Developing a private practice Kimberly Morrow, L.C.S.W www.livingwellwithanxiety.com

Generalist vs. Specialist

- Getting your practice started.
- Advantages of specializing in CBT for anxiety and depression.
- Getting the word out:
 - Website
 - Contacting Physicians
 - Business cards
 - Free workshops

Solo or Group Practice

Solo Practice

- Am I comfortable being alone?
 - Safety/ supervision/on call
- Group Practice
 - Do I know the people I will be working with ?
 - Do I want to have employees work for me?
 - How will we share the costs?

Getting Reimbursed

Fee For Service

- What will you charge?
- Receipts for clients to get reimbursed.
- Out of network providers.
- Third Party Payers
 - Applying to insurance companies.
 - Letting them know you specialize in CBT for anxiety and depression
 - Web based programs to get reimbursed (office ally)

What to do with your time?

- Flexibility
- Part time vs. Full time
- How many clients do you need to pay your bills?
- Other possibilities:
 - Workshops
 - Supervision
 - Contracts with businesses (community MH clinics)
- Accessing support

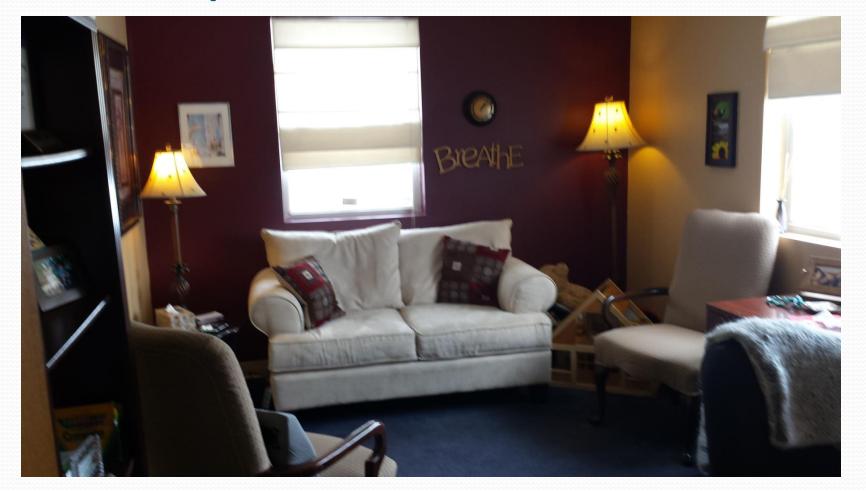
Finding a Good Location

- Bus line
- Easy Access
- Access to colleagues
- City vs. Suburb
- Home Practice (zoning laws?)
- Web page-easy directions to your office

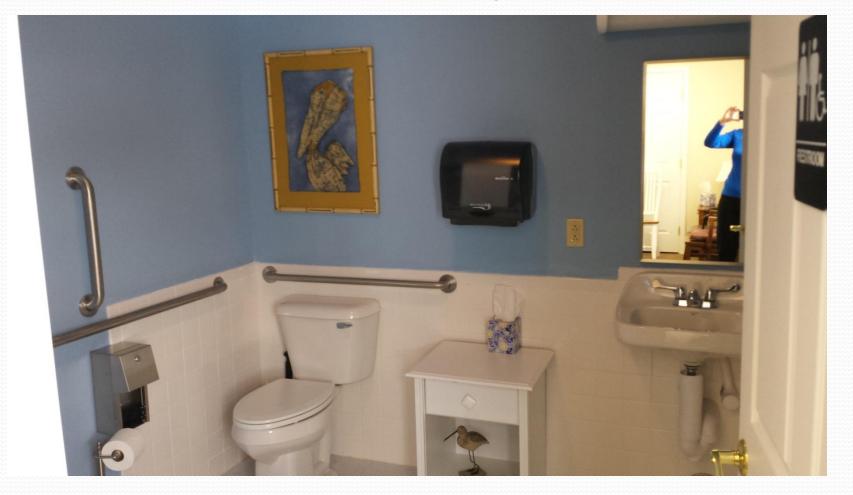
Your Office Space

- Private practice rooms (enough room if you are seeing families)
- Waiting room (light switch to let you know client has arrived) vs. room for secretary
- Bathrooms (separate one for clients)
- Access for disabled (bathroom, ramp, doorways)
- Group/meeting room (place for kids to go when meeting with parents)
- Separate Entrance?

