Move Forward Virtual Assistants Launches TheraBrain™: Software Built by Mental Health Operations Experts, Not Investors

After a year-long trial across 100+ mental health practices, TheraBrain opens to the public today — built without venture capital or private equity funding.



Practice management that makes you smile. Built by mental health operations experts to simplify your back office and let you focus on what matters most.

MURRELLS INLET, SC, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Move Forward Virtual Assistants (MFVA), a national leader in operational support for mental health practices, today announced the public launch of TheraBrain™, a HIPAA-compliant, cloud-based practice management platform built exclusively for mental health organizations.

Unlike software built by outside tech engineers or backed by private equity, TheraBrain was developed directly from years of hands-on operational management inside mental health practices. The platform was quietly tested and refined for nearly a year across more than 100 practices prior to today's public release.

> Our goal has never been to replace people. The best mental health care will always be deeply human. Technology should reduce administrative burden and simplify processes."
>
> *Meredith Eaton, Co-CEO of Move Forward Virtual Assistants*

"Mental health professionals have always embraced evidence-based care for their clients," said Jennifer Crawford, Co-CEO of Move Forward Virtual Assistants. "We wanted operational support held to that same standard. TheraBrain wasn't built because the world needed another software platform — it was built because we saw, firsthand, the operational chaos holding great practices back."

Solving the Back-Office Bottleneck

After years of managing intake, referrals, clinician onboarding, scheduling, and communication

for practice owners, the MFVA team recognized a widespread industry problem: critical operational data scattered across spreadsheets, inboxes, and disconnected tools. TheraBrain centralizes these fragmented tasks into a single secure platform, offering:

- Streamlined Client Intake: Automated referral tracking and simplified client onboarding.
- Clinician Workflows: Standardized onboarding pathways that reduce administrative lag.
- Centralized Hub: Unified scheduling and practice-wide communication tools.
- Operational Reporting: Real-time visibility into practice performance and staff accountability.

"Our goal has never been to replace people," said Meredith Eaton, Co-CEO of Move Forward Virtual Assistants. "The best mental health care will always be deeply human. Technology should reduce administrative burden and simplify processes."

Independent by Design

TheraBrain remains privately owned by its founders with no venture capital or private equity funding. This independence is a crucial distinction in an increasingly consolidated behavioral health market, allowing the founders to prioritize long-term client outcomes over aggressive investor timelines.

"Healthy practices change lives," Eaton added. "When operations work, clinicians can focus on clients instead of putting out fires. That's what we built TheraBrain to do."

About TheraBrain™

TheraBrain™ is a HIPAA-compliant, cloud-based practice management platform built exclusively for mental health practices by the operational experts behind Move Forward Virtual Assistants. Learn more at moveforwardvirtualassistants.com.

About Move Forward Virtual Assistants

Move Forward Virtual Assistants (MFVA) is a women-owned firm specializing in administrative support and operational consulting for mental health practices since 2018. Through certified Mental Health Administrative Professionals (MHAP™), TheraRep™ live call support, consulting, and TheraBrain™, MFVA helps practice owners reduce overwhelm and expand access to quality care.

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