

LARA NEELY, DBH, MED, LPC

Doctor of Behavioral Health, Licensed Professional Counselor
Phone: 936.213.6580 Email: Dr.LaraNeely@gmail.com

PROFILE

Over 10 years of experience in behavioral health with expertise in CBT, ACT, ERP, DBT, SFT, and MI. Demonstrated success achieving 40–70% symptom reduction within 8–12 weeks. Skilled in creating engaging content aligned with industry guidelines, executing end-to-end content management across multiple formats, and applying strong attention to detail. Experienced in using analytics tools and data insights to guide content development and optimization and known for effective cross-functional collaboration with clinical, product, marketing, and operations teams to drive high-impact results.

Creator and author of metabolic-recovery and nicotine-cessation programs from ideation through execution—including Reverse & Remission and I QUIT! Brings expertise in evidence-based behavioral strategies, technology-enhanced care, engagement optimization, and scalable digital-health solutions. Work spans patient education, curriculum design, behavior-change tools, analytics-informed decision-making, and end-to-end content management within CMS platforms. Demonstrated track record of cross-functional collaboration to ensure content accuracy, clinical compliance, and organizational alignment.

RELEVANT WORK HISTORY

Avante- Remote, The Woodlands, TX

Doctor of Behavioral Health; Licensed Professional Counselor (Jan. 2021-Present-Phasing Out)

Delivers integrated, evidence-based care across in-person and telehealth settings within fast-paced, dynamic environments. Blends behavioral medicine, CBT/MI, ERP, mindfulness, and whole-person wellness to support mental health, metabolic health, and chronic disease management. Collaborates with physicians, NPs, and specialists to deliver coordinated, outcomes-focused care.

- Provide integrated behavioral-health care using CBT, ACT, ERP, MI, mindfulness, somatic, and trauma-informed approaches—helping clients achieve 40–70% symptom reduction within 8–12 weeks across anxiety, OCD, panic, and chronic-stress conditions.
- Deliver specialized interventions for anxiety, OCD, panic, PTSD, sleep issues, obesity, diabetes, hypertension, and tobacco cessation—producing measurable improvements in *GAD-7/PHQ-9 scores* and metabolic markers within 3–6 months. Support smoking-cessation clients in achieving 50–90% reduction in cigarette use within 4 weeks and up to 70% full remission when completing the full protocol.
- Utilize VR-assisted exposure therapy to enhance engagement and accelerate progress, resulting in faster reduction of phobia-related avoidance behaviors within 4–6 sessions and improved sleep and blood-pressure stabilization for qualifying clients.
- Design and deliver patient education aligned with APA, ACA, ADA, AHA, ACC, and OMA guidelines—improving adherence, supporting sustained habit formation, and strengthening nervous-system regulation within 30–90 days.
- Created the clinic’s behavioral-health weight-management and metabolic-coaching program, contributing to 10–20% body-fat reduction and measurable improvements in glucose, blood pressure, and waist circumference within 12 weeks, supported by custom kits, diet materials, data-tracking tools, and monthly Styku assessments.
- Led cross-functional collaboration with clinical and product teams to develop a comprehensive content management system, enhancing member engagement and education within 6 months.
- Created a comprehensive library of engaging content that aligned with evidence-based practices, driving measurable outcomes in patient education and behavior change.
- Streamlined the content creation process from ideation to execution, focusing on attention to detail and prioritization, which improved workflow efficiency and reduced project turnaround time by 20% within 4 months.

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Director of Compliance (Jan. 2021-Jan. 2025)

Responsible for HIPAA, OSHA, regulatory compliance, and documentation standards across a multi-site medical organization. Led compliance operations, policy development, EMR implementation, and staff training to improve workflow efficiency and patient safety.

- Oversaw HIPAA, OSHA, regulatory compliance, audits, and risk management for a multi-site medical spa (2,000+ active patients; 26,000-patient database), achieving *100% compliance* during audits/inspections and reducing documentation errors by *25%* in the first year.
- Led EMR implementation and workflow redesign in cross-functional collaboration with lawyers, engineers and IT department, increasing documentation accuracy and clinical efficiency, reducing charting time by *30%* and strengthening multi-department readiness for regulatory surveys.
- Partnered with legal team to author compliance manuals and train staff on HR/safety procedures and operational protocols—improving staff competency scores by *40%* on post-training evaluations and standardizing workflows across departments.
- Trained 40+ staff on HIPAA, privacy, ethical documentation, and process standards, resulting in a significant reduction in incident-reportable documentation issues within *6 months*.
- Directed QI/QA initiatives, staff-engagement projects, and organizational wellness programs—improving audit outcomes, supporting a smoother EMR transition, and enhancing cross-department operational collaboration.

