

# Essential Tools & Systems

FOR YOUR SLP  
PRIVATE PRACTICE

Callie Resource Library



## Essential Tools and Systems for Your SLP Private Practice

Setting up your practice tech stack can feel overwhelming. EHR, scheduling, billing, telehealth, payment processing. Do you really need all of it?

This guide breaks down what you actually need from day one, what you can add later, and how to choose systems that work together instead of creating more work.

### The Core Question: All-in-One vs. Separate Tools

There are two main approaches to building your 'tech stack.'

**All-in-one platforms, like Callie, put everything in one system.** Scheduling, documentation, billing, telehealth, and client portal all live in the same place. You have one login and one system to learn. Data flows automatically between features. The total cost is usually lower. You have less technical setup and a single support contact. The tradeoff is that you may not get every specialized feature you want, you have less flexibility to customize, and you are committed to one vendor's ecosystem.

Separate tools mean picking individual services for each function. You choose one app for scheduling, another for documentation, another for billing, and another for telehealth. You get exactly what you want for each function with more specialized features and flexibility to swap individual tools. The tradeoff is higher total cost with multiple subscriptions, manual data entry between systems, more logins and complexity, and multiple vendors to contact for support.

### What You Actually Need from Day One

- **HIPAA-compliant storage** for client information is non-negotiable. This can be a full EHR system or a simpler practice management platform, but it must be HIPAA compliant. A basic spreadsheet and Google Docs do not meet HIPAA compliance standards under most circumstances.
- **Documentation** system for your clinical notes. Even if you start with basic templates, you need a way to write and store session notes that meets compliance requirements.
- **Scheduling system** to manage appointments. This could be as simple as Google Calendar or as robust as automated online booking. You need to see your schedule and know who is coming when.
- **Payment processing** to accept credit cards at minimum. Clients expect to pay for your services and almost always expect a receipt. Whether you use Stripe, Square, or a built-in payment system, you need this from day one.
- **HIPAA-compliant video** if you are doing teletherapy. Regular Zoom does not count. You need the healthcare version or a platform built for telehealth.

**Callie's free starter plan includes all five essentials. HIPAA-compliant storage, AI-powered documentation, scheduling with Google Calendar sync, payment processing, and secure video calls. You can launch your practice at \$0 per month and upgrade as you grow. [Start free]**

## What You Can Add Later

Some features are helpful but not essential when you are just starting your speech therapy private practice..

- **Automated appointment reminders** reduce no-shows, but you can send manual reminders for your first few months. Add automation when you have 10+ clients per week and it becomes tedious.
- **Online booking** makes scheduling easier for clients, but you can handle booking via phone or email at first. Add it when coordinating schedules becomes time-consuming.
- **Client portal** for forms and documents is convenient, but you can email intake forms initially. Add a portal when you want to streamline the intake process.
- **Advanced reporting** and analytics help you track business metrics, but simple spreadsheets work fine when you are small. Invest in reporting when you need to make data-driven decisions about growth.

## Why Callie Works for SLP Practices

**Callie is built specifically for speech-language pathologists. The platform includes everything you need to run your practice in one place.**



The **free starter plan** includes clinical notes, scheduling with Google Calendar sync, payment processing, client management, and 20 hours of video calls monthly. You can launch your practice at \$0 per month with no credit card required.

Paid plans start at \$29.99 per month plus unlimited clients, unlimited video conferencing, insurance eligibility verification, and superbill generation. The **Enterprise plan at \$49.99 per month** includes priority support and advanced features.

One standout feature is AI documentation in the **Plus plan (\$29.99)/month**. Record your session notes or type them in, and AI generates complete clinical documentation automatically. This feature alone saves most SLPs 1-2 hours per day on paperwork.

**Callie handles both cash pay and insurance billing in the same system.** Whether you are starting cash-only or accepting insurance from day one, the platform adapts to your payment model. You can add insurance later without switching systems.

**The platform is HIPAA compliant with end-to-end encryption.** Your client data is secure, and you meet all compliance requirements from day one.

