



# STARTING UP YOUR OWN PRACTICE

THE STUFF THEY DON'T TEACH YOU IN SCHOOL

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# STARTING UP YOUR OWN PRACTICE

## OBJECTIVES

- I. SPACE
- II. MARKETING
- III. BILLING / OFFICE LOGISTICS
- IV. CLIENTELE
- V. ETHICS
- VI. ETHICS
- VII. CLIENTELE
- VIII. BILLING / OFFICE LOGISTICS
- IX. MARKETING

# How do you feel about having your own practice?

Visi

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 Text **APACAP** to **22333** once to j

Act

Absolutely not

Sho

Yes please!

Loc

e interested, but  
nds complicated

Cle

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Act

I don't have an idea how I would  
about doing this

Show

Loc

I don't know if I can  
do that much therapy

Cle

I don't think I can make  
money doing this



# STARTING UP YOUR OWN PRACTICE

## THE SPACE

THE SPACE  
THE SPACE



# STARTING UP YOUR OWN PRACTICE

## THE SPACE: What are my options?

### THE SPACES:

Traditional office spaces vs. new options

Options to rent by the hour

Home offices

### CONSIDER THIS:

Leasing vs. buying

Is it the right building and locale for your practice?

Is it the right size for your practice?

Is the layout right for your practice?

Will you need a satellite office?

# What would you be willing to pay monthly for your office?

Visi



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900 /  
month

500 /  
month

000 /  
month



# STARTING UP YOUR OWN PRACTICE

## THE SPACE: How? How much? Where? What?

### THE LEASE:

What is- and isn't- in the lease?

What can I expect to pay?

Consider location

### BEYOND YOUR FOUR WALLS:

Will it be difficult for people to get to your office?

Is your office accessible for people with disabilities?

How safe is the area?

What is your office like during the hours you will be using it?

During which hours is the office building open?





# STARTING UP YOUR OWN PRACTICE

THE SPACE: It's all in the details...

## IT'S ALL IN THE DETAILS

What do the other tenants say?

How good is the sound proofing?

When and how is your office cleaned?

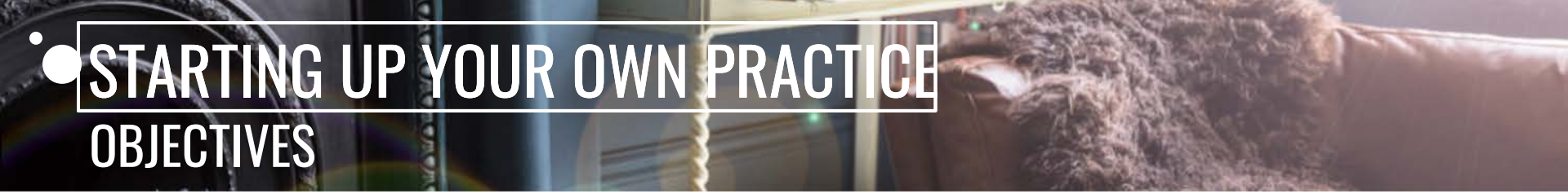
What sort of climate control is there for the building?

What kinds of ventilation are there in your office and waiting area?

Is there a smoking policy?

Is there enough storage space?

Where and how are the restrooms?



# STARTING UP YOUR OWN PRACTICE

## OBJECTIVES

MARKETING  
MARKETING

# What do you think is the most powerful way to market your practice?

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mouth / networking

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bsite / social media

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professional directors  
(Psychology Today)



# STARTING UP YOUR OWN PRACTICE

## MARKETING

### COMING OUT OF HIDING:

What are sources of marketing?

Digital vs. Traditional Marketing

Digital Marketing: Website, videos, social media

Psychology Today

### LESS THOUGHT OF SOURCES:

Who are the central resources most people go to?

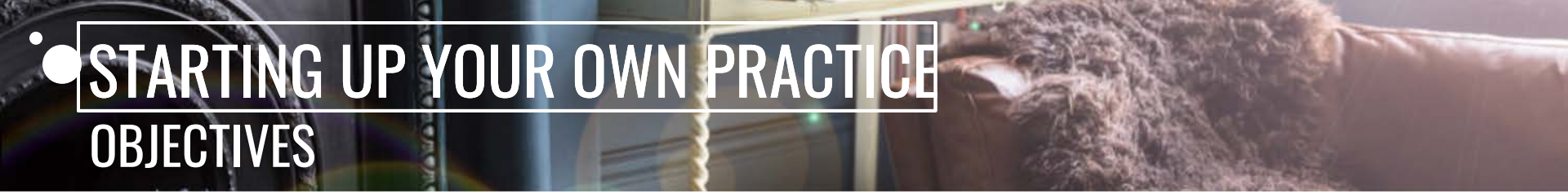
Pediatrics, dentists, physicians, concierge

### WHAT THEY DON'T THINK OF:

Patients are your best marketing tool!