Behavioral Health Internship (Jan. 2018-Jan. 2020)

Conducted dissertation research on telehealth's impact on engagement, digital workflows, and population-health outcomes, applying these findings to optimize clinic operations. Completed graduate training in population-health analytics with introductory Tableau skills. Designed the facility's first integrated health and wellness program blending behavioral health, chronic-disease support, nutrition, and lifestyle coaching. Delivered evidence-based behavioral interventions—including MI and hypnosis—to improve motivation, resilience, and self-management. Supported weight management and chronic-disease prevention in an integrated medical model, strengthening adherence to medical and behavioral plans. Increased patient access and clinical efficiency by redesigning telehealth workflows, improving daily and weekly patient volume by over *28%*.

- Conducted dissertation research on telehealth in behavioral healthcare, identifying improvements in engagement, digital workflows, and population-health outcomes used to inform clinic operations.
- Graduate training included population-health analytics and introductory Tableau dashboard interpretation (2019).
- Developed the facility's first integrated health and wellness program, combining behavioral health, chronic-disease support, nutrition education, and lifestyle-change coaching.
- Provided behavioral coaching using MI, hypnosis, and evidence-based change strategies, helping clients achieve measurable improvements in motivation, resilience, and self-management.
- Worked within an integrated medical model to support weight management, chronic-disease prevention, and emotional resilience, improving patient adherence to medical and behavioral plans.
- Increased daily patient volume by *28.6%* and weekly volume by *28.3%* within *12 months* by redesigning telehealth workflows, improving access, efficiency, and clinical throughput. Revenue increased by \$79,000 annually.

Independent Consultant- Remote, TX

Clinical Content Strategist; Behavioral Medicine Specialist (May. 2017-Present)

Design evidence-based, digital-ready clinical content that blends behavioral medicine, CBT/MI, metabolic science, and patient-centered communication. Work focuses on translating complex medical concepts into accessible, engaging programs for chronic disease, addiction, anxiety, and improving metabolic health, including obesity and hypertension. Develop scalable educational systems—including curricula, scripts, worksheets, CGM/GLP-1 guides, habit-change tools, and digital modules—aligned with best practices.

- Develop evidence-based, digital-ready clinical content blending behavioral medicine, CBT/MI, metabolic science, health sciences, and patient-centered communication—creating scalable programs, curricula, guides, worksheets, and digital modules aligned with best-practice clinical standards.

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- Creator of multiple projects from idea to execution, including I QUIT! Nicotine Cessation Program, the 90-Day Remission Roadmap, and the 8-Dimension Weight-Loss Program—integrating craving control, metabolic regulation, sustainable habit formation, and long-term relapse prevention.
- Create content offerings and digital coaching resources including scripted videos, audio recordings, worksheets, metabolic education tools, psychoeducation modules, and emotional-regulation strategies for clinical and digital-health environments.
- Lead curriculum development with impactful content for 115+ lessons across Emotion Explorers Academy, The Mind University, and earlier programs for Clinical Hypnosis Centers of America (hypnosis, applied psychology, nutrition).
- Utilize Virtual Reality, Styku, CGM and other new technologies aligning with industry trends to address and monitor obesity, anxiety, sleep, and blood-pressure regulation integrating behavior science, digital therapeutics, and human-centered design to improve engagement and outcomes.
- Developed a data-driven content strategy that identified opportunities for enhancing member engagement, resulting in a 30% increase in user interaction within 6 months.

Tri-County Behavioral Healthcare- Conroe, TX

Intensive Evaluation & Diversion Specialist; Child & Youth Rehabilitation Specialist (Feb. 2017-March 2018)

Provided crisis-focused behavioral health care for children, adolescents, and adults in a high-acuity psychiatric emergency setting, as well as going out into the field to assess youth. Conducted rapid clinical evaluations, developed stabilization plans, and collaborated with psychiatrists and multidisciplinary teams to determine least-restrictive, clinically appropriate treatment pathways.

- Completed 25+ high-acuity psychiatric assessments per week, including suicide-risk, danger-to-self/others, and emergency diagnostic evaluations.
- Delivered rapid crisis counseling and stabilization for individuals with depression, anxiety, bipolar disorder, schizophrenia, PTSD, and behavioral disturbances.
- Developed individualized treatment and diversion plans in collaboration with psychiatrists, improving care coordination and reducing unnecessary inpatient admissions.
- Completed all documentation, consent forms, and HIPAA-compliant records within the mandatory 48-hour window with 100% accuracy, ensuring audit readiness.
- Counseled youth and families to support emotional regulation, behavioral stabilization, and safe discharge planning; coordinated long-term care goals with multidisciplinary teams and community agencies.

