

PRIVATE PRACTICE BLISS SESSION TWO

Information + Strategies + Support = Private Practice Bliss

Presented by:
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TERMINOLOGY

- Private practice
- Clinic
- Subject matter expert
- Speaker/Trainer
- Service provider

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SESSION TWO AGENDA

- Review and Questions from Session One
- Private Practice Bliss Foundation Plan:
 1. Foundation
 2. **Practice**
 3. **Service**
 4. Communication
 5. **Financial**
 6. Growth
- Strategic Implementation – Scheduling and Planning

REVIEW FROM SESSION ONE

- Know your Nelly/Wendy patterns, biggest fears and core values.
- Know what your daily lifestyle would look like if your practice supported you to live in alignment with your values.
- Have a completed Private Practice Bliss™ Inventory
- Know what are you want to specialize in.
- Know who you idea client is (demographics, problems, desired outcomes)
- Know how you are currently spending your time and when you focus best.
- Know what you're willing to temporarily let go of
- Know how you will track your projects/goals

REVIEW FROM SESSION ONE

- **COMMON MISTAKE #1:** Jumping into important business decisions without creating a value-based guide for your end goals.
- **COMMON MISTAKE #2:** “I will work with anyone, children, adults, grief, anxiety, trauma, depression, self-esteem, workplace stress.... I enjoy the diversity”

Q&A

- 1) How do you deal with feeling the Imposter Syndrome? People believe you are qualified and technically you are qualified, but are worried you aren't.

COMMON MISTAKE #3

Common Mistake #3: Making long-term commitments before you know what works.

Experimentation and Data

- You don't know what you don't know
- You want to make decisions based on research, but you don't want to get stuck in research mode!
- You won't know until you try
- You need to collect data to see what works and what doesn't
- After you have data, you can keep, amend, or release processes/practices

PRIVATE PRACTICE BLISS FOUNDATION PLAN

The foundation plan is a working document, which includes:

- Pillars you are currently working on or planning for
- Pillars you are saving for the future after your practice has grow
- Pillars you are completed until your practice grows more

Make note of the sections in this plan that:

- Your Nelly/Wendy and your biggest fears are triggered by
- You feel strong in or are excited about or have resources for
- Regulatory/Legislative regulations are applicable

PILLAR ONE FOUNDATION PLAN

WORKBOOK
PAGE 2

Foundation Plan: This section will be the last part of this working document that you complete.

- A. The lifestyle that will support my values includes:
- B. My plan to start creating a private practice that will help me live a value-based lifestyle includes:
- C. My practice to test growth (new services/products) in a way I am comfortable with includes:
- D. My system to monitor, review and adapt my business practices, so that I am continually getting closer to or maintaining my ideal practice, includes:
- E. The resources and supports I need to create my ideal practice are:

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PILLAR TWO PRACTICE PLAN

WORKBOOK
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Practice Plan:

- A. My ideal hours, schedule and location, rates and connections with insurance companies are:
- B. My folder of policies and forms contain the following and is located:
- C. My system for booking clients, sending reminders, documenting and accepting payments includes:
- D. My services are available in multiple format so that I can scale my revenue and use my additional time/money for personal needs and business growth. These formats include:
- E. The resources and supports I need for my ideal practice are:

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PRACTICE PLAN HOURS

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PAGE 4

A. Hours What are your ideal hours and schedule? I would like to work 4 half days and 1 full day.

- What hours are best for your client? Eg: I want to help children with anxiety who are having a hard time sleeping, going to activities and doing well in school.
- **Target market:** Children/ youth. And one or more caregiver who will participate, pay and bring them to therapy.
- Children are in school between 9-4. Parents work from 8-5. Ideal times would be right after work or weekends. or early in the morning before going into work and later in the afternoon to leave work early.
- **My experiment:** I will experiment with two evenings from 3:30 to 7:30, two morning from 8:00 to 12:00. I will also offer 4 sessions on Saturdays.

