

# Therapy Booking Platform For Scalable Healthcare Services

Book a Consultation

## SERVICES

Custom web platform development, Billing system implementation, Therapist network management tools, Admin dashboards and analytics, Infrastructure migration and compliance support

## INDUSTRY

Healthcare

## TECH STACK

Ruby, Ruby on Rails, PostgreSQL, Stripe, Aptible, HIPAA-aligned infrastructure

## FASTER PATH TO FIRST THERAPY SESSION

50% less time to start

## FEWER BILLING ISSUES REACHING SUPPORT

40% fewer tickets

operations to a stable, compliant platform designed for everyday clinical work. A growing teletherapy product moved from manual operations to a s

## 01. Our Client

The client operates a therapy booking platform that connects people with licensed therapists for online and in-person sessions. The platform supports individual therapy, group formats, and scheduled therapy events.

As the product grew, it became central to daily work for therapists, practice owners, and administrators. Beyond booking sessions, the platform needed to support scheduling, session notes, billing, payouts, reporting, and group practice management in one system. Teamvoy joined the project as a long-term technology partner to help build a reliable teletherapy platform that could scale without increasing operational complexity.



## 02. Challenge

The therapy booking platform had grown faster than its internal processes. Client onboarding depended on admin involvement, which delayed access to therapy. Therapist matching was handled manually and required ongoing support. Billing and payouts were managed outside the platform, creating delays and

Therapists relied on separate tools to manage notes, calendars, and payments. This fragmented setup reduced transparency, increased support load, and introduced compliance risks. Admin teams spent hours each week reconciling data across systems, while therapists had limited visibility into schedules and payouts.

These challenges are not unique to this product. [McKinsey & Company](#) research shows that many [healthcare](#) organizations struggle to adopt digital tools and fully integrate data into care delivery and operations, which limits their ability to improve access and outcomes in mental health services.

At the same time, the technical stack required updates to meet security, performance, and healthcare requirements. The main challenge was to consolidate these workflows into a single, maintainable mental health software solution that could support growth without increasing operational complexity.

