Company	Colorado Speech & Language	Purple Mountain Speech Clinic	Oak Tree Speech and Language	Denver Speech & Language
Mission statement	We believe in the transformative power of communication to build bridges to brighter futures.	Purple Mountain Speech Clinic is a mobile and telehealth speech therapy company that serves those in Colorado & North Carolina who have had or have strokes, dementia, and Parkinson's Disease.	You come to us as a whole and unique individual. We see you and celebrate what makes you the you that you are. It is our honor to partner with you while navigating the complexities of communication. We are glad to be able to support you in finding more ease and confidence on your journey!	Denver Speech and Language is a private practice dedicated to providing exceptional care for people of all ages. We believe everyone should be given the tools and support necessary to be successful communicators. Prevention, diagnosis and early intervention are key to ensuring full and productive lives in social, academic, and professional environments.
Target market	Adults & children with with unique and/or complex communication needs	Adults only	Adults & children with a variety of communication needs	Adults & children with a variety of communication needs
Strengths	• Specialize in AAC • Therapists are very qualified in AAC therapy • Provides in-home therapy • AAC resources/trainings available on website • 7 clinicians available • Provides resources for practice at home	• Provides a free, 30-min consultation • Specializes in adult communication disorders • Website is easy to navigate • Has blogs about various adult communication disorders	• Provide a wide range of services • Book appointment/CTA is visible • Can book online and it's simple • Provide resources on various communication needs, including warning signs and typical development • Offer free consultations • Provide insurance info	• Provide in-office therapy • Contact info and locations (2) are easy to find • Are providers for many insurance companies • Provide animal assisted therapy • Have 4 clinicians who are all highly qualified • Website is easy to navigate • Provides resources for follow-up therapy at home • Have testimonials on site • Provide "Typical Development" & "warning signs" information for parents to help them decide if their child might need therapy • Have social media affiliates
Weaknesses	• Website is difficult to navigate • Don't provide all speech/ language services- language, stuttering, etc. • Resources are confusing- don't know if they are for parents or other SLP's • Contact info is difficult to find • Insurance info is not available except that they don't take Medicaid • No testimonials • No pictures of clinicians	• Teletherapy services only • Only 1 clinician (owner) • Don't provide all speech/ language services (adults only) • No resources for follow-up therapy at home • No testimonials	• Teletherapy services only • Once you click on "book appointment," it's confusing on how to get off the page if you change your mind • Have only 2 clinicians • Providers for Medicaid only- have to email or call for out-of-pocket pricing • No testimonials • No social media affiliates	• They do not take Medicaid (could be positive or negative impact on business) • No online scheduling- can email or call

Features	Colorado Speech & Language	Purple Mountain Speech Clinic	Oak Tree Speech and Language	Denver Speech & Language
Free consultation	✗	✓	✓	✗
Home therapy resources	✓	✗	✓	✓
Testimonials	✗	✗	✗	✓
Insurance provider info	✗	✗	✓	✓
Online scheduling	✗	✗	✓	✗
Social media affiliates	✗	✗	✗	✓
Pictures of clinicians	✗	✓	✓	✓
In-home services	✓	✗	✗	✗
In-office services	✗	✗	✗	✓
Teletherapy services	✗	✓	✓	✗
Info. on warning signs for speech/ language development	✗	✗	✓	✓
Advertise they provide progress reports	✗	✗	✗	✗
Specializes in AAC	✓	✗	✗	✗