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PRACTICE PLAN LOCATION

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A. Location: I live in the SE of my city, so I am going to target children/families in the South East. More specifically, there is an area with a children's hospital and it's close to a school zone with after school programming where many children stay until their parents can pick them up. I would like to be in that geographical area.

- Look for space around other services for children who may have anxiety (health/education services).
- Keep in mind access to parking and accessibility.
- Who is offering shared space in that area?
- What other clinics might want to have a therapist in their clinic?

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PRACTICE PLAN RENTING SPACE

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A. Location: Renting Space. Independently or part of a clinic?

- You can rent for certain days or hours and have access to the space only - you handle all administration.
- You can join a clinic/practice and pay a flat fee to rent space or you can do a percentage fee— eg: 40% of your fee goes to clinic and they manage the location, reception, some marketing etc.
- Watch for non-compete and geographical restriction clauses in agreements. Flat fee means they have less desire to refer clients to you because they have a guaranteed amount of rent regardless of how many clients you see. How long of an agreement do they want (1 year).
- You may choose to experiment in two locations to see which is better.
- When making commitments, think of your level of risk tolerance and what you're willing to lose if it doesn't work. By knowing that, it reduces the fear and allows you to focus on growth.

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PRACTICE PLAN RATES/FEEES

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A) Rates/Fees:

1. Full fee: Ranges from \$90 to \$200+ per session
2. Sliding scale: Set aside a certain percentage of sessions you will accept as sliding scale.
 - Less than \$30,000/yr = 50% discount (\$90/hr)
 - Between \$30 – 80,000 = %25 discount (\$135/hr)
 - More than \$80,000 0% discount = (\$180 hour)
3. Rates decided by insurance provider or programs (EAP)
4. Full day workshops: \$147-\$300+. Often \$30-40 per hour.
5. Groups – varies depending on the number of sessions

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PRACTICE PLAN TAXES

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A) Taxes:

1. Do you have to charge taxes for your services or products?
 - I. Type of service or product
 - II. How much you make could trigger need for taxes
2. Do the taxes you charge vary for any reason?
 - I. Geographical location
 - II. Health care cost vs. non-health care. Educational service?
3. How will you track the taxes you are charging so you know how much you need to submit to the government?
4. Submitting your taxes: Know how often and how to submit them.

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PRACTICE PLAN PAYMENT PROCESSORS

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A) Payment Processors

- PayPal Business Account – free to send, but pay per invoice
- Part of your booking software
 - Owl, Mind/Body, Acuity (See link with reviews)
- Merchant account connected to your bank
 - Square Payment – processor can be added to phone or tablet
 - Moneris – Debit Machine

Remember to check the regulations for your profession in terms of privacy and server location.

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PRACTICE PLAN ACCEPTING PAYMENTS

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A) Payments:

- Cash or e-transfer
- Debit/Credit Card
- PayPal or e-commerce platform
- Some online booking systems will include e-commerce
- Does office space/clinic provide this?
- Create a separate account and credit card for your practice.

TIP: ALWAYS PREPARE FOR AN AUDIT

PRACTICE PLAN INSURANCE PROVIDERS

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A) Pros:

- Be on a list of providers to gain new clients
- May feel more confident if listed as an approved provider
- May supplement your income from self-pay clients
- May allow you to provide workplace workshops

Cons:

- Controlled rates for your services
- Limitations on number of sessions/type of services
- Additional paper work

PRACTICE PLAN INSURANCE PROVIDERS

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A. Direct Billing

- There are some organizations that will allow you to provide services and direct bill them, so that clients don't have to pay up front and be reimbursed.
- Non-insurance health benefits provider – [Mental Health Counselling](#)
- [Medavie Blue Cross](#)
- [Homewood Health](#)
- [Lifeworks](#)

Receipts for Extended Health Benefits

- Client pays you. You provide receipt for Social Work Services (no taxes) and they submit to their insurance company for reimbursement.

