

SPONSORED TOPICAL WEBINAR

An Educational Resource for APA members
from Owl Practice.

Billing Breakthroughs: Strategies for Recession-Proof Practices

February 23, 2024

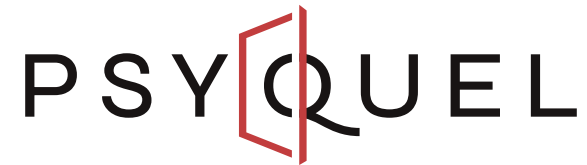
PAID FOR BY



owlpractice



THIS SPONSORED TOPICAL WEBINAR IS ALSO PAID FOR BY:



DISCLAIMERS

Dr. Vatsal Thakkar, one of our panelists, is the founder of Reimbursify, a strategic partner with Owl Practice. As such, Dr. Thakkar has both a financial and intellectual interest in the webinar content. The purpose of this presentation is to provide a balanced view of billing strategies for recession-proof practices.

The content was created by Owl Practice and does not reflect the views of APA or its editorial staff. Email advertising@apa.org to learn more.

ATTENDANCE

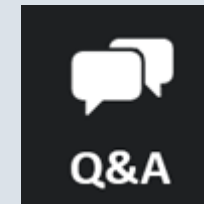
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

RECORDING

- A recording of this presentation will be emailed to everyone in 2 weeks' time.
- The recording will include the presentation slides.

HAVE A QUESTION?

- You are on mute. Communicate using the **Q&A box** in the webinar screen. Submit your questions for our speakers using the Q&A box.
- Presentation slides will be posted in the **chat box** of your webinar screen.





Megan Gunnell, LMSW

Founder, Thriving Well Institute

Moderator

megan@thrivingwellinstitute.com



Kym Tolson, LCSW, CSAC,

Founder, The Traveling Therapist,
Insurance Billing Expert

Panelist

info@kymtolson.com

PRESENTERS

Megan Gunnell, Moderator

Megan Gunnell, LMSW is a graduate of the University of Michigan SSW, Founder & Director of the Thriving Well Institute, psychotherapist, group practice owner, speaker, #1 bestselling author of “Thriving as a Therapist” and international retreat leader with over 25 years experience. She provides coaching, online courses, retreats and summits to therapists who want to learn how to build and scale their business. She’s the admin of the Thriving Therapists® FB group approaching 20,000 members. Megan received the Meta Community Accelerator Award for 2022-2023 for having one of the highest-engaged Facebook communities in all of North America. She has presented and facilitated workshops and retreats globally and nationwide. She loves to help others learn how to thrive at work and at home.

Kym Tolson, Panelist

Kym Tolson is a therapist turned digital nomad, who dedicated to transforming the world of therapy by helping other therapists build the practices of their dreams. Kym first discovered her calling in empowering insurance-based therapists. She established “Bill Like A Boss,” a thriving community where therapists elevate their practices by learning how to bill insurance on their own and supporting them as empowered and informed business owners. Kym’s forward-thinking approach led her to curate “The Traveling Therapist Membership,” a supportive community designed to help therapists embrace work and travel harmoniously, providing the support they need to live the life of their dreams. Kym has also embraced the potential of AI and integrated it into her business. This revolutionary approach inspired the creation of the “Clinical AI Club.” Through this platform, therapists explore the possibilities of AI in enhancing therapeutic practices in the digital era.



Vatsal Thakkar, MD

Cofounder, CIO, Reimbursify

Panelist

vatsal@reimbursify.com



Paula Kana'an, LMSW

Panelist

paularkanaan@gmail.com

PRESENTERS

Vatsal Thakkar, Panelist

Vatsal Thakkar, MD is a psychiatrist whose first memory is helping his dad sweep floors in a coin-operated laundromat that his family owned. Inheriting the entrepreneur gene, it came as no surprise that in 2007 he started his own direct pay (out-of-network) practice in the middle of New York City, where competition is fierce, with more doctors than anywhere else in the world. He also grew up a techie, so he grew his practice with a tech stack that he cobbled together before software startups focused on solo practitioners. While running this practice, he realized that there was a huge pain point for his customers that he was not addressing--the filing of their insurance claims after they paid in full for his services. Naively, he decided to step into the quagmire that is health insurance billing, but came out of it with a revolutionary idea—why can't patients file and manage their claims digitally to collect the reimbursements they are owed? The idea for a new business was born. He ultimately sold his thriving New York City practice and with his cofounder William Brown, launched Reimbursify.

Paula Kana'an, Panelist

Paula Kana'an is a Licensed Master of Social Work therapist, specializing in anxiety, depression, trauma, pregnancy, prenatal, and postpartum. She and her husband, Tim Kana'an, own and operate Kanaan Therapy and Behavioral Health Services located in Paw Paw, Michigan.



Derek Lee, MRC, CRC, LPCC-S, DBTC

CEO of Perrysburg Counseling Services

Panelist

derek@perrysburgcounseling.com

PRESENTERS

Derek Lee, Panelist

Derek Lee is the founder of The Hope Institute and Perrysburg Counseling Services, where he serves as CEO and sees clients on a limited basis. Derek is also faculty at Texas Tech University Health Sciences Center in the Clinical Mental Health Counseling program and is heavily involved in research. Perrysburg Counseling Services is a full-service mental health center specializing in DBT, CAMS, EMDR, and PCIT. It was this work and his focus on working with clients struggling with suicidality and self-injurious behaviors that led to the formation of The Hope Institute. THI is a facility that focuses on treatment for individuals struggling with serious thoughts of suicide in an outpatient setting. Derek also chairs the Insurance Advocacy Committee for the Ohio Counseling Association, serves as the NAMI Wood County Board Chair, and is a member of several professional organizations. Derek's graduate studies were conducted at BGSU (Masters) and Ohio State University (PhD).

FINAL THOUGHTS

- A recording will be emailed to you in 2 weeks. It will include the presentation slides.
- Take our survey immediately after the webinar has concluded.

THANK YOU!

PAID FOR BY