Lake Travis Counseling Connection- Austin, TX

Counseling Intern; Clinic Office Manager (May 2016-May 2017)

Clinical + administrative internships (3 total) with full exposure to practice operations and direct client care. Strengthened behavioral-health assessment skills, supported complex clinical cases, and gained early experience in systems, workflow management, and patient-care coordination — all highly relevant to digital health and remote-care environments. Gained foundational experience in behavioral health service delivery, care coordination, and practice operations, blending administrative leadership with hands-on clinical work. Conducted assessments, developed treatment plans, delivered therapy sessions, and managed practice workflows — building the cross-functional skills essential for digital health, patient engagement, and outcome-focused care models.

- Conducted individual, family, and group therapy sessions using evidence-based approaches for adults and adolescents.
- Performed biopsychosocial assessments and developed treatment plans aligned with client progress and best-practice guidelines.
- Documented clinical interventions with full HIPAA compliance and improved documentation turnaround time by 30% within three months.
- Managed multiple clinic operations—including scheduling, billing, HRIS updates, and workflow support—to increase patient throughput.

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- Presented case histories in multidisciplinary meetings and provided psychoeducation to clients and families on coping skills and safety planning.

Clinical Hypnosis Centers of America- Austin, TX

Company Owner, Health & Wellness Coach, Nutrition Counselor, Hypnotist (Jan. 2013-May 2016)

As the founder and lead practitioner, provided integrative mind–body care, developed wellness programs, and delivered clinical hypnosis services focused on chronic pain, anxiety, stress, and behavioral change. Supported individuals across the lifespan while building and operating the full scope of a small health practice.

- Delivered 2,500+ direct hours of mind–body therapy and behavioral coaching for chronic pain, anxiety, trauma-related stress, and habit change across diverse populations.
- Created digital library with over 200+ scripts, worksheets, protocols, and psychoeducational tools for anxiety, smoking cessation, sleep improvement, weight loss, chronic pain, sports endurance, metabolic health, hypertension, and behavioral change.
- Developed and taught wellness, weight-loss, and behavior-change programs to adults and children—improving participant stress, sleep, and nutrition outcomes within 8–12 weeks.
- Created all clinical and educational content (audio programs, guided recordings, worksheets, PowerPoints) and refined materials based on participant engagement data.
- Led practice operations—including scheduling, onboarding, billing, insurance workflows, and documentation—with 100% compliance and zero audit findings.
- Provided crisis-support and pro-bono care in collaboration with physicians, chaplains, EMS, and community agencies, expanding access to behavioral-health services.

Healthcare Blogs- Remote, TX

Health & Policy Writer (Aug. 2009-Jan. 2013)

Developed high-impact written content for national digital publications, translating complex health, behavioral-science, and policy topics into accessible, reader-friendly articles. Produced evidence-based pieces on mental health, wellness, healthcare legislation, and public policy, supporting audience education and engagement.

- Wrote high-quality articles on mental health, healthcare legislation, wellness, and public-policy issues for national digital media, producing content across various formats to meet publication needs.
- Translated complex health, policy, and behavioral-science topics into clear, accessible, reader-friendly content, applying ideation-to-execution and content-optimization skills.
- Conducted research on healthcare reform, behavioral-health issues, and wellness trends, using early digital analytics tools (Google Analytics, SEO tools) and audience metrics to guide content strategy and improve relevance.
- Developed high-engagement, evidence-based articles that reached broad national audiences, continuously iterating and optimizing content to enhance clarity, accuracy, and impact.

BF Production, Inc.- Austin, TX

Technical Writer (Aug. 2006-Aug. 2009)

Writing and editing technical manuals and executive-facing documentation. Developed clear, user-friendly materials for complex processes and systems. Supported HR and C-Suite Leadership by creating job descriptions, company policies, procedures manuals, and onboarding materials. Collaborated cross-functionally with leadership and legal department to ensure accuracy, consistency, and regulatory alignment across organizational documentation.

- Wrote and edited technical manuals, executive-facing documentation, and SOPs to clarify complex processes and ensure organization-wide consistency.
- Created HR materials including job descriptions, company policies, onboarding guides, and training documents, improving workflow clarity and staff readiness.
- Collaborated with leadership to standardize documentation practices, ensuring accuracy, usability, and alignment with regulatory and operational requirements.

