
Built to Care

How ROWI Teen & Parent Wellness Centers Keeps Clinical Excellence at the Center With One Connected Platform

ROWI Teen & Parent Wellness Centers serves one of the most demanding populations in behavioral health: children and adolescents in acute mental health crises, treated in the community rather than behind closed institutional doors. Their clinical excellence is deliberate, grounded in the systems, the standards, and the technology partners that keep the mission in the room with every patient.

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CLIENT

ROWI Teen & Parent Wellness Centers

HEADQUARTERS

Thousand Oaks, California

LOCATIONS

36 across Southern and Central California

PROGRAMS

PHP (ROWI RESET) and IOP (ROWI GROWTH) for children ages 8–17

KIPU PRODUCTS

Kipu Platform

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The Organization

ROWI Teen & Parent Wellness Centers was built on a conviction that changed the way its founders thought about adolescent mental health.

ROWI was founded in 2017 by psychologist Dr. Candice Feinberg and her husband, Greg Feinberg, after they recognized a gap in adolescent mental health care. Families often faced two options: weekly outpatient therapy or residential treatment. For many young people in crisis, neither provided the right level of support. ROWI was designed to address that middle ground, delivering intensive, evidence-based, community-embedded care that allows children and adolescents to remain connected to their families, schools, and communities.

Programs run Monday through Friday in PHP and IOP tracks for children ages 8–12 and teens 12–17. The clinical model extends beyond traditional individual and group therapy. Programs include art and music therapy, movement, nutrition, improv, and UCLA's PEERS® social-skills curriculum, for which ROWI is the largest provider of the UCLA PEERS program outside of UCLA itself. Parents and caregivers are active participants through family sessions, support groups, and ongoing alumni engagement.

ROWI is clinician-owned and was built by practitioners rather than administrators. That distinction shapes every decision the organization makes, and every technology partnership it enters. Clinical excellence is ROWI's mission, and it extends beyond the clinical team. Admissions, marketing, operations: Every department works in its service.

“Clinical excellence is our lead value, and everything else feeds into that. Kipu is a big part of that for us.”

— Ryan Dawson, Director of Marketing, ROWI

The Challenge: Protecting Clinical Excellence

ROWI's commitment to clinical excellence was never the problem. The challenge was protecting clinicians' time and maintaining the same standard of care as the organization expanded.

Documentation requirements increased. Regulations became more complex. Policies were harder to maintain and see in action across locations. Manual charting, auditing, and follow-up created inconsistency and pulled attention away from patients and families.

"The biggest threat to our value of clinical excellence wasn't a lack of staff or clinical expertise. It was the operational burden — the documentation burden."

— Viviana Kurtz, LMFT, Director of Performance Improvement

ROWI serves children and adolescents in acute crisis, including those facing suicidal ideation, severe anxiety, and significant functional impairment. At this level of care, a clinician's full attention matters. When therapists are pulled from the patient in front of them to manage documentation and compliance, something important can get lost.

"When we're doing suicide assessments and safety protocol, it can feel so robotic at times. We get so bombarded with the safety protocols and documentation that we forget we have a really vulnerable person in front of us who has opened up. The clinical piece and the underlying question of why you are feeling this way gets crowded out. An EMR that's easy to use limits that barrier and lets us really be there."

— Viviana Kurtz, LMFT, Director of Performance Improvement



ROWI had outgrown a platform that wasn't built for its clinical complexity. Compliance required outside support and workarounds, creating friction for both operations and care teams.

They needed a system that could embed their specific documentation and compliance requirements into everyday workflows — making the right processes easier to follow without adding more burden or turning care into a checklist.

"We needed one source of truth that could run seamlessly in the background, so our staff could spend less time managing the system and more time focused on the work in front of them."

— ROWI Clinical Leadership

Why Kipu

ROWI moved from a simpler EMR to Kipu as its needs became more complex. The transition required careful change management, but Kipu gave the organization capabilities that better matched its growth, particularly stronger visibility into metrics and outcomes.

Kipu EMR had already become a trusted part of ROWI's clinical workflow. So when the team evaluated its broader technology needs, replacing a system clinicians valued didn't make sense. Rather than replacing an EMR clinicians already loved, ROWI expanded around it with Kipu Compliance and Kipu CRM.

"The staff loves Kipu. They really appreciate the EMR side so much that [moving away] didn't make sense."

— Ryan Dawson, Director of Marketing, ROWI



The goal was simple: Reduce the friction of disconnected systems and keep more of the operational work running in the background, so staff could stay focused on patients.

The decision was about more than keeping a familiar system. A connected Kipu platform meant that clinical documentation, AI-assisted workflows, compliance processes, and outcome measurement could reinforce the same standard of care, fully visible across every location.

The Solution: A Platform and Partner That Works Behind the Scenes

ROWI expanded across Kipu's full platform with one goal: Reduce the operational burden around care so staff could stay focused on patients and families.

It started with the EMR. ROWI evaluated its existing processes, then standardized chart templates and built consistent workflows around how its teams actually deliver care across their locations.

"When you have processes that staff can actually follow — and that are clear and concise — the goal isn't just efficiency. It's reducing the administrative burden so clinicians can refocus on clients and families."

— Viviana Kurtz, LMFT, Director of Performance Improvement

Kipu helped extend that consistency across the broader platform. The Kipu team maintains a ROWI-specific playbook of forms, workflows, and system preferences that reflects how ROWI operates across its locations. Because that foundation is in place, every location runs on a shared framework from day one, and staff aren't learning a generic platform. They're working in a system built around ROWI's specific model of care.