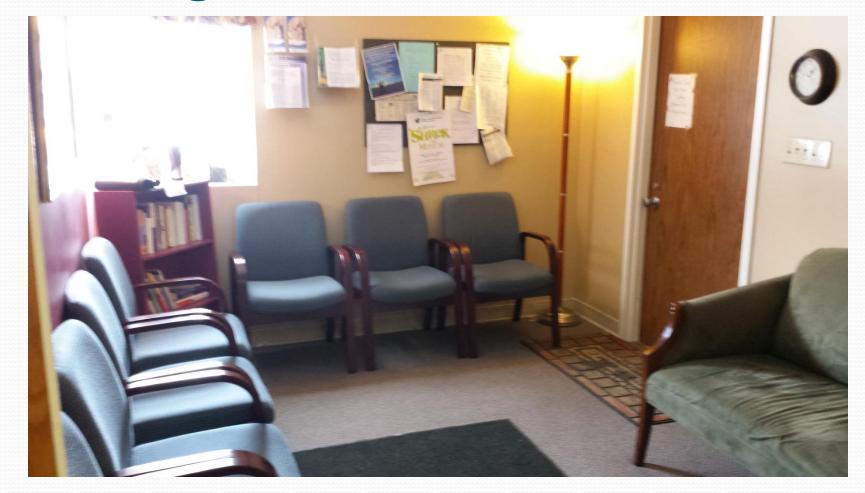
Office Space



Bathroom-handicap accessible



Waiting Room



Group/Supervision Room



Leases, sub-leases

- Leasing an office space will be your biggest expense.
- Usually supplied by land lord.
- Ask if you can sub-lease. A good way to cut expenses if you are not using your office 7 days and evenings a week.
- Hire a lawyer to review the lease before signing.

Leases

- Don't waste money going to the biggest/best office.
- Office space should be well managed.
- Ask how problems are taken care of (leaks, lights, lawn)
- Talk to other people who rent from this landlord.
- Get Renters Insurance and Liability Insurance.

Critical Lease Terms

- •The length of lease (also called the lease term), when it begins and whether there are renewal options
- Rent, including allowable increases (also called escalations) and how they will be computed
 Whether the rent you pay includes insurance, property taxes, and maintenance costs (called a gross lease); or whether you will be charged for these items separately (called a net lease)
 The security deposit and conditions for its return

Exactly what space you are renting (including common areas such as hallways, rest rooms, and elevators) and how the space is measured.
Whether there will be improvements, modifications (called build outs when new space is being finished to your specifications), or fixtures added to the space.

- Who will pay for them, and who will own them after the lease ends (generally, the landlord does)
- Specifications for signs, including where you may put them.
- Who will maintain and repair the premises, including the heating and air conditioning systems
- Whether the lease may be assigned or subleased to another tenant.

- •Whether there's an option to renew the lease or expand the space you are renting.
- •If and how the lease may be terminated, including notice requirements, and whether there are penalties for early termination.
- •Whether disputes must be mediated or arbitrated as an alternative to court.
- (http://www.nolo.com/legal-encyclopedia/commercial-lease-basics-29934.html)

Paper Work

- Informed Consent
- <u>http://www.kimberlyjoymorrow.com/</u>
 - Explains what you do
 - What the client can expect in a session with you
 - How to reach you in an emergency
 - Confidentiality
 - HIPPA/ release of information
 - Fees and Payment Policies
 - Cancellation Policy
 - Hours and Emergencies

Paper work

- Client contact information
- Insurance Information
- Financial obligation
- Releases of Information

Phone and Answering Services

- Virtual vs. Land Line
 - <u>www.ringcentral.com/lp/small-business-phone-</u> <u>service.html</u>
- Answering Service
- Utilizing Crisis Services for after hours