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## NEWS RELEASE

### **Blue Oak Counseling Services Finds Success, Helps Clients Thrive by Pivoting to Remote Therapy**

*When the pandemic hit, Blue Oak pivoted to 100% online appointments and grew exponentially by finding an incredible need for its services*

ONTARIO, Calif. (July 11, 2021)—Like nearly every other industry globally, when the pandemic hit, the counseling and therapy sector had to find creative ways to pivot to an online environment to continue to serve clients. Given the nature of therapists' work and the increased instances of mental health struggles during the pandemic, therapists saw a growing demand for their online services. And Blue Oak Counseling Services based in Ontario, California is no exception.

Blue Oak Counseling was founded by Tina Avila in 2018 a solo, in-office therapy provider in Ontario. Avila's road to opening the doors on her practice was a long one, marked with uncertainty, career pivots, and taking some time off with her newborn child, which led to deep reflection about what her future career would look like. She knew she wanted to help others and still be able to spend time with her children.

While still working for another agency as a behavior analyst in the field of autism, she simultaneously launched her private practice, Blue Oak Counseling. Almost immediately, Avila saw her client base grow, and within two years, she was able to quit her other job and become a full-time therapist and business owner at her own practice.

Then, the pandemic hit. Rather than seeing a decline in requests for therapy appointments, Avila saw a drastic uptick in the need for quality online therapy. And she wanted to help everyone she could. With this in mind, she scaled up her practice all while also pivoting to a 100% online therapy environment. She hired more therapists, and Blue Oak grew from a solo, onsite provider to a robust team of seven therapy professionals licensed to offer online services in California and Florida.

"Pivoting our therapy model to a 100% online environment has helped us serve more clients than we could in a traditional onsite office model," said Avila. "My goal has always been to help as many people as possible, and online therapy is helping us do that. And with the number of adults experiencing mental

health crises, giving them easier access to therapy is critical in helping them get the help they need so they can thrive."

Blue Oak Counseling Services offers 100% online therapy appointments for clients looking for a caring, compassionate ear to help them navigate life's challenges. From coping with stress and anxiety to overcoming couple's challenges to navigating depression, Avila and her team help adults lead happier, more fulfilled lives through their professional counseling services.

To learn more or book an appointment with a Blue Oak therapist, visit <https://www.blueoakcounselingservices.com/>.

### **About Blue Oak Counseling Services**

Blue Oak Counseling Services offers 100% online therapy appointments with caring, licensed therapists. Therapists are licensed in California and Florida and can help adult clients navigate a wide range of mental health concerns, including PTSD, anxiety, depression, marriage difficulties, and more.

Visit <https://www.blueoakcounselingservices.com/> to learn more or make an appointment.

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