

TOPICAL WEBINAR FOR APA MEMBERS

An Educational Resource from Owl Practice.

Power to the Private Practice: Finding Your Best Path to Private Practice

December 5, 2024

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DISCLAIMERS

Sarah Murray is an Owl Practice customer. The purpose of this presentation is to provide guidance on establishing a private practice.

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ATTENDANCE

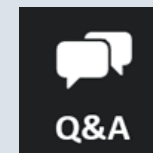
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

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.



PRESENTERS



Megan Cornish, LCSW



Candice Thompson, LMFT

Megan Cornish is a licensed clinical social worker and founder of Fit Check who specializes in combining strategic communication and marketing skills with no-concession clinical messaging precision. She works with companies in the mental health space who want to do well by therapists (not just investors) and believes in a strong mental health ecosystem where everyone thrives.

Candice Thompson is a licensed marriage and family therapist in California and Oregon. She considers herself a well-rounded generalist, with 20 years of experience in the field of mental health, 15 as a practicing psychotherapist and 11 in private practice. She works with young adults and older. Candice is a mental health speaker for organizations in Silicon Valley as well as a board member, a supervisor, an adjunct faculty lecturer, and a podcast host. She is vocal on LinkedIn about adequate pay for therapists and career sustainability.

PRESENTERS



Macy Dimler, MS, LCPC



Sarah Murray, LCSW

Macy Dimler, a licensed clinical professional counselor, is new to private practice, a shift she made within the last year to have more freedom and control over her schedule and caseload. Her practice, Westwood Counseling, provides telehealth services for residents of Idaho and Washington. Offering a variety of approaches and techniques to therapy, Macy's overarching goal is to provide people with an accessible space in which to grow and a down-to-earth, relational approach from their therapist. While her primary expertise is with young adults diagnosed with ADHD and autism, she aims to reach a wide range of clientele with varying challenges. She is always looking at ways she can grow and expand. If she expects her clients to grow and expand, so will she.

Sarah Murray is the sole owner and leader at Heart Wild Therapy, a small group practice based in the Denver area specializing in trauma work, EMDR, and ketamine therapy. She has covered a lot of ground in the mental health field, including work in school counseling; hospital, long-term care, and residential settings; and with graduate school faculty. She identifies as an entrepreneur, a psychedelic therapist, and a retreat leader. Her passions lie in social justice, health equity, and efficient systems. She loves the sunshine, ocean, and coziness and is thrilled to share in the abundance of knowledge among colleagues.

PRESENTERS



Denise Sandole, PsyD

Denise Sandole is a licensed clinical psychologist in private practice in New York, New Jersey, Pennsylvania, and Florida via telehealth. She has been dedicated to caring for trauma and loss survivors since she was a doctoral student, when she worked with genocidal rape survivors in Rwanda. For her research there she received APA's 2011 Award for Outstanding Dissertation in the Field of Trauma Psychology. Dr. Sandole has presented her trauma theory to audiences at the International Society for Traumatic Stress Studies, APA, New York City Hospital physicians, and the New Jersey Department of Education. Her research has also been published in international journals/articles and books and featured in various NGO reports. Dr. Sandole received her BA in psychology from the University of Pennsylvania and her doctorate degree in psychology from the Ferkauf Graduate School of Psychology, Yeshiva University.

Owl Practice Suite

As you embark on your path to private practice, Owl Practice Suite is here by your side.
Making the leap to start your own business can be daunting. But it doesn't have to be.

Need to build a caseload but don't know anything about marketing? We've got you covered.

Thousands of therapy-seekers visit our directory, Zencare, looking for psychologists every month. We'll set you up with professional photos, videos and a profile that connects you with the right clients for your services.

Not credentialed? Not a problem.

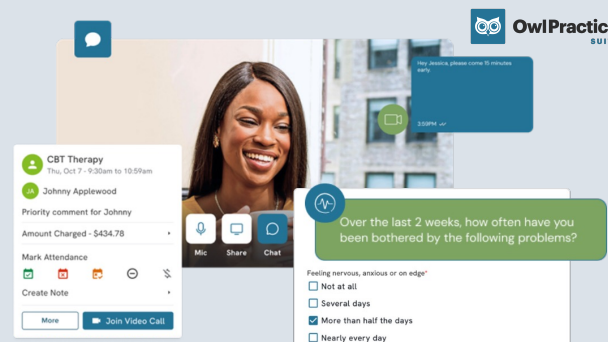
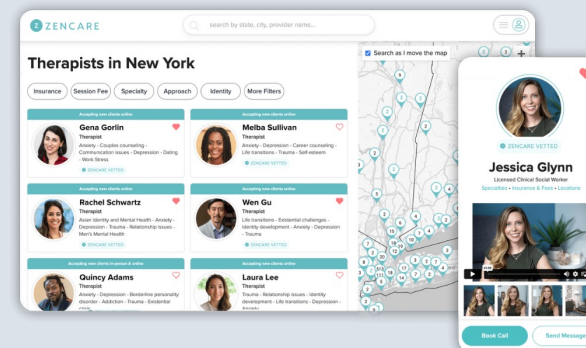
Insurance is time-consuming — with our Private Pay Booster, we help you attract clients that are willing to pay cash for your services and enable them to use their out-of-network benefits..

Worried about taking on the administrative workload? Rest easy.

With Owl Practice EHR, you can put your practice on autopilot. Manage bookings, prevent no-shows, conduct telehealth sessions, deliver measurement-based care, and handle all payments in one system..

To learn more about how Owl Practice Suite can get your new Private Practice off to a great start, visit www.owlpracticesuite.com.

ZENCARE



Hindsight is 20/20, and what you did in the past may not be what you would do today, especially as technology has changed and how world events like a global pandemic have impacted business.

- What are three things you wish you could tell yourself in the year before you started your private practice?

When deciding to go into private practice, there's a lot of fundamental business decisions you need to make, one of the most important ones is regarding whether you will or won't take insurance.

- Let's talk about insurance vs. private pay — how did you decide, and what tools or information helped you make that decision?

Deciding to take insurance, but also needing a certain volume of clients can be a lot to manage. Some people opt for joining platforms to connect directly with prospective clients who you're in-network with, and some may decide to be independent.

- How did you decide between using platforms like Alma and Headway vs. going completely independent? What are the trade-offs?

Many folks in this field are drawn to this field to be helpers, but at the end of the day you have to manage a practice, manage a business, make a living — this isn't typically covered in education. Here's a crash course, Mini MBA!

■ How do you...

- Pay taxes?
- Do market research?
- Brand yourself?
- Stay on top of bookkeeping?

You've decided to go into private practice or you've just launched yours — congrats! Where do you go from here? Who do you lean on for support? Where do you keep tabs on industry changes? How do you navigate challenges that arise with your private practice post-launch?

- How do you continue to stay informed and have a support network to help answer questions and navigate private practice after you are up and running?

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AUDIENCE Q&A

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.

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THANK YOU!

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