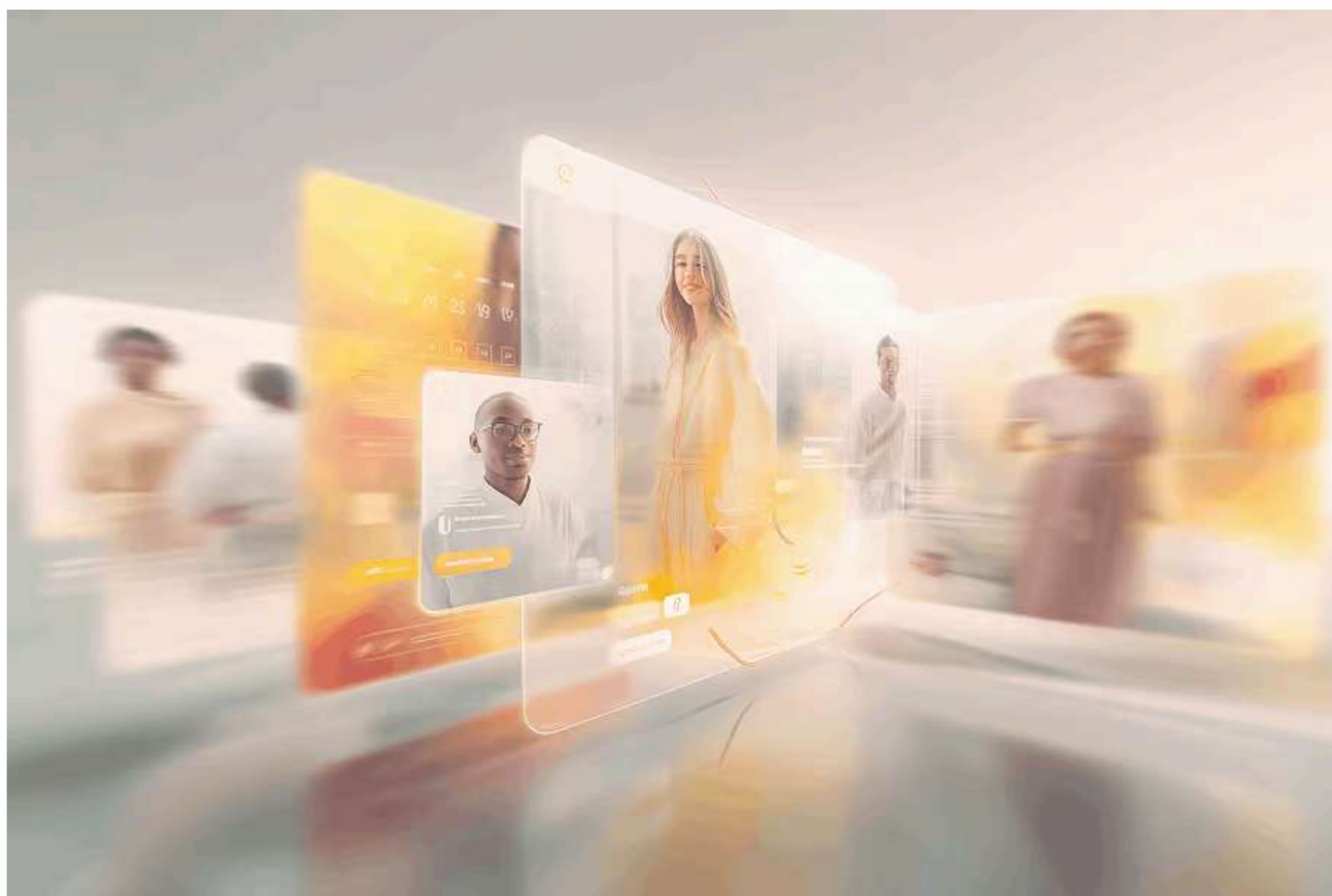
## 03. Cooperation

Teamvoy worked with the client as a dedicated delivery partner rather than a task-based vendor, acting as a long-term telehealth software partner. A stable team was assigned to the product, allowing engineers to build strong domain knowledge around healthcare workflows, therapist network management, and billing logic.

Communication with the client was direct and ongoing. The team worked closely with founders and product stakeholders through regular syncs, shared planning sessions, and transparent progress tracking. This setup allowed decisions to be made quickly and reduced handover and clarification overhead.

Business analysis played an important role throughout the engagement. Teamvoy helped translate operational pain points into concrete technical tasks, validated assumptions using real platform data, and continuously refined requirements as the product evolved. This ensured that development work remained closely aligned with business needs.

Budget and business priorities were reviewed regularly. Together with the client, the team assessed which improvements would deliver the highest impact and adjusted scope accordingly. This approach allowed the therapy booking platform to evolve in a controlled way, balancing operational improvements, compliance requirements, and long-term technical upgrades.



## 04. Solution

### Product Improvements

The onboarding flow was redesigned to remove manual steps and introduce automated therapist matching as part of teletherapy platform development. Users now receive therapist recommendations immediately after signup, reducing the average time to first session by more than 50% and lowering support requests related to onboarding and matching.

Subscriptions and pricing tiers were implemented using Stripe, bringing payments, billing, and therapist payouts into a single online therapy billing system. Monthly subscriptions, one-off session payments, and payouts now follow a unified flow. This reduced billing-related support tickets by approximately 40% and made payout timelines predictable for therapists.

Referral and promo code functionality was added to support growth campaigns. These rules can be configured by admins without development changes, allowing campaigns to run without affecting platform stability. This functionality supports both individual sessions and group formats within the therapy event booking system.

### Technical And Platform Updates

To support long-term growth, the platform entered a structured upgrade path. Core services were refactored and prepared for migration to newer Ruby and Rails versions. This reduced technical debt, improved test coverage, and shortened deployment cycles. Full completion of the upgrade is planned for Summer 2026 without disrupting ongoing operations.

The infrastructure was migrated from Heroku to Aptible to meet healthcare compliance requirements. This move improved uptime, strengthened data isolation, and ensured the platform meets HIPAA standards. After migration, production incidents related to infrastructure instability were reduced to near zero, and monitoring became more predictable.

Additional backend improvements included cleanup of legacy billing logic, tighter permission handling for group practices, and improved observability across bookings, payments, and payouts. These changes increased operational transparency and made daily management of the therapy booking platform easier.

All improvements were delivered within a single teletherapy software platform through custom teletherapy platform development, ensuring that the system remains cohesive, maintainable, and ready for future growth.

## 05. Results

- 50% reduction in average time from signup to first therapy session after automated onboarding and matching
- 40% fewer billing-related support tickets after introducing a unified online therapy billing system
- Predictable payout cycles for therapists, reducing payment-related inquiries and follow-ups
- Lower admin workload, saving several hours per week previously spent on manual billing, matching, and reporting
- Near-zero infrastructure incidents after migration to a HIPAA-compliant environment
- Improved visibility into therapist workload and session volume, supporting better planning and therapist network management

Together, these changes allowed the platform to support more therapists and clients without adding operational staff. This mental health platform case study shows how focused engineering and platform consolidation can improve both care access and business efficiency at the same time.