Tracking referral sources and why this is important

Self Presentation: matching your client where they are.




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## OBJECTIVES

**BILLING & LOGISTICS**

BILLING & LOGISTICS



# STARTING UP YOUR OWN PRACTICE

## BILLING

Fee setting & sliding scale

Managed care : Should you go this route?

How do I get on insurance panels?

What do I have to do & how long does this take?

Cash patients: Are they sustainable?

Credit card processing

Pros and cons of an office assistant

Cancellation fee



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## BILLING & OFFICE LOGISTICS

### MANAGING YOUR FINANCES:

Billing: Doing it yourself vs. Outsourcing

### TYPES OF BUSINESSES:

S Corp

C Corp

DBA

LLC

### MALPRACTICE INSURANCE:

Claims Made versus Occurrence Based Policies



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## OFFICE LOGISTICS

Scheduling nuances: How to do it?

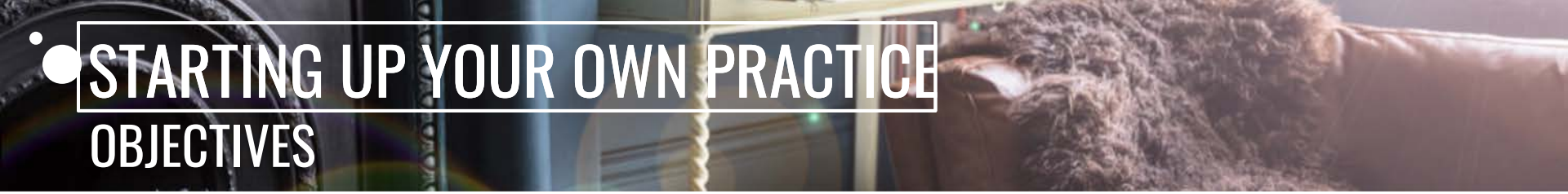
Online scheduling: Pros and cons

What size practice do you want?

Anticipating and controlling burnout:

1. Peer supervision
2. Giving back
3. Knowing limitations





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## OBJECTIVES

CLIENTELE  
SCIENZE



# STARTING UP YOUR OWN PRACTICE

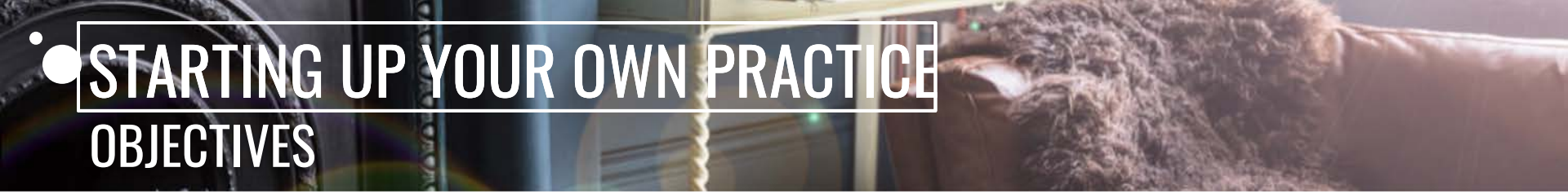
## CLIENTELE

Who do you want to work with and what does that mean for your practice?

Matching the client and why this matters

Working with families & the unexpected challenges

Boundary Setting (e.g., having answering services or additional lines to protect your boundaries)



# STARTING UP YOUR OWN PRACTICE

## OBJECTIVES

ETHICS

ETHICS

What do you think is the most common dilemma faced in private practice

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# STARTING UP YOUR OWN PRACTICE

## ETHICS

What are the most common ethical dilemmas faced in private practice?

How do I respond to these?

Unexpected / surprising circumstances and how to navigate these.

What if I make a mistake?

Consulting & Supervision

A warm, dimly lit living room. On the left, a dark fireplace mantel holds a vase of pink and white tulips. In the center, a wooden desk is cluttered with books and framed photos. To the right, a brown leather sofa is partially visible. The floor is made of light-colored wood. A semi-transparent dark rectangle with a white border is centered over the image, containing the text.

I'M SORRY, IT SEEMS  
OUR TIME IS UP FOR TODAY

ANY QUESTIONS?



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No responses received yet. They will appear here...