

**Business Name:** Herrera Psychology

**Owner(s) Name:** Dr. Stacie Herrera, PsyD (Founder and CEO) and Lisa Singeisen, LCSW

**Business Location:** 8830 S. Tamiami Trail, Suite 100, Sarasota, FL 34238

**Website:** www.herrerapsychology.com

**Year Your Business Was Founded:** May 2016



### **Tell us about yourself and your background.**

I am a Licensed School Psychologist (PsyD) and the founder of Herrera Psychology. My career is built on a deep commitment to the mental well-being of youth, which I believe is paramount to everyone's future success. My background involves providing high-quality behavioral health and psycho-educational services to help children and adolescents reach their social, emotional, and academic goals. Recently Lisa Singeisen, LCSW and Clinical Director has joined me as co-owner of Herrera Psychology.

### **What inspired you to start your business?**

I started my practice with a vital mission: providing specialized therapy and assessments directly for youth. I wanted to create a future free of barriers to mental wellness, focusing heavily on prevention and education. This vision has allowed us to evolve from a traditional practice into a tech-forward organization that meets students wherever they are.

What problem does your business solve for customers?

We address the critical lack of youth-focused mental health providers and the silos that often exist between clinical care and the classroom. Many families struggle to find high-quality support that coordinates across all areas of a child's life. We bridge this gap by partnering with parents, schools, and pediatricians to ensure a unified approach to a child's mental wellness.

### **What products or services does your business offer?**

We offer a comprehensive suite of services that blend clinical expertise with modern accessibility:

- Herrera Psychology: Provides one-on-one counseling, psycho-educational evaluations, and consultations directly to families.
- Telement.ai: Launched in 2024, this initiative focuses on leveraging technology to enhance mental health support. This tool is used between sessions to support youth and families in real time with strategies to meet their immediate needs. We see great potential with this tool as part of a continuum of care for youth and college students.
- Resilient Family Workshop Series: An on-demand video bundle designed to support families by providing accessible, expert-led strategies for fostering emotional regulation and resilience within the home.
- Nonprofit Partnerships & Workshops: We maintain strong partnerships with youth-focused nonprofits to provide essential coping skills and resiliency workshops directly to those who need them most in our community.

### **How does your business support or impact the local community?**

Our impact is rooted in a philanthropic spirit. We participate in a wide variety of local engagements, from sponsoring the Healthy Teens Youth Health Awards to participating in NAMI Walks, the Sunshine from Darkness Mental Health Summit and the Boys & Girls Club Teen Mental Health Summit. I also give back by serving on nonprofit boards such as JFCS.

### **Why is being part of the local business community important to you?**

We believe that we are stronger together. Being an active member of the local business community—including our long-standing affiliation with the Sarasota Chamber—allows us to collaborate with other leaders to build a culture of contribution. This involvement is essential for breaking down the stigma surrounding mental health and improving wellness for youth everywhere.

### **How has the Sarasota Chamber-OFA and ThinkBIG supported your business journey?**

The support from the Sarasota Chamber has been a cornerstone of our recent growth. We are proud to be a 2022 and 2023 Opportunities For All (OFA) grant awardee. Furthermore, being recognized as the 2023 Minority Small Business of the Year provided our team with the validation and momentum to continue our mission of creating equitable access to mental health support.

### **What opportunities or goals are you hoping to achieve through ThinkBIG?**

With the addition of Telement.ai in 2024, my goal is to lead the way in integrating AI and technology to expand access to care. Through ThinkBIG, I hope to foster deeper partnerships with youth-focused nonprofits and educational institutions, using our new technological capabilities to reach students who previously lacked access to high-quality mental health resources.