

Writing Your Bio

Your Inpathy profile page will require a short “about” paragraph that tells consumers a bit about you are, where you’re coming from professionally and what they can expect from you as a provider.

Typically, we recommend that this text, whether it’s one paragraph or several, include at least one sentence pertaining to the following:

1. The kind of service you offer (psychotherapy, counseling, medication management, etc.)
2. Your years/experience in practice
3. A reference to your mission or what clients can expect from working with you

Example of an ‘About Me’ Section

Mary Francis, MD is a board certified child and adolescent psychiatrist practicing from her office in Chicago, IL as well as online via Inpathy. Her primary focuses are providing honest communication with her patients and quality resources for parents and caregivers.

Dr. Francis graduated from Johns Hopkins University Medical School in 1995 and gained more than 10 years of clinical experience before opening her private practice in Chicago in 2006. Since then she has enjoyed the many benefits of running a pediatric psychiatric practice, especially watching her patients grow emotionally over time.

As a leader in her field dedicated to increasing access to behavioral health care, Dr. Francis has given several grand round presentations on the importance of widespread adoption of telemedicine. Dr. Francis shares her pediatric expertise as well as her own parenting experience on www.InSightBulletin.com as a regular contributor to the Expert’s Circle.

Writing Your Own ‘About Me’

Keep your descriptions of services and yourself broad enough to be used in the majority of online spaces and adapt as needed for more nuanced content. The easiest way to develop a consistent use of this information is to create a word document with your complete ‘About Me’ as well as any more in-depth descriptions of your professional experience you think you may need. This document will function as your single source of truth for your branding identity. You can use this content to fill out the ‘about’ sections of any online profiling platform (LinkedIn, Google+, Facebook, Psychology Today, etc.) as well as for ‘about the author’ sections of publications or presentations you may do.

Your ‘About Me’ can cover most or all of the following things:

1. Your full name and academic credentials (ex: Dr. Lewis Stephens, PhD, Lana Fulman, LPC)
2. Your experience and expertise
3. Your specialties and service capabilities
4. Awards/recognition
5. Objective or mission as a behavioral health care provider