

Improving Practice Delivery

Jeff Zimmerman, Ph.D.

The Practice Institute

JeffZimmermanPhD@ThePracticeInstitute.com

Expanding the Scope of Your Practice to Address the Needs of the Community

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Outline

- Incorporating your vision into niche development
- Using research to build a niche
- Niches and managed care
- Ethics and scope of practice (training and mentorship)
- Marketing a niche practice

Advantages of Specialty Areas (niches)

- Creates expertise
- Offers specialized services to the community
- Sets you apart
- Can be in or out of managed care
- Creates your ideal practice

“Ideal” can change over time



Related to:

- Your interests
- Your energy
- Your circumstances
- New technologies and opportunities

Your ideal practice is one that...

- Enables you to work with your favorite types of clients
- Matches your interests and goals
- Energizes you, not drains you
- Earns an income that you deem fair
- Fits with your lifestyle
- Helps you approach your work with enthusiasm and vitality; especially on difficult days

Using research to build a niche

- Clinical research
 - What has been done before
 - What works
- Community research
 - What is available
 - What are the current needs
 - What has not worked
- Outcomes
 - What is working
 - What changes need to be made

Incorporating your vision into niche development

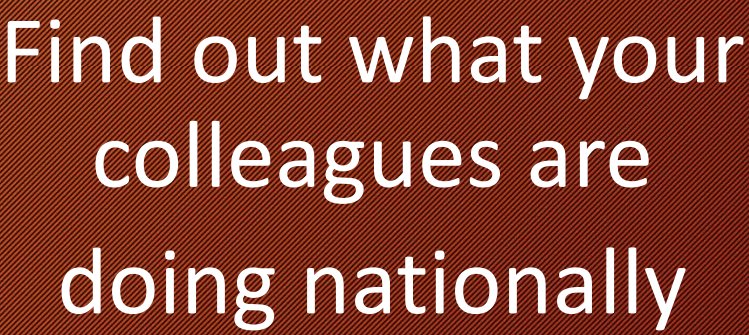
- Keeping program development aligned with your practice vision (the “why” and “how”)
 - Training
 - Program development
 - Program roll-out
 - Community awareness

Common Skill Sets

- Psychotherapy
- Assessment
- Consultation
- Writing
- Teaching
- Research
- Developing Products

Building on Your Skills

These skills *can* be transferred and generalized to other populations in and outside of the medical model and in innovative ways that help the public.



Niches and managed care

- Importance of assessing where the niche will reside
 - Access
 - Reimbursement ease
 - Fee structure
 - Administrative issues
- Types of programs in managed care
- Types of programs outside of managed care

Specialties Outside of Managed Care

- Walfish (2001) 180 strategies in 10 different practice areas.
- Le and Walfish (2007) 158 strategies in 9 different practice areas.
- Walfish (2011) 71 activities of social workers.

Scope of Practice – APA Ethical Principles

- **2.01 Boundaries of Competence**
 - (a) Psychologists provide services....with populations and in areas only within the boundaries of their competence, based on their education, training, supervised experience, consultation, study or professional experience.
 - (c) Psychologists planning to provide services....involving populations, areas, techniques or technologies new to them undertake relevant education, training, supervised experience, consultation or study.

Ethics and scope of practice (training and mentorship)

- Building expertise
- Pros and cons of taking a training program
- The importance of mentorship
- Finding mentors
- Paying for mentoring

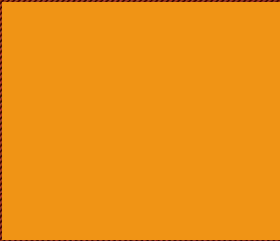
Marketing a niche practice

- Who do you target?
- How do you approach them?
- What attracts people to you and your program?
- What might deter referrals?
- Assessing what works

Brainstorming a specialty area

Discussion

Wrap-up



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