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PRACTICE PLAN POLICES AND FORMS

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PAGE 13

B. Policies and Forms: What policies and forms do you need?

- **Administrative policies:** For confidentiality/privacy/terms of use/complaint/refund your regulatory body or government may have specific requirements. Begin researching this by contacting your regulatory body to see what information they can provide.
- **Clinical Forms:** Intake, informed consent, invoices, workshop agreements.
- What format do you have these in and where are they stored? (Electronic and stored on external drive or cloud) **TIP: Don't rely on your computer hard drive to store your documents – always have back up.**

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PRACTICE PLAN SCHEDULING AND INTAKE

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C. Scheduling and Intake Process

Online Platforms: Pros: can help with setting up systems so your clients can book appointments, fill out consent and intake forms, pay for sessions, receive email confirmations and reminders. **Cons:** Pay for platform. Ensure meeting legislative requirements for confidentiality. Deal with any tech support or glitches. Payment may require eCommerce.

Phone and Paper: Pros: Speak with all clients before they book. Control your schedule. No additional fee. No concerns about online confidentiality requirements or tech support/glitches. **Cons:** Takes times to book appointments, provide reminders, fill out forms before first appointment. Need alternative way to accept payment.

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PRACTICE PLAN SERVICE FORMATS

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D. My services are available in multiple format so that I can scale my revenue and use my additional time/money for personal needs and business growth. These formats include:

A process to determine this will be reviewed in the Service Plan section.

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PRACTICE PLAN RESOURCES/SUPPORTS

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E. The resources and supports I need to create my ideal practice are:

- Make note of the types of resources and supports you are interested in
 - Scheduling, Bank Accounts, Payment Processor, Documentation, Digital Storage, Calendars
- Make note of the resources/supports you already have.
- Research the costs and benefits of these resources/supports
- Do a cost/benefit analysis

PILLAR THREE SERVICE PLAN

Service Plan

- A. The services that I want to offer are in the following formats:
- B. My ideal clients are:
- C. The number of clients I want for each format of service is:
- D. I have an expertise and am known for my skills in:
- E. The resources and supports I need for my ideal services (business mentor/clinical training/software/platforms) are:

SERVICE PLAN

WORKBOOK
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A. The services that I want to offer are in the following formats:

- Write out all of the formats that you want to offer for your first specialization
- Which ones bring you the most joy and which ones are people likely to pay for? Can you find other providers that offer this format with paying clients?

Example:

- I want to offer acceptance and commitment therapy and grief recovery program for adults who are experiencing grief from the loss of a child (can include miscarriage) through **I-I sessions, group sessions, info classes for friends and family of my clients, healing retreats.**

SERVICE PLAN

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B. My ideal client's demographics and problems are:

Example:

- My ideal clients are middle aged, work part or full time, are married, are busy.
- They live in this geographical area (postal/zip codes may help for marketing)
- They may or may not have other children who are being impacted by their grief.
- Their grief is causing them to have a hard time falling asleep or staying asleep.
- They are tired in the morning, often feeling distracted and unorganized.
- Their work is suffering because of their struggle to concentrate.
- They've noticed more anger and irritability, which is impacted their relationships with their family, friends and colleagues.

SERVICE PLAN

WORKBOOK
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B. My ideal clients have tried coping by:

Example:

- Ignoring their suffering by staying busy, working more.
- Sleep medications
- Alcohol/Food to numb
- Talking to a friend, but began to feel bad that they aren't "over it".
- Attending a church program for grief
- Isolating from people

SERVICE PLAN

WORKBOOK
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B. My ideal client's desired outcomes are:

Example:

- To feel human again with enough sleep and energy to function
- The pain to go away
- The fear that something bad will happen to their other child to go away
- To be able to connect to their spouse again
- To feel that it's okay to laugh or be happy
- To stop feeling so angry

SERVICE PLAN

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C. The number of clients I want for each format of service is:

- Which format do you want to **begin with to test your services** (1-1 sessions, group sessions, info classes for friends and family of my clients, healing retreats)?
- The service with the least amount of risk, if no one books, will be the one with the least amount of commitment. For example, booking a retreat center is thousands of dollars vs. booking a community room for a few sessions.
- If you already have office space for 1-1 sessions, then that is the lowest risk format to begin with.

