About the Presenters…

Robert J. Walsh, MA, NCC, LCPC has been in private practice for over 28 years. He is a past president of the Illinois Mental Health Counseling Association. Walsh established the Illinois Mental Health Counseling Association’s Employment, Managed Care, and Insurance Task Force.

Norman C. Dasenbrook, MS, LCPC has over 29 years of experience in the fields of mental health consulting, teaching, publishing, business, and alternative dispute resolution. He is the co-author of “Harnessing the Power of Conflict: Leading, Learning, and Living” (Crysand Press).

Walsh and Dasenbrook are co-authors of “The Complete Guide to Private Practice for Licensed Mental Health Professionals,” which will be available for purchase at the conference or can be ordered online at www.counseling-privatepractice.com.

Presented in an engaging and humorous manner, this workshop is informational and motivating. Space is limited.

Program Schedule:
8:30 – 9 a.m. ............................................................... Registration
9 a.m. – 12 p.m. ........................................................... Program
12 p.m. – 1 p.m. ......................................................... Lunch (included)
1 p.m. – 4 p.m. ............................................................ Program

This program meets the criteria of an approved continuing education program for mental health practice. 6.0 CE credits offered for LPCs, LCSWs, and LMFTs.

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If coming in from out of town, call for information on nearby accommodations.

Starting, Maintaining, and Expanding a Successful Private Mental Health Practice: Surviving or Thriving?

Friday, March 26, 2010
8:30 a.m. – 4:00 p.m.
with Robert Walsh, MA, LCPC
and Norm Dasenbrook, MS, LCPC
Authors of “The Complete Guide to Private Practice for Licensed Mental Health Professionals”

Westside Community Conference Center
3534 S. 108 Street
(108th & Grover) • Omaha

Questions? Call Bridget at (402) 393-4600 or e-mail: bw@buildimage.com
Starting, Maintaining, and Expanding a Successful Private Practice

The landscape of private practice mental health is ever-changing. Whether starting a new practice or maintaining or expanding a practice, practitioners must adapt, change, and continue to redefine their relevance to clients and referral sources.

This practical, nuts-and-bolts seminar will present tried-and-true practice-building strategies to begin a practice from the ground up and to expand an existing practice to the next level. Profit from Robert Walsh and Norm Dansenbrook’s 50 years of combined experience and learn cutting-edge information on the latest trends, niches, and legislation that impact private practice.

You will learn how to:
• Develop a business paradigm for your practice;
• Start a practice on a shoestring;
• Take an existing practice to the next level;
• Increase referrals using an eight-step method;
• Discover the three essential components of a marketing plan;
• Develop multiple “income streams”;
• Make managed care work for you;
• Streamline office, billing, and fee collection.

Your objectives will include:
• Learn how to work effectively and profitably with insurance and managed care companies.
• Implement the business strategy of “value added” to differentiate your practice from the others.
• Incorporate additional income-generating sources to a practice.
• Differentiate effective and non-effective practice building and marketing strategies.
• Learn the essential features of informed consent, transfer plan, documentation, and HIPAA compliance.
• Identify cost-effective support services to streamline office procedures for a thriving practice.

Purchase “The Complete Guide to Private Practice for Licensed Mental Health Professionals.” For those attending the workshop, the guide can be purchased for $79.99 directly from the presenters. For those who cannot attend, the cost is $84.99 plus $15 shipping and handling. Call (815) 877-0399 or visit www.Counseling-PrivatePractice.com to order.

OUTLINE:
I. INTRODUCTION
• Making the shift to a business paradigm
• Addressing business anxiety — going towards the roar
• Case studies of practice evolution — our stories

II. START UP AND PRACTICE EXPANSION
• Eight-step method to increasing referrals
• Insurance
• Council for Affordable Health Care (ins & outs)
• HIPAA Basics (covered entity)
• Business Entities
• Finances and Merchant Accounts
• Breaking Through to the Next Level

III. OFFICE PROCEDURES
• Informed Consent (protect you and your client)
• Documentation
• HIPAA Compliance
• Transfer Plan
• Fees — Setting and Collecting
• Billing Options

IV. MARKETING & ADVERTISING
• Print Material (what it communicates)
• Marketing Plan (a two-prong approach)
• Prospecting Referral Sources
• Niche Marketing
• Multiple Income Streams (other sources of revenue)
• Business Consulting (apply counseling skills to business)
• Cross-Pollination of Referral Sources

V. INSURANCE & MANAGED CARE
• Types of Coverage (HMO, PPO, POS, MC, Indemnity)
• How to Work Effectively with Third-Party Payors
• Back-Door Method for Getting on Closed Panels
• Strategies for Handling Claim Denials

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