



Empowering relationships...

Redwood Empire Chapter

of California Association of Marriage and Family Therapists

RECAMFT Private Practice Workshop - Resources Handout 2026-10-24

Disclaimer: These resources are provided for informational purposes only and do not constitute an official endorsement or guarantee by RECAMFT.

Business license links by **city**

- Santa Rosa <https://www.srcity.org/315/Business-Tax>
- Petaluma <https://cityofpetaluma.org/business-license-certificate-tax/>
- Napa <https://www.cityofnapa.org/157/Business-Licenses>
- Mendocino
<https://www.mendocinocounty.gov/government/collections/treasurer-tax-collector/apply-for-a-business-license>

Fictitious business name license links by **county**

- Sonoma County
<https://sonomacounty.gov/administrative-support-and-fiscal-services/clerk-recorder-assessor/clerk-recorder/clerk-services/fictitious-business-names>
- Napa County <https://www.napacounty.gov/1333/Fictitious-Business-Name-FBN>
- Mendocino County
<https://www.mendocinocounty.gov/government/assessor-county-clerk-recorder-elections/county-clerk/fictitious-business-names>

Fictitious business name publication in local newspaper

- Example: Press Democrat <https://adportal.pressdemocrat.com/adportal/legals/index.html>
- Other papers include Petaluma Argus Courier, Sonoma Index-Tribune, Healdsburg Tribune, etc.

Insurers

- CPH <https://cphins.com/>
- HPSO <https://www.hpsso.com/>

Electronic Health Records

- Simple Practice <https://www.simplepractice.com/>
- Oasys <https://oasys.health/>
- Therapy Notes therapynotes.com
- Theraplatform <https://www.theraplatform.com/>
- Session Health <https://www.sessionshealth.com/>
- Theranest <https://ensorahealth.com/product/theranest-mental-health/>
- Jane <https://jane.app/>



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Managed Service Organizations / Insurance billing companies who advertise therapists

- Headway.co
- Alma.com
- growththerapy.com
- lyrahealth.com

CAMFT articles

- Sample Practice Forms <https://www.camft.org/Members-Only/Sample-Practice-Forms>
- Marketing Toolkit <https://www.camft.org/marketingtoolkit>
- How to advertise (for Associates)
<https://www.camft.org/Members-Only/Legal-Articles/Chronological-Article-List/not-a-trainee-but-not-yet-an-mft-how-to-advertise>

BBS regulations

- [Advertising Requirements Fact Sheet and FAQs](#)
- [Advertising Examples for Associates and MFT Trainees](#)
- [Advertising Examples for Licensees](#)
- [Therapy Never Includes Sexual Behavior](#)
- [California Professional Corporations and the S Corp article CAMFT](#)

Other resources / tools

- Practice Forms from Barbara Griswold LMFT/The Insurance Maze
<https://theinsurancemaze.com/product/formspacket/>
- Paperwork, documentation and support - QA Prep - Maelsa McCaffrey
<https://www.qaprep.com/>
- Websites design/creation / marketing tools: Therapysites, BrighterVision, 0360, Kajabi, SquareSpace, Wix

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