Thriving Fee-for-service Private Practice outside Managed Care

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• Private Practice Material:
  – Essential Clinical Forms
  – Private Practice Handbook
  – Online Marketing Guide

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Characteristics of Successful Therapists

Part I - Personal

- Emotionally healthy person
- Emotionally present, appropriately involved
- Flexible: Meets client where they are
- Not cold, rigid or dogmatic, *Uses humor*
- “Show up” - Dare to be present with clients and respond emotionally or morally as appropriate
- Comfortable with self-disclosure & transparency
Characteristics of Successful Therapists

Part II – Business Person

- Manages well: time, money, billing, taxes, etc.
- Comfortable in marketing
- Gives ongoing attention to promote the practice
- Has self confidence in being an expert
- Manages well responsibilities, burdens, freedoms of Private Practice
- Understands & exploits managed care systems
- Takes advantage of the Internet
- Knows how to run a small business!
Characteristics of Successful Therapists

Part III – Clinical Skills

Generalist vs. Specialist
Generalist

- Diversify:
  - Skills, orientations, populations, markets
  - Intermittent long-term therapy – Life Long
  - Goes beyond the DSM
  - Always in demand:
    - Love, Parenting, Aging, Major Illness
    - Depression, Anxiety
    - Existential: Meaning, Death, Calling/Vocation
Specialist

Identify specific:

- Skills & Tools
- Populations – Markets

- Mediation, Internet addiction, eating disorders, autism, PTSD, abuse, depression, anxiety, schizophrenia, bipolar, ADHD, etc.

- For each market create a specific-unique marketing plan
Characteristics of Successful Therapists

Part IV – Community Member

• Active in one’s community
• Visible expert & contributor
• Exemplifies to one’s community
• Consultant & educator
• Contribute to local causes:
  • Education
  • Health - Medicine
  • Recreation & Arts
  • Social Justice, Politics
Characteristics of Successful Therapists

Part V – Prevent Burnout

• Diversify activities and interests
• Exercise
• Take time off
• Balance:
  • Work – Play
  • Mind-Body-Spirit
  • Family – Friends – Solitude
  • Online – Offline
  • Nature – Urban
When I think of $$$$$, what is the first thing that comes to mind?
What, How and Who shaped your relationship to

- Money, Profit & Wealth?
Practice: $/Time

- $150,000/Year
- $12,500/Month (Av)
- 20 Hours/Week
- 6 Wks Vacation
$150\text{ K/Year}$

20 \text{ Hours/Week}

6 \text{ Wks Vacation}

$160/\text{ session}$
<table>
<thead>
<tr>
<th>Price</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - Free</td>
<td>X2 Sessions</td>
</tr>
<tr>
<td>$70</td>
<td>X4 Sessions</td>
</tr>
<tr>
<td>$200</td>
<td>X13 Sessions</td>
</tr>
</tbody>
</table>

Average: $160
Fees

- Gary syndrome
- No dealing with insurance
- State your fees in the Office Policies
- Do not bring it up, automatically, in the first phone call
Your Office

- Your office is a reflection of who you are
- It determines how comfortable people are with you
- How ‘homey’ is it
- Temperature, size, accessibility
- Reflects your take of what is a “healing space”
Your Office & You

- Carefully select: Office location, decor, furniture, seating arrangements
- Size & shape of room
- Decide on style of waiting room
- Neighbors and neighborhood, parking, accessibility, security
Disclosures in Office

- Books
- Art
- Certificates
- Family photos
- Artifacts, Rocks, Icons, Images
- Not disclosing is . . . Disclosing!
First Call from a potential client:

- Be personal
- Take your time
- Listen well
- Don't rush
- Be HELPFUL, provide:
  - Something useful-helpful
  - Insight, advice, suggestions
  - Food for thought
  - Suggestion for books, web sites
Mangled Care 101

- Educate them about the hazards!!! of managed care:
  - Privacy!!!
  - Control of treatment
  - Law quality
  - Danger to future jobs, life-health insurance
- Be prepared with a rehearsed 'mini lecture'
- Be ready to send them links to web sites that support your claims
- Explain the benefits of private pay therapy
‘Show up’ on the first call!!

- Emotionally
- Morally
- Empathically
- Personally
- Be transparent
  - Tell stories
  - Give personal examples
Marketing challenges you to present yourself as:

An EXPERT who can HELP people live better, happier, healthier, and longer
Marketing 101:

People pay for what they value:

Cars, clothes, houses, vacations, gardeners, hairdressers, private schools, health clubs, personal trainers, cosmetic surgery, acupuncture, relationships
Marketing 101

People pay you if they:

- Value what they get from you
- Think you are helpful
- Like what they get
Marketing 101

People will perceive you as an expert who can help and refer clients to you if they get a sense of who you are, your personality, values, and competence.
Marketing 101

Show up! → Present yourself well → Referrals
How to position oneself as an Expert-Educator who can help?

Free lectures on:

• Love – Relationships
• Parenting
• Dealing with teens & drug abuse
• Balancing life in hurried times
• Internet, Facebook, Cyber-Bullying
• More . . .
Articles in local Newspaper

- Local events
- Holiday issues
- Specific issues in the community: Bullying, Domestic Violence, Rape, Gangs, etc
- Internet & Children—Internet Addiction
- More . . .
Call local paper or radio station for an interview regarding local or highly publicized event:

- Domestic violence, Drug abuse
- School shooting, Gangs
- Rape, Robbery, Crime
- Financial crisis, Loss of employment
- Loss of homes
- More . . .
How Can I Help You?

How can you help potential referral sources

- School principles, Counselors & Teachers
- Priests
- Local physicians
- Educational director of Rotary Club
- ER – Hospitals - Police
Your Web Site:

Create a helpful, pleasant and personal web site that reflects your Taste, Style, & Values
Importance of Web Presence

- Business legitimacy
- Most modern consumers Google you before they call you
- Plumbers, physicians, psychics, trainers, dietician, gardeners, all have web presences
How Do People Get to Your Web Site?

• Google you before they call you
• Go to your web site after they
  – Heard of you
  – Were referred to you
• Via directories (local, MH, PT, etc)
Web Site Should Include

• Home Page
• ‘Contact Me’: Phone, EM, Address
• ‘About’: Personal Bio, CV
• Mission statement or Philosophy of Treatment
• Short introductory audio or video
• Helpful Resources !!!!
• Links: FB, Blogs, Twitter, YouTube
Home Page

- Photo
- Name, Degree, License
- Short statement of who you are
- What services you provide
- Menu
  - Short audio or video
Avoid

- Too much flash or animation
- Long statement about how good you are
- Testimonials (can be unethical if comes from clients)
- Complicated animations
- Too many photo’s of you (unless it appropriately fits in the bio)
Ways To Construct a Web Site

Do it yourself

- From scratch: Know your stuff
- Using existing general templates: Google or Yahoo: Often free but may have ads
- Create a blog: Simple, cheap wordpress.com
- Do it yourself by using exiting templates for therapists: www.therapysites.com

Hire a Web Designer or a Company

Does not need to be very expensive

Talk to Joe!
Modern-day consumers expect to learn about you on your web site.

Be transparent in regard to your values, background, approaches.
Modern-day consumers expect to get information and help from web sites.

You Resources Page should be:
informative
Specific
Educational
Helpful
Resources Web Page

- 10 ways to . .
- 21 ways to beat the Holiday blues
- Break free of depression
- Start flying again
- Jump-start your marriage
- Assess teen depression
- Is your child addicted to online games
- Learn from grief
Resources Web Page

- You don’t need to write the resources
- Provide links to articles on other websites
- Links to large organizations are generally not as helpful as direct links to actual ‘how to’ articles or guidelines
- There are millions(!) of free resources to choose from
Social Networking

- In the 21st century, it is important to run a social media campaign by Using FB, Twitter, YouTube, LinkedIn, etc.
- Hire a ‘digital native’ to manage your social networking if you are not comfortable doing it yourself.
- FB Profiles are personal (keep it that way by appropriately using the privacy settings).
- FB Pages are for business: They are very important part of your marketing efforts.
Bloggoing

- The professional blog is a great way to establish yourself as an expert, and keep search engines and the searching public coming to your site
- Write about ideas & developments
- Do not give clinical advice via your blog
- Make your blog a great reason for people to come visit your site
- Post regularly
- Make it easy for people to share your work. Insert “share” and “like” buttons on each post
More on Web Marketing

- Learn about SEO
- Track your progress
- Use Google Analytic
- Sign up for Google Alerts

Do it yourself or hire an expert: Watch out for false promises and supper expensive deals
Important to be flexible with:

* Gifts
  * Home Visits
  * Dual Relationships
  * E-Mails
  * Bartering
  * Walk & Talk therapy on a nearby trail
    - Texting with clients between sessions
    - Stop & start therapy: Intermittent-long-term
    - Who is present in session

* Self Disclosure
  * Touch
  * Techniques
  * Texting in session
  * Proximity
Risk Management . . .

- Is not synonymous with ethical principles
- Is not the same as clinical guidelines
- Does not define the standard of care
- Can be unethical and counter-clinical
- Place clients' welfare above your fear of boards, courts, committees and attorneys
- Remember - you are not paid to practice defensive medicine or risk management
- Intervene with your clients according to their problems, concerns, needs, personality, situation, venue, environment and culture
Ethical Risk Management

- Do whatever it takes to help clients
- Do not harm or exploit clients
- Respect your clients
- Never humiliate your client or assail their dignity
- Place clients' welfare above your fear of boards, courts, ethics committees and attorneys
- Remember - you are not paid to practice defensive medicine or risk management
- Intervene with your clients according to their problems, concerns, needs, personality, situation, venue, environment and culture
Important to Work Beyond DSM

• View depression as an “existential funk”
• Review
  • Positive Psychology
  • Existential Psychology
• Look at community issues and alienation
• Help people come to terms with existential concerns of
  • Meaning, Loneliness, Mortality, & Freedom of Choice
• Think in terms of health and wellness rather than pathology and brokenness
What is Included in Digital Ethics

- Online Self-disclosure & Transparency
- Clients Googling therapists
- Therapists Googling clients
- Communication via cell phone, e-mail, text, chats, Skype, Facebook
- Texting or cell phone calls in sessions
- Social Networking with clients
- Negative Posting & Digital harassment
- Record Keeping of e-communication
- Office Policies on Social Media
- Informed Consents
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