



# About ABA Options

A free directory built to help New Jersey families find quality ABA therapy providers — without the guesswork, the ads, or the sales pitch.

## Our mission

When a child is diagnosed with autism, families are handed an overwhelming amount of information and very little guidance on what to do next. Finding the right ABA therapy provider — one that accepts your insurance, serves your county, and truly fits your child — can feel impossible.

ABA Options exists to change that. We bring New Jersey's ABA providers together in one place, with the details that actually matter to parents: location, insurance accepted, therapy settings, and honest reviews from other families. Our goal is simple — to give you the clarity and confidence to make the best decision for your child.

## What we stand for



### Parent-first, always

ABA Options was built by an autism parent, for autism parents. Every feature exists to make one of the hardest decisions of your family's life a little bit easier.



### Always free for parents

The directory is, and always will be, free for families. We may offer limited sponsorship placements in the future, but they'll never get in the way of helping you find the right provider.



### Focused on New Jersey

Rather than spreading thin nationwide, we focus on doing one thing well: helping NJ families find quality ABA therapy close to home, county by county.



### Real parent reviews

Honest reviews from other families give you the kind of insight a marketing page never will — what a practice is actually like day to day.

## Who's behind ABA Options

ABA Options is a service of McKenna Autism Consulting, founded by Dr. Laura McKenna — a consultant, writer, professor, advocate, and parent who understands the journey from all sides.



### McKenna Autism Consulting

Dr. Laura McKenna, PhD

McKenna Autism Consulting helps families navigate the autism journey — from understanding a diagnosis to evaluating ABA providers, preparing for IEP meetings, and advocating effectively for your child. Dr. McKenna offers a **free 30-minute conversation** for families who want personalized guidance.

 [McKennaAutism.com](https://www.McKennaAutism.com)

## Ready to find providers near you?

Search the directory by zip code or county, read parent reviews, and find the right fit for your child.

[www.abaoptions.com](https://www.abaoptions.com)

Book a free 30-min conversation · [calendly.com/mckenna-autism/30min](https://calendly.com/mckenna-autism/30min)