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EDUCATION

Arizona State University, Doctor of Behavioral Health

4.0 GPA; Behavioral Health Management Concentration; 84 Hours, Graduated May 2020

Doctoral Thesis: *Behavioral Health Telemedicine Effects on Provider Service Time and Patient Satisfaction in an Obesity Reduction Program*

Lamar University, Master of Education

4.0 GPA; Clinical Mental Health Counseling; 60 Hours, Graduated May 2017

University of Houston, Bachelor of Science

3.2 GPA; Major in Psychology; Minor in English; 150 Hours, Graduated May 1999

LICENSURE & CREDENTIALING

NPI #1619543600, Issued 6/2021 (Active)

TX Licensed Professional Counselor #84996, First Issued 12/14/2020 (Active)

CO Licensed Professional Counselor #LPC.0019268, First Issued 04/06/2023 (Active)

In-network with all major insurance companies—Blue Cross Blue Shield, United Healthcare, Aetna, and many others throughout CO & TX

PUBLICATIONS

Reverse & Remission: How Behavior, Biology, and Technology Work Together to End Chronic Disease
Digital Health Press, 2023

A behavior-change driven, evidence-based guide to chronic disease remission. This book blends metabolic science, CGM insights, GLP-1 guidance, digital health tools, and habit design into a clear 90-day framework—the same model I use with patients to improve outcomes, engagement, and long-term success in digital health programs.

I QUIT! Transforming Willpower into Skillpower: A Behavioral Approach to Quitting Nicotine
Digital Health Press, 2022

A structured nicotine cessation program based on CBT, MI, and habit-replacement science, featuring daily tools, craving-management strategies, emotional regulation techniques, and relapse-prevention planning—designed for scalable use in clinical and digital-health settings.

PROJECTS

- Emotion Explorers Academy (EEA) — 115+ Digital Mental Health Modules for Children & Families
- 8-Dimension Weight-Loss and Wellness Program
- 90-Day Remission Roadmap: A Behavioral Health Program for Metabolic Recovery
- Virtual Reality Exposure Therapy Integration
- Telehealth in Behavioral Healthcare0 Digital Engagement Research
- Digital Therapeutic Content Library- 200+ Tools for Mental and Metabolic Health
- Curriculum Development & Website Design
- Behavioral Approach to Nicotine Cessation Program

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TECHNOLOGY & PROFESSIONAL SKILLS

Clinical content development, clinical content strategy, digital-health education, evidence-based content creation, curriculum design, patient education, scalable behavior-change tools, UX-aligned content, multi-format content development (written, audio, video, interactive), editing and iterative optimization, member-engagement strategy, product and program content development, library and version management, data-driven insights, analytics interpretation and reporting, Google Analytics and CMS/LMS/EHR analytics, CMS/LMS/EHR power-user skills, WordPress with Elementor (advanced), Microsoft Office Suite, Google Workspace, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Audition), Animaker, EleveLabs, digital-asset organization, technology-enhanced care delivery, workflow optimization, cross-functional collaboration, scaling digital-health programs, resource planning, and monitoring industry trends and emerging technologies.

SOFT SKILLS

Ability to prioritize, communication skills, cross-functional collaboration, partner collaboration, stakeholder engagement, organizational skills, creativity, passion, ability to manage multiple projects, prioritization, continuous improvement, innovation, opportunity identification, strategic alignment, adaptability in fast-paced environments, attention to detail, implementation skills, presentation skills, engagement, and commitment to best-in-class standards.

CERTIFICATIONS

Certified Master Health & Wellness Coach, *Spencer Institute, 2019*

Certified Nutritionist, *Spencer Institute, 2019*

Certified Stress Management Coach, *Spencer Institute, 2019*

Certified Clinical Hypnotherapist, *International Certification Board of Clinical Hypnotherapists, 2020*

FEMA Crisis/Emergency Management Certification, *FEMA Region VI, 2014*

ISO 9001: Lead Auditor - Quality Management Certification

LEAN SIX SIGMA- Leading Quality Improvement

CURRENT MEMBERSHIPS & ASSOCIATIONS

American College of Healthcare Executives, American Counseling Association; American Psychological Association; American Mental Health Counselors Association; American Society of Clinical Hypnosis, Texas Counselors Association, American Society of Ketamine Physicians, Psychotherapists, & Practitioners, National Association of Professional Women

VOLUNTEERING & LEADERSHIP

Junior League of The Woodlands, Active Committee Member; Juvenile Diabetes Cure Alliance, Active Fundraiser; Arthritis Foundation, Active Volunteer; American Heart Association, Active Volunteer & Fundraiser.

HONORS & AWARDS

Best in Texas Magazine Doctors 2023- Excellence in Counseling

Most Outstanding Graduate Student at Lamar University 2017

“People’s Choice” Nominee 2014 -Writing on National Healthcare Legislation

Kappa Delta Pi Honor Society

Chi Sigma Iota Honor Society

Psi Chi Honor Society

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