

Developing a private practice

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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

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- 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.

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- 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.

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- 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
- <http://www.kimberlyjoymorrow.com/>
 - 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
 - www.ringcentral.com/lp/small-business-phone-service.html
- Answering Service
- Utilizing Crisis Services for after hours