

2022 IMPACT REPORT



2022

HIGHLIGHTS

The year 2022 found Insight Counseling Centers adjusting to a post-pandemic “new normal.” While all of our locations re-opened following the shutdowns, telehealth remained an important way to deliver therapy. In fact, 54% of client sessions were via telehealth. Some clients remained uncomfortable going to the office, others told us they loved the convenience of having a session during the lunch hour without having to fight traffic to get there. Additionally, telehealth has allowed us to serve anyone in the state, and by the end of the year, we had served clients representing 34 counties. While this year we are conducting more in-person sessions than by telehealth, we know remote therapy is here to stay and we are happy to provide it.

We completed our 2019-2022 strategic plan while board and staff engaged in a strategic planning retreat to plan for 2023-2025. The resulting plan was approved by the board in December 2022. Our new strategic goals include:

- Increase Financial Growth for future sustainability
- Increase Clinical Capacity
- Continue to Improve Organizational Culture
- Increase Visibility and Brand Awareness

All goals have associated strategies we will implement over the next three years. Our strategic plan is a living document that staff and the board’s Strategic Planning Committee review ongoing.

In summer 2022 we received a call from a congregation in Cookeville, TN inviting us to open a counseling office there. We entered into a months-long period of research and discernment. Our research showed us we are needed in the Upper Cumberland, and we moved forward with plans to open a center. This fall we “soft opened” the office at Cookeville First United Methodist Church, and we look forward to having a ribbon cutting in early 2024.

We continued to support clients who relied on our income-based fee scale. In fact, 86% of our clients benefited from the scale in 2022. That would not have been possible without the generous support from loyal donors. As you review this Impact Report, please know that YOU are an important partner in this work, and we thank you.

Pam Brown, Executive Director

SPIRITUALLY-INTEGRATED PSYCHOTHERAPY

7,887 Counseling sessions

1,068 Clients served

86% of Clients used the Income-Based Fee Scale



MARY'S STORY

When Mary moved from Philadelphia to Nashville, she knew she needed to find a new therapist who could help end the cycles of pain from her childhood wounds. We're so grateful to Mary for sharing her story with us during Journey to Wholeness, a breakfast supporting Insight Counseling Centers, on September 29, 2022. [Watch the video >](#)

CLINICAL TRAINING

We provided **382 sessions of Clinical Supervision** to therapists in training.

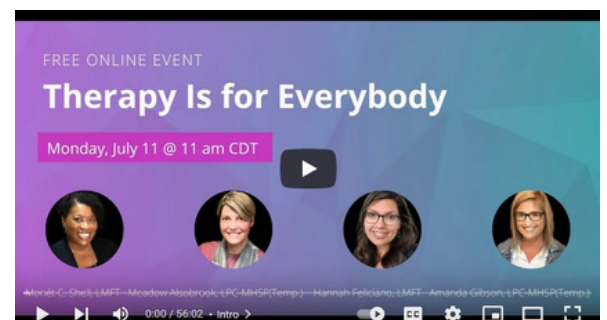
"When it was time for me to apply for my grad school internship, Carol Smith, Insight's Director of Training, was the first person that I called.

It has been such an honor and such a joy to grow and work alongside these clinicians and professionals, to learn from them as I strive to create that same therapeutic environment that I dreamed of creating back when I was an undergrad student."

- Victoria Driver, Counseling Intern

COMMUNITY EDUCATION

Throughout the year, we raised mental health awareness in the community through presentations, community fairs, meet & greets, and webinars.



[Watch more mental health videos >](#)