

Sara Schwartz
Owner, Operator, Clinical Therapist
Sara E. Teller Industries LLC, Home of 3Cs Counseling Center
Novi, MI
<https://tinyurl.com/45zsbnte>

A seasoned clinical therapist with years of expertise in counseling, business operations, content creation and more, Sara Schwartz excels as the owner and operator of Sara E. Teller Industries LLC, which serves as an umbrella company overseeing many of her other endeavors, as well as two real estate ventures. In addition to serving as a licensed professional counselor and owner of 3Cs Counseling Center, through which she caters to patients over the age of 6, she offers self-paced, pre-recorded licensure exam study materials through her organization CounselingExamPrep.org. Similarly, Ms. Schwartz owns and provides clinical supervision and mentorship services through the Michigan Counselor Training Institute, and due to her vast knowledge, she is a mental health and substance use disorder expert witness for court cases.

Over the years, Ms. Schwartz honed her expertise through MiSide, Team Wellness Center, and Sollars and Associates Integrative Counseling and Psychological Services. In addition to her foundation in counseling, she has held several entertainment and media arts roles with Nine9 The UnAgency, Cengage Group, Publications International, Sylvan Learning Center, FAITH Magazine, Michigan State University Press and The Romeo Observer, among others.

A leader in her field, Ms. Schwartz holds a BA in General Management from Michigan State University's Honors College, an MBA from Wayne State University, and a Master of Clinical Mental Health Counseling degree from Antioch University. She is a certified social media strategist, children's book writer, digital content coder and a Certified Advanced Alcohol and Drug Counselor (CAADC).

In conjunction with her work, Ms. Schwartz has contributed to her community through Ascension Hospital, where she provided spiritual services, Turning Point, Michigan State University's Teaching Assistant Tutoring Program, and the university's Resource Center for Persons with Disabilities. While her career has been filled with highlights, Ms. Schwartz takes the most pride in offering affordable and accessible mental health services amid the ongoing mental health crisis.

Ms. Schwartz attributes her success to her mother's unwavering support and passion for health care and her father's invaluable wisdom and entrepreneurial spirit, which has consistently inspired her. Looking ahead, she intends to expand her counseling business, transforming it into a thriving, multi-clinician practice serving clients throughout the state. She also intends to pursue a professorship and attain two more advanced degrees in intellectual property law and neuroscience.

Q: How have you navigated disruptions in your industry to remain a top professional?

A: Disruption is a natural part of life – I was always told to expect the unexpected. Growing up in an entrepreneurial family has been helpful for me. It wasn't the typical 9 to 5 – being successful meant being available, even for unforeseen issues. I've also had a lot of disruptions in my life, both personally and professionally, as many people do. You learn to roll with the punches, remain adaptable, and grow through the experience. Everything happens for a reason.

Q: What are two key behaviors/personality traits that allow you to be effective in your role?

A: My work ethic makes me effective. I know we're not always going to be motivated, so we have to always be disciplined. There are times when I just want to crawl back into my bed and sleep, but I don't – I get up

and try to keep the ball rolling. It's also important to be real with people, live with integrity, and be kind always. Every person has a story – let's make sure it has a good ending.

Q: What is the most important issue/challenge you are dealing with in your industry?

A: We're in the middle of a global mental health crisis, largely caused by the COVID-19 pandemic. At the same time, restrictions have relaxed, and the world has opened up again. Because telehealth took off during lockdowns, many clinicians transitioned to this model and are now either hesitant to go back to the office, or they have limited in-person availability. Right now, the challenge is that demand far outweighs supply, and for those who want in-person care, it's been difficult to find.

Q: How do you feel your industry has changed/evolved?

A: It's evolved quite a bit over the past few years due to COVID and the widespread availability of virtual care. While this has made in-person services somewhat harder to find, there are also many positive aspects. Telehealth opens up accessibility in a number of ways. For example, we're now better equipped to reach people who may be temporarily traveling, have transportation or childcare difficulties, and those in rural or otherwise remote areas.

Q: What excites you the most about your industry?

A: What excites me the most about the industry is that seeking mental health care continues to be destigmatized, and there's a huge potential for growth. With technology, we can continue to reimagine service delivery, improving accessibility and helping as many people as possible. We just need to find tangible ways to align supply with this ever-growing demand. Keeping up with the changing landscape is key.