Plan	Price	Features
Starter Plan	Free	Unlimited notes, 20 patient records, calendar integration, 20 hours/month secure video calls, accept online payments
Plus Plan	\$29.99	AI-powered note generation, unlimited patient records, unlimited video conferencing, multi-provider organization setup, 10 free claims/month, then \$0.30 each, 20 eligibility checks/mo, then \$0.30 each, Superbill generator, Solo-practitioners scheduling links, Basic intake forms
Enterprise	\$49.99	30 free claims/mo, then \$0.25 each, 50 eligibility checks/mo, then \$0.25 each, group appts., clinic scheduling links, custom intake forms, dedicated account manager, priority support & onboarding

## If You Need Individual Tools



**Some SLPs prefer to use separate services for specific functions. This approach gives you flexibility but requires managing multiple systems.**

- For scheduling, options include dedicated booking apps or even Google Calendar if you are comfortable managing appointments manually. Expect to pay \$10-20 per month for scheduling software with client self-booking features.
- For payment processing, services like Stripe or Square charge around 2.9% plus 30 cents per transaction. These work well for cash-pay practices but require separate invoicing.
- For insurance billing, you will need claim submission software. Some services offer free basic claim submission, while full billing services run \$80-160 per month.
- For telehealth, HIPAA-compliant video platforms range from free basic versions to \$30-50 per month for professional features. Make sure any platform you choose is truly HIPAA compliant, not just consumer video chat.

The reality is that using separate tools means manual data entry between systems. You enter client information in one place, appointments in another, and session notes in a third. This is doable but can often become time-consuming. Most SLPs find that an all-in-one platform saves significant time once they have more than a handful of clients.

## The Budget Reality

**Your monthly software costs depend on which approach you take.**

**Starting out: Callie's free starter plan covers all the essentials for \$0 per month.** This includes 20 patient records, scheduling with calendar sync, payment processing, and 20 hours of video calls. You can launch your practice without monthly software costs.

**Established practice:** Most SLPs upgrade to a paid plan at \$29.99-49.99 per month once they have steady income. This unlocks unlimited clients, unlimited video, insurance features, and priority support.

**Using separate tools:** If you choose individual services for each function, expect to pay \$100-200 per month across multiple subscriptions. The hidden cost is your time. Separate systems mean switching between platforms and entering the same information multiple times. Calculate what your time is worth when comparing options. Many SLPs find that paying \$30-80 per month for an all-in-one platform saves them 5-10 hours per month in administrative work.









## Making Your Decision

Think through these questions honestly.

1. **Are you doing teletherapy, in-person, or both?**
2. **Are you accepting insurance or staying cash pay?**
3. **How many clients do you plan to see weekly?**
4. **Do you want to hire others eventually?**
5. **Are you tech-savvy or do you need something simple?**



# Software Platform Evaluation Checklist

-  Confirm it is HIPAA compliant
-  Confirm handle your payment models: cash, insurance, or both
-  Does it include telehealth?
-  Does it offer a free trial?
-  What does onboarding support look like?
-  Can you export your data?
-  What is included in the base price?
-  Is pricing per client or per provider?

**For the software itself**, confirm it is HIPAA compliant. Make sure it can handle your payment model whether that is cash, insurance, or both. Check if it includes telehealth if you need it. Look at the learning curve. See if you can try it free or with a trial. Understand what onboarding and support look like. Confirm you can export your data if you switch later.

**For the cost**, know what is included in the base price. Find out what costs extra. Check for setup fees. Understand transaction fees on payments. See if pricing is per-client or per-provider.

## Start Simple, Add as You Grow

The best approach for many new practices is to start with an all-in-one platform that covers the essentials. Get comfortable with the basics of running your practice. See clients, document sessions, collect payment, and learn what you actually need.

You can always add specialized tools later. You can upgrade to more features as your income grows. The goal is to remove barriers to launching, not to have perfect systems from day one.

**Callie makes it simple to start. The free plan gives you everything you need to see your first clients. As you grow, upgrading takes one click. No data migration, no learning new systems, no switching platforms.**

Ready to launch your practice with everything you need? **Callie's free starter plan includes unlimited notes, scheduling, payments, and accepts online payments.** No credit card required.

Upgrade anytime as you grow.

**[\[Get started free\]](#)**