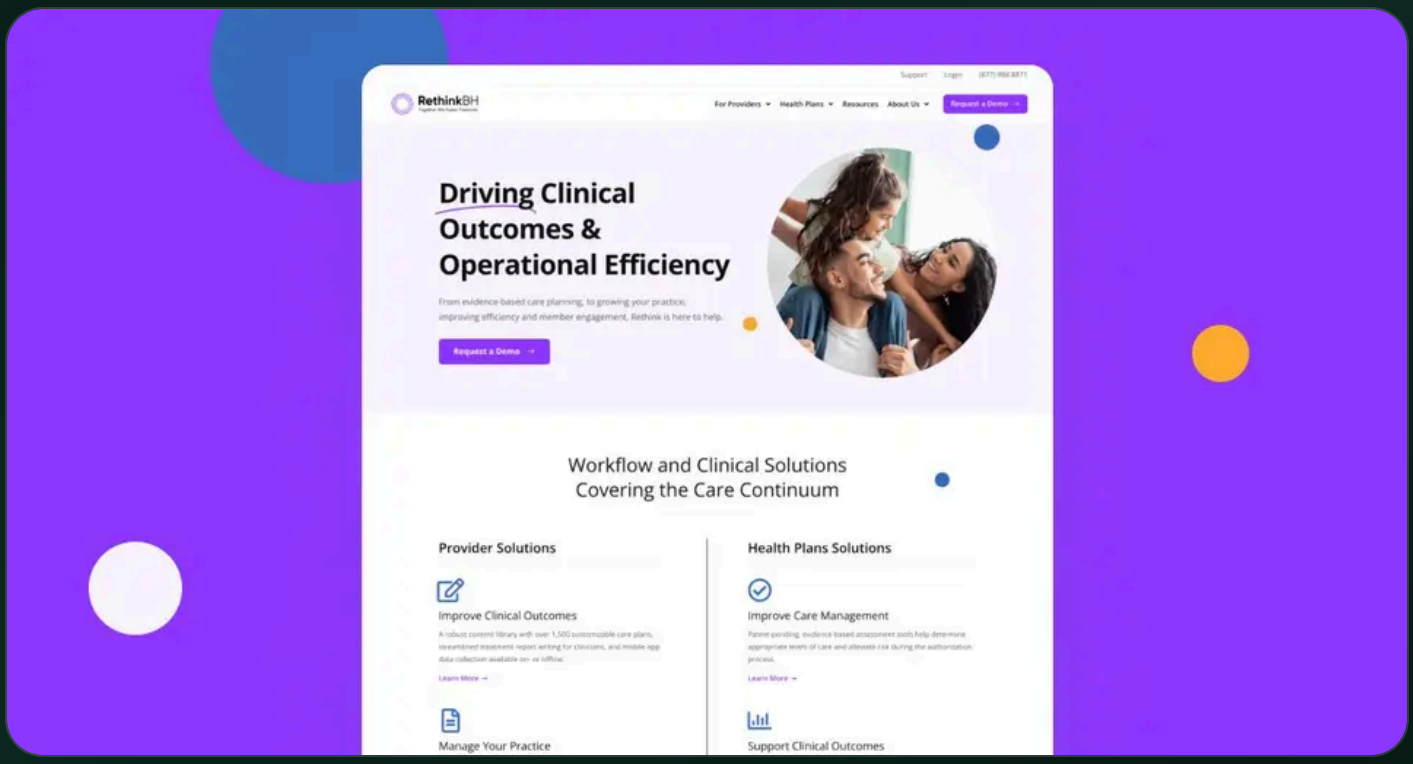
ToolGPA

NOVEMBER 2026

RethinkBH

The Insider's Guide

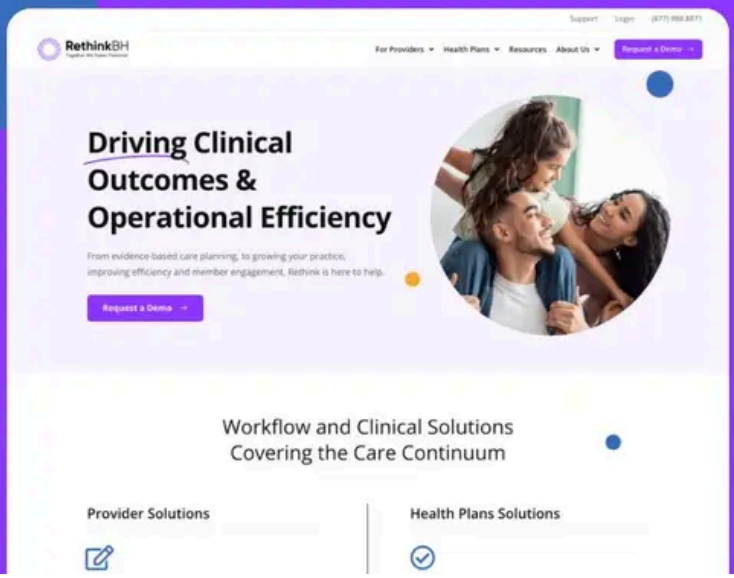
ABA practice management with data collection, scheduling and billing



Every plan, grade, refund rule and rival among therapy and clinic software, read from RethinkBH's own pages.

Made by RethinkFirst · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from RethinkBH's own pages, its app-store listings and our grades. Every fact in it is on RethinkBH's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 15 of the 60 other therapy and clinic software we grade

RethinkBH is practice management software for ABA therapy practices from RethinkFirst. It brings data collection, scheduling, billing, session notes, analytics and RBT training into one platform. Prices are not published and it is sold through demos.

To get you started, here are **7 things to know about RethinkBH**, taken from its own pages and our grades.

> **No store rating on record, and a demo-sold ABA system needs set-up before it is useful.**
>
> From our grade for ease of use

1 **Best for ABA practices that want data collection and billing together**

RethinkBH puts data collection, scheduling, billing and session notes for ABA practices in one platform.

2 **It runs on 3 platforms**

Web, iOS and Android.

3 **Clinical data collection**

Collects session data online or offline, covering discrete trial, task analysis and other data types.

4 **Scheduling**

Individual, group and roster calendars with saved filters and staff capacity figures.

5 **Billing**

BillAI by Rethink ties claims to schedules and session data.

6 **A 1.8 GPA, above 15 of 60**

That is against the other therapy and clinic software we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace RethinkBH you would be making insurance claims sent to payers through a clearinghouse. That is not a weekend's work, with an AI app builder or without one.

RethinkBH at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY RethinkFirst	CATEGORY Therapy & Clinic Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for ABA practices that want data collection and billing together

RethinkBH puts data collection, scheduling, billing and session notes for ABA practices in one platform. Prices are not published, the AI note tool is described as an add-on, and the site sends you to a demo before you learn what any of it costs.

TOOLGPA REPORT CARD — **RethinkBH** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and the site routes to a demo request, so it sits in the middle for want of a figure.
Free plan and trial	F	No free plan and no trial on record, only a demo.
Features	C	Data collection, scheduling, billing, authorization tracking and RBT training, but Session Note AI is an add-on and parts of the line are new.
Ease of use	C	No store rating on record, and a demo-sold ABA system needs set-up before it is useful.
Platforms and integrations	B	Web plus iOS and Android, with no integrations listed.

Grade point average — Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who RethinkBH is for

- ✓ Fits if you run an ABA practice and want data, scheduling and billing in one place
- ✓ Works for teams that also want RBT training inside the same platform

Who it is not for

- ✗ Skip it if you want a price up front, as the site sends you to a demo
- ✗ Watch out: Session Note AI is described as an add-on, so it may cost extra
- ✗ Not for you if you need general therapy software, as this is built for ABA
- ✗ Watch out: the name has changed from Rethink Behavioral to RethinkBH and parts of the line are new
- ✗ Tight if you want to try before buying, as no trial is listed

Good to know

Good for

- ✓ ABA practices from start-up to enterprise that want clinical and admin work in one system
- ✓ Practices that want to add third-party tools through its marketplace

Worth knowing

- ⓘ No prices are published; the site routes visitors to a demo request.
- ⓘ Session Note AI is described as an add-on, so it may cost extra.
- ⓘ Parts of the product line are new, and the roster name Rethink Behavioral has become RethinkBH.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

RethinkBH's current pricing could not be confirmed from its own site.

> **No price is published and the site routes to a demo request, so it sits in the middle for want of a figure.**
>
> From our grade for value for money

We could not confirm RethinkBH's current prices from its own site, so this guide lists no plans. rethinkbehavioralhealth.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

ABA practice management with data collection, scheduling and billing. Here is what it does, as its own site describes it, and what it covers: AI features, reports, clinical notes, insurance billing.

"

Web plus iOS and Android, with no integrations listed.

From our grade for platforms and integrations

Clinical data collection

Collects session data online or offline, covering discrete trial, task analysis and other data types.

Scheduling

Individual, group and roster calendars with saved filters and staff capacity figures.

Billing

BillAI by Rethink ties claims to schedules and session data.

Session Note AI

Summarizes session data into notes; the home page labels it an add-on.

Authorization tracking

Authorization and payer-cap tracking tied to schedules and clinical data.

RBT training

On-demand training tied to BACB requirements.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

RethinkBH is made by RethinkFirst.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

15/60

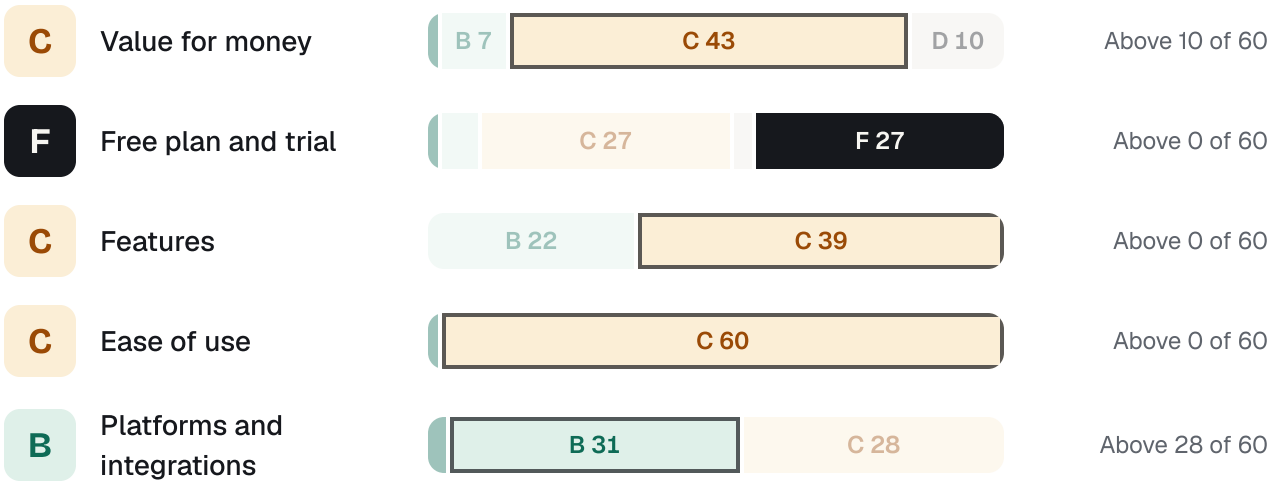
Other therapy and clinic software it is graded above

RethinkBH's GPA of 1.8 is higher than 15 of the 60 other therapy and clinic software we grade, and level with 11.

It stands best on platforms and integrations (B, above 28 of 60) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 61 therapy and clinic software we grade, cut by the letter each got. RethinkBH's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace RethinkBH you would be making insurance claims sent to payers through a clearinghouse. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 34 of the 60 other therapy and clinic software grade higher.

What you could make

- Clinical notes and reports: an app builder makes these well.

What you could not

- Insurance claims sent to payers through a clearinghouse.
- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. RethinkBH's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



CentralReach, AlohaABA, Qualifacts CareLogic and Welligent

The 4 tools RethinkBH is most often weighed against, with where each one differs from it.

1.8 GPA

CentralReach

Paid

ABA and autism care platform for practice management and billing.

- CentralReach also covers auto-scheduling.

RethinkBH and CentralReach compared in full

2.0 GPA

AlohaABA

Free trial · from $29.99/mo

ABA practice management with billing, scheduling and payroll.

- Only RethinkBH lists iOS and Android apps.
- RethinkBH also covers clinical notes.
- AlohaABA also covers payroll.

RethinkBH and AlohaABA compared in full



1.6
GPA

Qualifacts CareLogic

Paid

Configurable behavioral health EHR for agencies and CCBHCs.

- Only RethinkBH lists iOS and Android apps.
- Qualifacts CareLogic also covers telehealth and case management.

RethinkBH and Qualifacts CareLogic compared in full



1.8
GPA

Welligent

Paid

Cloud EHR for behavioral health and human services agencies.

- RethinkBH also covers reports.
- Welligent also covers telehealth and case management.

RethinkBH and Welligent compared in full

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is RethinkBH free?

No. RethinkBH is a paid product.

What platforms does RethinkBH work on?

RethinkBH is available on Web, iOS and Android.

Does RethinkBH have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. RethinkBH is listed for Web, iOS and Android.

Does RethinkBH have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. RethinkBH is listed for Web, iOS and Android.

Is RethinkBH open source?

RethinkBH is not described as open source on its own site, as read on Nov 13, 2026.

Who makes RethinkBH?

RethinkBH is made by RethinkFirst.

What are the alternatives to RethinkBH?

The closest alternatives to RethinkBH in our directory are CentralReach, AlohaABA, Qualifacts CareLogic and Welligent.

How does RethinkBH compare with other therapy and clinic software?

RethinkBH's GPA of 1.8 is higher than 15 of the 60 other therapy and clinic software we grade, and level with 11.

Could I make my own version of RethinkBH?

To replace RethinkBH you would be making insurance claims sent to payers through a clearinghouse.

Where this guide comes from

The prices, plans, platforms and features were read from RethinkBH's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from RethinkFirst's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by RethinkFirst. Prices change, so check rethinkbehavioralhealth.com before you buy.

rethinkbehavioralhealth.com/
rethinkfirst.com/solutions/

rethinkbehavioralhealth.com/our-solutions/market…

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

RethinkBH, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/rethink-behavioral

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "RethinkBH: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/rethink-behavioral
```

Know someone choosing between therapy and clinic software?

Send them this guide:
toolgpa.com/tools/rethink-behavioral/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded therapy and clinic software after RethinkBH, each with an Insider's Guide of its own.

Therapy & Clinic Software Insider's Guide

Every one of the 61 therapy and clinic software we grade, compared

Halaxy Insider's Guide

Free practice management software for health practitioners

3.0 GPA

SimplePractice Insider's Guide

Practice management and EHR for private-practice therapists

2.8 GPA

Upheal Insider's Guide

AI therapy notes, with an optional full practice EHR

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what RethinkBH's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. RethinkBH is a trademark of its owner, and this guide is not made, paid for or approved by RethinkFirst. Prices and plans change: check rethinkbehavioralhealth.com before you buy.