



# CENTRALREACH ESSENTIALS EXTENDED PROFILE

## OVERVIEW

CentralReach Essentials (CR Essentials) is an all-in-one ABA practice management platform designed for small therapy providers. It simplifies data collection, scheduling, billing, and staff management in a single HIPAA-compliant system.

## BEHAVIORSOFT ACQUISITION AND REBRAND TO CR ESSENTIALS

CentralReach acquired Behaviorsoft (now CR Essentials) in June 2021 to provide small providers with an easy way to improve ABA operations and a path to upgrade to CentralReach's enterprise solution as they expand.

The rebrand in early 2023 reflected its integration into the CentralReach Autism and IDD Care Platform, positioning it as the preferred solution for practices with fewer than 50 employees, alongside the company's [market-leading enterprise platform](#).

## KEY FEATURES

- **Clinical data collection:** Track skills and behavior with customizable forms, ABC charts, auto-graphing, and built-in CR Elements programs (417 skill programs, 3,400+ short-term goals).
- **Practice management:** Manage appointments (including recurring sessions), multi-office operations, group-therapy schedules, telehealth visits, and caregiver communications through a single calendar and portal.
- **Insurance billing & payments:** Generate CMS-1500 claims, submit electronic claims via Change Healthcare, track authorizations and receivables, and collect client payments with Stripe integration.
- **Human Resources:** Track staff credentials, certifications, payroll, and compliance alerts. Automate reminders to keep your team audit-ready.

## PRICING

CentralReach Essentials offers three packages. Practices can try the platform for free until they add their first client (or for 30 days, whichever comes first), then a representative will assist with the upgrade process.

Download the extended profile for a breakdown of the pricing tiers.

**SOFTWARE SPECIFICATION**

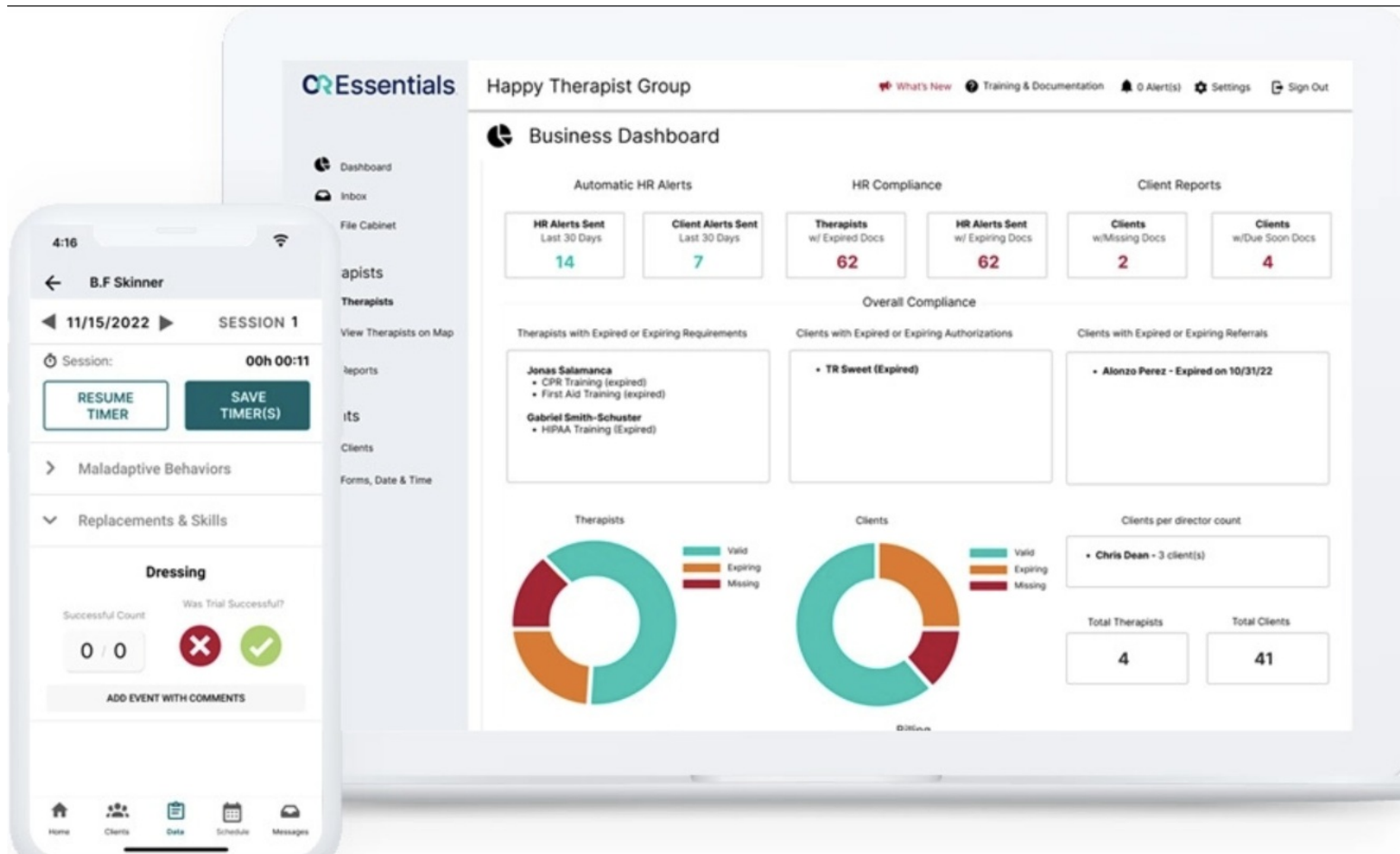
<b>OVERVIEW</b>	
<b>PRODUCT NAME</b>	CentralReach Essentials
<b>ADDITIONAL INFORMATION</b>	
<b>IOS APP</b>	✓
<b>ANDROID APP</b>	✓
<b>MULTI-OFFICE</b>	✓
<b>WEB APP</b>	✓
<b>COMPLIANCE</b>	
<b>HIPAA</b>	✓
<b>ICD-10</b>	✗
<b>CPT</b>	✗
<b>HL7</b>	✗
<b>SPECIALTY</b>	
<b>ALLERGY AND IMMUNOLOGY</b>	✗
<b>ANESTHESIOLOGY</b>	✗
<b>BARIATRICS</b>	✗
<b>CARDIOLOGY</b>	✗
<b>COMMUNITY HEALTH CENTERS</b>	✗
<b>CORRECTIONAL HEALTH</b>	✗
<b>DENTISTRY</b>	✗
<b>DERMATOLOGY</b>	✗
<b>DIALYSIS CLINIC</b>	✗

