ABA Therapy

Launched in 2024, Steps' ABA program grew out of more than 40 years of providing in-home early support services to children and families across Whidbey Island.

The Need

- Whidbey Island has just two clinic-based ABA providers, both located in Oak Harbor, leaving families on South Whidbey without options for local in-person ABA therapy and support.
- Toddlers and young children experience better outcomes in home-based programs.
- Neither provider accepts Apple Health/Medicaid for ABA therapy, leaving virtually no options for families with state coverage.

Our Approach

- As a nonprofit provider, Steps offers in-home ABA throughout Whidbey and accepts Apple Health/Medicaid, TRICARE and private insurance.
- Parents learn alongside therapists so they can use the same strategies throughout the week.
- We are currently serving 17 families with approximately 100 hours of ABA therapy each week and have 9 more waiting for services.

Funding Gaps

- Unlike our birth-to-3 Early Intervention program, Steps does not receive public funding for ABA therapy or parent coaching.
- Apple Health/Medicaid reimburses ABA at approximately half the rate of private insurance and TRICARE, making it especially challenging to maintain access for Medicaid families.
- Insurance pays for direct therapy, but not for the many costs required to provide it, including travel, staff training, program management, care coordination and provider supervision.

ABA is a people-intensive service.

Our biggest expense is, and should be, the people delivering and supporting therapy.

Your Support

- Helps pay for provider time spent working one-on-one with children, coaching parents, coordinating care, completing ongoing training and supervision, and helping families navigate complex insurance systems.
- Helps us grow our team so more Whidbey children can access ABA therapy close to home.

Our goal is a financially sustainable ABA program with a balanced mix of insurance payers that allows us to continue serving families regardless of their address or insurance coverage.

Thank you for your support!