Example for 1-1 services: I have office space for two half days, which allows me to book 8 individual sessions per week. I want to begin with 8 clients and move up to 16 for bi-weekly.

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SERVICE PLAN

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D. I have an expertise and am known for my skills in:

- Your first specialization is going to be the first expertise you promote. Your education/training should support this specialization. Example: I help people recover from the grief of losing a child.
- **Promote your expertise:**
 - Write about the topic for print and online publications
 - Speak about treating this issue at professional development events so your colleagues will refer to you
 - Speak about this topic at events your ideal clients are likely to attend
 - Your website should give an abundance of information on this topic
 - Do research on this topic. Be available for media interview on this topic when it's relevant in the news

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SERVICE PLAN

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E. The resources and supports I need for my ideal services (business mentor/clinical training/software/platforms) are:

- Make note of the types of resources and supports you are interested in.
- Make note of the resources/supports you already have.
- Research the costs and benefits of these resources/supports
- Do a cost/benefit analysis

PILLAR FOUR COMMUNICATIONS PLAN

WORKBOOK
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Communications Plan

- A. My clear message to people who find me is:
- B. My plan and budget to communicate my services includes:
- C. My ideal communications brand (website/cards/colors/fonts/brochures/language) is:
- D. My system for ongoing communications and marketing includes:
- E. The resources and supports I need for my ideal communications plan (writing for sales/website development/website hosting/graphics & design/bio/printing) are:

PILLAR FIVE FINANCIAL PLAN

WORKBOOK
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Financial Plan

- A. My business structure is:
- B. My system for regularly reviewing financial statements is:
- C. My process for regularly reviewing my budget to ensure I am meeting goals, increasing return on investment and reducing costs where available is:
- D. My insurance/legal policies and agreements are located:
- E. My process to ensure I am on budget and have paid any applicable taxes includes:
- F. The supports and resources I need for my finances (bookkeeper/accountant/software) are:

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FINANCIAL PLAN

WORKBOOK
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A. Deciding on a business structure (Video Training 12-1)

- Business Structures
- Professional Liability Insurance
- Income/Revenue and Cost/Expenses
- Business Resources

Accountants: Do you need one if sole prop or are you comfortable doing it on your own?
Limited/Incorporated will need accountant.

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FINANCIAL PLAN

WORKBOOK
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B. My system for regularly reviewing financial statements is:

- How often do you want to review your income/revenue and costs/expenses?
- How often will you complete your bookkeeping to track them?
- Where will you be able to locate your balance sheets?
- What works for you needs?



Side Topic: How do you feel about money – talking about it, having it, spending it? Do you avoid it or do you control it. Does someone else manage it? Does it worry you? Do you feel competent or incompetent?

Resources: The Smart Cookies. Golden Girl Finance. [Her Money](#) Suze Orman.

FINANCIAL PLAN

WORKBOOK
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C. My process for regularly reviewing my budget to ensure I am meeting goals, increasing return on investment, reducing costs and paying taxes on time is:

- How often will you set a budget with goals and review it?
- How often do you need to submit personal income/employee taxes and consumer taxes? Check with your Federal Government and State/Provincial regulations. Where will you set up reminders for this?
- How will you track your Return on Investment (ROI)? Project Management Budgeting.

FINANCIAL PLAN

WORKBOOK
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D. My insurance policies are located:

Professional liability insurance is a must – review in video training

Additional personal insurance:

- Life and/or disability insurance
- Critical incident insurance
- Business overhead insurance
- Extended Health Benefits or Health Insurance

FINANCIAL PLAN

WORKBOOK
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D. Insurance: Health Spending Accounts

Corporations can set up health spending accounts for their employees (you).

The company can pay for health care costs, which will be a company expense and lower company taxes.

The employee (you) can have health care paid for without it being considered income, which helps to lower your taxes.

Resources

Canada: Olympia Benefits. Benecaid

US: eHealthInsurance

FINANCIAL PLAN

WORKBOOK
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D. