

Thriving Fee-for-service Private Practice outside Managed Care

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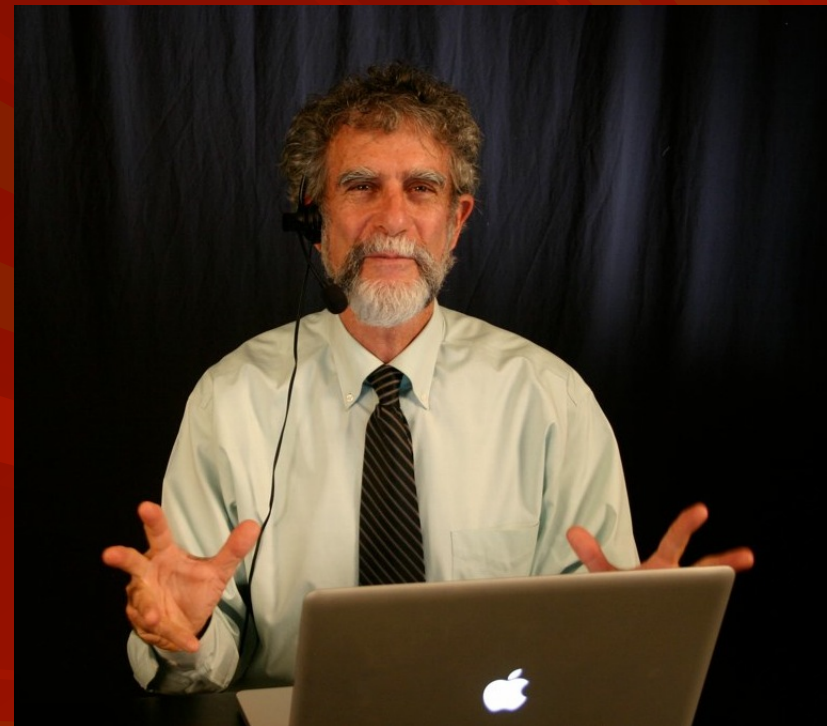
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Uncommon Practices

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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**

\$\$\$ - Hours

\$150
K/Year



20
Hours/
Week



6 Wks
Vacation



\$160/
session



Average: \$160

\$0 - Free

X2

Sessions

\$70

X4

Sessions

\$200

X13

Sessions

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
 - Low 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!

Web Page: Transparency



Modern-day
consumers
expect to learn
about you on
your web site



Be transparent in
regard to your
values,
background,
approaches

Web Page: On Being Helpful

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 you 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 web sites
- 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 super 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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