<b>ENDOCRINOLOGY</b>	<b>×</b>
<b>FAMILY MEDICINE</b>	<b>×</b>
<b>GASTROENTEROLOGY</b>	<b>×</b>
<b>GENERAL PRACTITIONER</b>	<b>×</b>
<b>INFECTIOUS DISEASES</b>	<b>×</b>
<b>INTERNAL MEDICINE</b>	<b>×</b>
<b>MENTAL AND BEHAVIORAL HEALTH</b>	<b>✓</b>
<b>NEPHROLOGY</b>	<b>×</b>
<b>NEUROLOGY AND NEUROSURGERY</b>	<b>×</b>
<b>OBSTETRICS AND GYNECOLOGY</b>	<b>×</b>
<b>OCCUPATIONAL MEDICINE</b>	<b>×</b>
<b>ONCOLOGY AND HEMATOLOGY</b>	<b>×</b>
<b>OPHTHALMOLOGY</b>	<b>×</b>
<b>ORTHOPEDICS AND SPORTS MEDICINE</b>	<b>×</b>
<b>OTOLARYNGOLOGY</b>	<b>×</b>
<b>PAIN MANAGEMENT</b>	<b>×</b>
<b>PEDIATRICS</b>	<b>×</b>
<b>PHYSICAL THERAPY AND REHABILITATION</b>	<b>×</b>
<b>PLASTIC SURGERY</b>	<b>×</b>
<b>PODIATRY</b>	<b>×</b>
<b>PROCTOLOGY</b>	<b>×</b>
<b>PULMONOLOGY</b>	<b>×</b>
<b>RADIOLOGY</b>	<b>×</b>
<b>RHEUMATOLOGY</b>	<b>×</b>
<b>SLEEP MEDICINE AND CENTERS</b>	<b>×</b>

