

1. **What type of written information is the potential user of this site looking for and/or wanting to gain by coming to this site?**

A typical user would want to find information about what type of services The Family Therapy Center offers and whether it matches the needs of a potential patient. They may also be looking information on what therapy is like and how it may help them. The user will want information on insurances accepted and how much an appointment may cost. If they feel like The Family Therapy Center is a match for their needs, the user will want information on the various staff that work there, their resume/qualifications, and areas of speciality. Lastly, the user will search for information about appointments including hours available and how long they last.

2. **What might be some typical questions the potential user might ask about your site's business or organization?**

see question #4.

3. **What type of written information is the client looking to convey to the user with this site and why?**

The Family Therapy Center is looking to convey information that offers their clients a safe, confidential environment. They want show that they are reliable and well-qualified, will accommodate the needs of their patients, offer various effective treatment methods for a diverse group of individuals, and make a potential client feel comfortable with the experience of therapy.

4. **What are the answers your client should provide to the users' questions? (This will eventually become "content.")**

a) **What type of insurance do you take?**

The Family Therapy Center accepts most insurances including Husky. We can offer an income-based sliding fee upon request.

b) **Who are your staff and what are their qualification?**

The Family Therapy Center was founded by Helen Skovran in 1997. Under Helen's role as Director and Clinical Supervisor, Georgianna Sloate, Kyoung-Hi Dickson, Erica Tofano, and intern Cassie Nowak have joined The Family Therapy Center Team. All full-time staff are educated with a master's degree and are Lincensed Marriage and Family Therapists. MFT are trained with a minimum of two years of supervised work in a clinical setting by experienced MFTs and are family-focused psychotherapists who are also prepared to effectively guide you through a wide array of mental health conditions.

c) **Do you offer an initial free consultation?**

The Family Therapy Center does not offer an initial on-site consultation, but before your first appointment, we will take the time to talk to you and

make sure all your questions and concerns are properly addressed.

d) What types of therapy do you utilize?

The Family Therapy Center specializes in group, individual, marriage and couple, family, medical family therapy, and grief therapy within a wide range of settings. We like to utilize activities such as drum circles and working together to create and expand our on-site therapy garden. The family unit plays a highly influential role in an individual's life and we have found that it is often helpful for them to be actively involved in a patient's treatment.

e) What are your specialty areas of treatment?

The Marriage and Family Therapists at The Family Center treat a wide range of clinical problems such as anxiety and depression, grief, Living with a life threatening illness, stress management, trauma issues, eating disorders, blended family issues, and the concerns of military families.

f) Do you prescribe/dispense medication? If not, could you recommend someone who does?

The Family Therapy Center does not prescribe medication nor dispense it. We can assist you in finding an individual who can evaluate you and work with you to come up with a medication plan that will fit your specific needs.

g) How can therapy help me and is it right for me?

Family Therapists are trained in various areas and approaches of therapy in order to prepare them for work with a diverse population of individuals, families, couples, and groups with unique, specialized needs. Marriage and family therapy is designed to be solution-focused with feasible goals that set a distinct end point within your sights. Research shows that marriage and family therapy is often a cost-effective and short-term process with treatment that is highly results-oriented. Clients frequently report improvements in their emotional and physical health as well as in their relationships which is indicative of successful therapeutic experiences. If you have additional questions regarding your particular situation, please contact us so we can address your case on a more personal level.

h) How do I schedule an appointment?

You can schedule an appointment with us by emailing us through our contact form or by calling us at 860-314-1236. Please use extension 1.

i) What is your appointment cancellation policy?

We ask that you please make every effort to notify us if you need to cancel an appointment within 24 hours of that appointment to help our staff better

create a schedule that is accessible for all our patients.

j) How long will it take you to get back to me if I email or leave you a message?

The staff at The Family Therapy Center pledge to respond to you by your desired response (phone or email) within 24 hours of your initial contact.

k) Where are you located?

The Family Therapy Center has two locations in the Connecticut areas of Bristol and West Hartford for your convenience.

l) Where can I find information on a crisis hotline/center?

If you are experiencing an emergency, please call 911. If it is not an emergency but you are in need and we are unavailable to assist you at that immediate time, please contact one of the following hotlines:

- *Child Abuse and Neglect Hotline: (800) 842-2288*
- *Hotline for suicide prevention, domestic violence shelter referral and other services: (860) 571-7500*
- *Connecticut Sexual Assault Crisis Services: (888) 999-5545*

13. What is the perception, attitude and tone that the user will feel most comfortable with and why?

If a user is searching for a therapist, it is likely it is either their first time trying therapy or that they had a negative first experience. Taking this into account, the user would feel most comfortable with a tone that is both reassuring and caring tone while maintaining a professional vibe that demonstrates The Family Therapy Center is very knowledgeable in their field. When considering that an individual's emotional well-being is a serious issue to take on, a user will be looking for someone who can find a healthy balance of knowing what they are doing while also creating a safe, warm, and inviting space.

14. What perception, attitude and tone does the client want to convey to the user and why?

The Family Therapy Center wants to, above all, portray a professional and caring attitude and tone. It is important to convey that they are good listeners who and will make their patients needs a priority. With clients who will be putting their personal lives in The Family Therapy Center's hands, it is crucial for them to create a trusting relationship with potential clients from the very first impression, which is often likely to be through their website.