

Thriving Private Practice in the 21st Century: Enjoy a fee-for-service psychotherapy private practice outside managed care

One-Day Workshop - April 9, 2010 - Portland, OR

Workshop Sponsored by Oregon Psychological Association (OPA)

Presenter:

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Course description

This workshop will teach participants how to develop, market, and sustain a thriving fee-for-service private practice outside managed care. It will provide practical details of how to market and manage a successful private practice, as well as how to use modern technologies to serve and attract clients. Ways to intermittently work with current clients throughout their life cycles will be included.

The 21st century has presented psychotherapists in private practice with multiple challenges and an equal number of opportunities. On the one hand, the recent economic crisis has affected most current and potential clients. On the other hand, Internet technologies have opened new opportunities to expand therapists' services and marketing efforts.

More specifically, the workshop will cover issues, such as how to market a fee-for-service psychotherapy practice; listing of the hottest lucrative markets of the 21st century and how to reach these markets; record keeping and clinical forms, use of e-mail, phone, and texting in therapy, and the expanding new opportunity of telehealth or E-Therapy; Clients Googling therapists and Therapists Googling clients, therapists' Web presence, the debate about social networking with clients, modern clients as consumers, broadening one's approach beyond DSM, and working with clients and their families intermittently throughout their lives; confidentiality and electronic record keeping; HIPAA re-cap, ethical risk management, self-disclosure in the digital age, boundaries (touch, gifts, home visits, etc.), and the standard of care.

Educational Objectives:

Participants will be able to

- Summarize ways to develop and sustain fee-for-service private practices
- Apply different ways to market themselves in the 21st century
- Utilize the basic clinical forms
- List ways to prevent burnout.
- Negotiate modern day technologies as part of private practice
- Demonstrate how to deal with online transparency of modern day practitioners
- Relate how to ethically deal with boundaries in psychotherapy
- Summarize the essentials of being effective psychotherapists

Syllabus (Sequence and content may vary according to participants' requests)

Morning Session

- Seventeen characteristics of a successful therapist
- Personal vision
- Participants attitudes towards money and marketing
- Management 101
- Understanding managed care systems & educating clients about the benefits of private pay therapy
- Modern day clients as consumers
- Marketing: Identifying lucrative markets & Developing marketing plans to penetrate these markets
- How modern day technologies affect private practice
 - Online transparency & Clients Googling therapists and Therapists Googling clients & Social networking with clients
 - Use of e-mail, texting, video-conferencing & E-therapy (Telehealth)
 - Therapists' Web presence & E-Marketing

Afternoon Session

- Professional will
- Record keeping & treatment plans - the basics
- HIPAA: Re-cap
- Beyond DSM: Intermittent long term therapy with clients
- Preventing burnout
- Negotiating boundaries: Touch, gifts, home visits, etc
- On being effective and successful therapists

Modalities of teaching:

- Lectures
- PowerPoint Presentations with movie clips from popular TV series and popular movies
- Experiential work: Individual & Small groups
- Q & A

Bio

Ofer Zur, Ph.D. is a licensed psychologist, instructor, forensic and ethics consultant, and expert witness in private psychotherapy practice in Sonoma, California. He was one of the first pioneers to expose managed care abuses back in the early 1990s and has been teaching psychotherapists across the country for almost 20 years how to develop and sustain thriving fee-for-service private practices. He, himself, has been in practice outside managed care for twenty years and is director of the [Zur Institute](#), which offers over 100 innovative and challenging continuing education [online courses](#) for psychologists, social workers, counselors, and other mental health practitioners. His teaching and writing focus on private practice issues, ethics, boundaries, dual relationships, critique of DSM, ethics, boundaries, dual relationships, and, more recently, psychology of the Internet, the digital divide, and online gaming. His books include *Dual Relationships and Psychotherapy* (2002, co-edited), *HIPAA Compliance Kit* (2005), *The Complete Fee-for-Service Private Practice Handbook* (2005), and *Boundaries in Psychotherapy* (2007). For Dr. Zur's CV, [click here](#).