<b>SPEECH THERAPY</b>	✓
<b>SURGERY</b>	✗
<b>URGENT CARE</b>	✗
<b>UROLOGY</b>	✗
<b>VASCULAR DISEASES AND PHLEBOLOGY</b>	✗
<b>OTHER SPECIALTIES</b>	✗
<b>CHIROPRACTIC</b>	✗
<b>PRACTICE SIZE</b>	
<b>SOLO PRACTICE</b>	✓
<b>1-10 PHYSICIANS</b>	✓
<b>11-50 PHYSICIANS</b>	✓
<b>OVER 50 PHYSICIANS</b>	✗
<b>SOFTWARE FEATURES</b>	
<b>APPOINTMENT MANAGEMENT</b>	✓
<b>BILLING MANAGEMENT</b>	✓
<b>CLINICAL WORKFLOW</b>	✓
<b>DOCUMENT MANAGEMENT</b>	✗
<b>EM CODING</b>	✗
<b>INSURANCE AND CLAIMS</b>	✓
<b>LAB INTEGRATION</b>	✗
<b>MEDICAL TEMPLATES</b>	✗
<b>PATIENT DEMOGRAPHICS</b>	✗
<b>PATIENT HISTORY</b>	✓
<b>PATIENT PORTAL</b>	✗
<b>REFERRALS</b>	✗

<b>REPORTING AND ANALYTICS</b>	✓
<b>SCHEDULING</b>	✓
<b>VOICE RECOGNITION</b>	✗
<b>E-PRESCRIPTION</b>	✗
<b>FURTHER INFORMATION</b>	
<b>PRICING</b>	Small Business: \$59/user/month (EVV app +\$5/user, premium programs +\$10/therapist). Plus: \$79/user/month (includes Small Business features, AI session summaries, and EVV app; annual contract required).
<b>ONC-ATCB</b>	2009
<b>ONC-ATCB CERTIFYING BODY</b>	BACB

SOFTWARE SCREENSHOTS



CrEssentials Happy Therapist Group What's New Training & Documentation Alerts Settings Sign Out

Therapists / Jenny Jones

RBT jenny@exampleco.com (212) 555-5555

tag your staff

General Information Private Information **Courses & Documents Required** Service & Document Rates Pay History Time Entry Logged Times

Requirements

ID	EXEMPT?	REQUIREMENT MET?	EXPIRING SOON	DOWNLOAD	VIEW	EXPIRES IN	TITLE	
578123	No	Yes	No			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	Yes	No			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	Yes	No			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	No	No			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	Yes	No			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	Yes	Yes			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	No	No			Expired	3 Recommendation letters	<input type="button" value="+UPDATE"/>
578123	No	Yes	No			Never	3 Recommendation letters	<input type="button" value="+UPDATE"/>

Edit Progress Note

Session Data **AI Session Summary** Review & Sign

Trials: 4/5

Comments  
Client was cooperative when sharing his stuffed animals - his "stuffedies" as he calls them, he would not share his favorite teddy bear however.

**Observation 3**  
Type: SMI.  
Name: Washes Hands.  
Date Collected: 7/5/24  
75.0% success rate per session (6/8 trials).  
Comments: The client favors evergreen smelling soap.  
Did I use any reinforcers with the client? Yes. Tangibles. Squishy toys.  
Session comments: This was a productive session with no distractions. Julio was engaged throughout and the use of tangibles instead of edibles as reinforcers is something his mom appreciates.

**AI SESSION SUMMARY**  
On 3/28/2024, I provided clinical services to Julio Lopez at their daycare. I was present as the analyst during the session. Julio Lopez's participation was fair. During the session, Julio Lopez experienced a life event, which was a doctor visit conducted by Dr. Mendelaff for a yearly physical.  
I collected data on Julio Lopez's aggressive behavior, and on average, each incident lasted 6.7 minutes per day/session. I implemented the Premack Principle as an intervention for this behavior. I noticed that as Julio Lopez warmed up to me, the duration of their aggressive behavior declined.  
We also worked on the skill of sharing toys. Julio Lopez had a success rate of 4 out of 5 trials in sharing his stuffed animals, which he refers to as his "stuffedies". However, he was not willing to share his favorite teddy bear.  
Another skill we targeted was handwashing. Specifically, we focused on Alpha. In this session, Alpha had a success rate of 75.0% with 6 out of 8 trials.