That same approach extended to compliance. With Kipu Compliance, ROWI brought policies, annual evaluations, audits, regulatory requirements, and compliance metrics into one central hub. Instead of managing compliance through an outside consultant and manual follow-up, teams could see what was expected, how it connected to their work, and where attention was needed.

"Having our policies and procedures in Kipu Compliance — not just sitting and collecting dust — is a real difference. We can actually see the metrics for our compliance efforts, and the team can view our policies and procedures, how we put them into place, and why."

— ROWI Clinical Leadership



ROWI and Kipu also worked together to make sure policy reflected real operations. They achieved this by adjusting workflows or policies when necessary rather than forcing one to fit the other.

“One thing ROWI does exceptionally well is turn compliance into something that works in practice. We partnered closely with their compliance team to make sure the system and their policies aligned, sometimes adjusting the workflow and sometimes adjusting the policy. Because ROWI serves such a high-risk population, getting those details right really mattered.”

— Christina Rosenberg, Kipu Compliance Team

Together, those pieces created a more consistent operating foundation across ROWI: standardized clinical workflows, a repeatable playbook for each location, and compliance built into everyday operations. The infrastructure stays in the background, while clinicians stay focused on the work in front of them.

The Results: Outcomes That Reflect the Mission

Once ROWI aligned its workflows, policies, and technology around the same clinical standard, teams experienced:

- Greater consistency across locations
- Clearer expectations and more actionable workflows
- More consistent clinical documentation
- Less documentation burden and avoidable rework
- Greater confidence across clinical and operational teams
- More time and attention for patients and families

“We saw greater consistency, clearer expectations, better visibility, and a lot less manual follow-up with Kipu. With that clarity came more confidence across our teams — and more time for clinicians to focus on clients and families.”

— ROWI Clinical Leadership

When compliance and documentation work the way they’re supposed to, the results also show up in the work that matters most. ROWI measures that work closely through validated outcome tools including the PHQ-9, GAD-7, Mood and Feelings Questionnaire, SCARED, and Pediatric Symptom Checklist, calibrated by patient age and program level.

Clinical Outcome Highlights

85%

Reduction in suicidal ideation
(as measured by PHQ-9)

70%

Reduction in functional
impairment

From Parent Satisfaction Surveys

96%

Would highly recommend
ROWI to a friend or family
member

98%

Reported satisfaction with
the care received at ROWI

96%

Reported a good or excellent
overall impression of ROWI

88%

Of families report stronger
relationships with their child

85%

Saw a marked improvement
in self-esteem

These outcomes are the product of a clinical model that works, and a platform infrastructure that gets out of its way. When every therapist in every facility knows exactly what's expected of them, can find what they need without hunting for it, and can return their attention to the person sitting across from them, the work changes.

That shift is measurable. It shows up in PHQ-9 trends, in family satisfaction surveys, in the relationships that parents report having rebuilt with their children through the process. And it shows up in the compliance record itself.

"Because the system supports the way our clinicians actually work, they can spend less time thinking about process and more time focused on the child and family in front of them. That's ultimately what matters."

— ROWI Clinical Leadership

What a Real Partnership Looks Like

The behavioral health landscape is in constant motion. Regulatory requirements shift, reimbursement structures change, and clinical standards evolve in ways that demand organizational flexibility. For ROWI, running 34 facilities, that flexibility has to be built into the infrastructure.

“The partnership that we have with Kipu has been good. You guys have allowed us to evolve and change as the industry does, and it’s not something we have to worry about. We have so many things that are important and that we have to put a lot of attention into. It’s nice to know that our partnership with our EMR is something we never have to worry about.”

— Ryan Dawson, Director of Marketing, ROWI

Kipu’s adaptability shows up in concrete ways. ROWI operates outside a standard California outpatient licensing structure, with documentation requirements built for children and adolescents that differ from typical outpatient workflows. Kipu didn’t force ROWI to conform to a template, instead configuring the platform around how ROWI actually delivers care.

The relationship runs in both directions. ROWI’s particular operational demands have made the partnership more capable over time, and that depth is what allows both parties to keep pace with what the work requires.

“We ask for certain things that can be a challenge. But to know that we have a partner that says, “you’re asking because it’s going to make providing for families easier and better in the communities you serve” — and Kipu is along with us — that’s everything for us.”

— Ryan Dawson, Director of Marketing, ROWI



What's Ahead: Changing a Generation

ROWI has spent nine years building something the behavioral health field doesn't have enough of: a clinical model for children and adolescents that is warm, professional, and consistent, and that treats families as participants, not bystanders.

Dr. Feinberg's goal is to change a generation's relationship with mental health, to see it as a strength rather than a weakness. The rebranding of PHP as the ROWI Reset program is one expression of that. The partnership with the LA Kings on the Win Within Mental Fitness Program, which uses sports psychology methodologies to open a door for families who might otherwise hesitate, is another. Every piece of the model is designed to reduce the distance between a family in crisis and the help they need.

"We can't do any of this without great technology. It allows us to really chase this mission without worrying about the tech every day."

— Ryan Dawson, Director of Marketing, ROWI

That mission scales when the systems underneath it are solid enough to carry the weight. For ROWI, Kipu is that foundation: solid enough to carry the work, and quiet enough to stay out of its way.



Ready to put clinical excellence first?

See how Kipu can support your mission.
Schedule a personalized consultation today.

SCHEDULE NOW ►

About the author

Travis Moon, Editor-In-Chief, leads thought leadership and content strategy at Kipu Health, the technology partner for behavioral health and addiction service providers. He works closely with operators across the country on the questions of how to scale durably, what good capital looks like, and how technology should support care without distracting from it.



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