a link for their blog, but when you click on the link the most recent post was in July 2024. Between the lack of recent reviews and recent blog posts potential clients may have questions about the status of this practice.

Recommendations to Satisfy the Need

Based on the interview conducted with Aimee Kidd and her practice, Peace of Mind counseling, I recommend the following course of action. It would be good if the practice started using some external use of social media advertising. This needs analysis pointed out three options Facebook, LinkedIn, and LGBTQ and ALL. However, because these cost money to participate in the practice may only want to go with one out of the three. My first

recommendation would be Facebook because it is such a popular platform that all age groups can identify with.

Based on the research and the SWOT analysis conducted on different accounting practices I recommend that Peace of Mind do a complete upgrade on their business's website. Upgrades to the website would include easy to find tabs for viewing different counseling modalities offered within the practice and the counselors associated to those modalities. I recommend that the website list various positive Google reviews that potential clients can easily access. These Google reviews can be hyperlinked to the actual Google page where they are displayed.

I recommend that peace of mind counseling look into offering two internships. The first internship would be for someone with an IT major and they would be responsible for upgrading the website and maintaining advertisements on social media platforms. The second internship would be an HR/administrative major that would function as the business's admin clerk. Their duties would consist of taking phone calls and emails from potential clients, working with insurance companies, and managing billing. This would free Aimee Kidd up to dedicate more time as a counselor while still overseeing the general operation of her business.

Peace of Mind counseling currently has one vacant office that could be used for another counselor. I recommend that the practice bring on a newly graduated LPCA counselor and Aimee offer the supervision for that new counselor. This will generate additional revenue while the counselor is going through supervision. If the counselor is a good fit for Peace of Mind, and once they have completed their supervision and are fully licensed then they could transition to a full-time counselor role on the Peace of Mind staff.

I recommend that Aimee Kidd complete her training certification to become an ART instructor and start offering ART trainings out of the Peace of Mind office. Once she has become a subject matter expert on the training process, I recommend that she start incentivizing counselors on her staff to work towards training certification. I recommended Peace of Mind counseling offer to pay 100% of the required cost for obtaining the training certifications with the stipulation that once the counselor is trained and begins training sessions Peace of Mind would receive 25% of all profit made from trainings conducted at the Peace of Mind office.

I recommend that Peace of Mind Counseling incorporate a customer satisfaction survey for clients to fill out after their initial intake. I have created a survey, and Aimee Kidd has reviewed it feels it will be satisfactory for what she is needs to gain insight from clients going forward. Currently the survey is in a word document, but I recommend it be incorporated into a Google document that can be sent digitally. This will make it easier for the clients to fill out and easier for Peace of Mind to archive and review.

Based on the interview I conducted with Aimee Kidd she indicated that she was open to opening a practice in another location. When I asked if she would rather lease/rent or buy she was very adamant about buying. However, I recommend that she temporary lease/rent while she is establishing a practice in a new location. That will keep her overhead temporary if the practice is not generating the amount of revenue that she expects or if she chooses to downgrade back to a single location. If the new location has a satisfactory or higher success rate than anticipated, then the risk of purchasing a commercial office/building will be drastically less.

Finally, I recommend the location of the new practice be in London, KY. Peace of Mind Counseling already has a large number of clients that commute to Richmond, KY for counseling services. I recommend that the business do a one year lease on a one or two office building and

initially hire no more than two counselors in the London location. This will ensure that each counselor can adequately build their caseload without a large amount of competition from other counselors within the same office.

References

- About Paul Dalton: Lexington Counseling & Psychiatry.* Lexington Counseling & Psychiatry Near Lexington, Frankfort, and Richmond, Kentucky (KY). (n.d.). <https://www.counselinglexingtonky.com/about-paul-dalton>
- DMI, S. @. (2020, December 14). *How can I create a Facebook business page?*. Digital Marketing Institute. <https://digitalmarketinginstitute.com/blog/how-can-i-create-a-facebook-business-page>
- DMI, S. @. (2024, July 26). *Which social media platforms should you use for your business?*. Digital Marketing Institute. <https://digitalmarketinginstitute.com/blog/which-social-media-platforms-should-you-use-for-your-business>
- Google. (n.d.). Google search. https://www.google.com/search?q=lexington%2Bcounseling%2Band%2Bpsychiatry%2Breviews&client=safari&sca_esv=be29cc62fc8e0244&source=hp&ei=rI-4Z5abG_SI0PEPIJmPyAs&iflsig=ACkRmUkAAAAAZ7idvDbi39Q_i7FVhpnyLH_yu-4EPNbK&oq=Lexington%2BCounseling%2B%26%2BPsychiatry%2Bre&gs_lp=Egdnnd3Mtd2l6IiRMZXhpbmd0b24gQ291bnNlbGluZyAmIFBzeWNoaWF0cnkgcmUqAggAMgYQABgWGB4yBhAAGBYHjIGEAAyFhgeMgYQABgWGB4yAhAmMgsQABiABBiGAxiKBTILEAAyGAQYhgMYigUyCxAAAGIAEGiYDGIoFMgsQABiABBiGAxiKBTILEAAyGAQYogRIthZQAFj2B3AAeACQAQCYAYcBoAHIA6oBAzEuM7gBAcgBAPgBAvgBAZgCBKAC-wPCAgUQABiABJgDAJIHAzAuNKAHhSo&scient=gws-wiz#lrd=0x88425005cdac1507:0xb2c13dea691b735,1,,,
- Kentucky Archives. LGBTQ and ALL. (n.d.). <https://www.lgbtqandall.com/resources/mental-health/united-states/kentucky/>
- Kentucky Counseling Center. (2025b, March 1). *Counseling and psychiatry in Kentucky: Online or in-person.* <https://kentuckycounselingcenter.com/>
- Marketing & Advertising on linkedin: Linkedin ads.* Marketing & Advertising on LinkedIn | LinkedIn Ads. (n.d.). https://business.linkedin.com/marketing-solutions/cx/24/01/ads-for-linkedin?src=go-pa&trk=sem-ga_campid.17143932919_asid.172404001320_crid.719933503893_kw.social+media+advertising+for+small+businesses_d.c_tid.kwd-28106299781_n.g_mt.b_geo.9014308&mcid=6929500172519383042&cid=&gclsrc=aw.ds&gad_source=1&gbraid=0AAAAADLUITFXsnKpZCjxXeSKjty0Ecsk&gclid=CjwKC_AiA-ty8BhA_EiwAkyoa30oESMv4BwAJjibniRD_-QIXjpQNr6uT0ngcdsBnldKfTEJU41r7GBoCwOcQAvD_BwE
- Walsh, P. (n.d.). YouTube. <https://www.youtube.com/watch?v=mrUrTyaYHEQ>
- Working at Mindsight Behavioral Group: Employee reviews | indeed.com. (n.d.). <https://www.indeed.com/cmp/Mindsight-Behavioral-Group/reviews?fcountry=ALL>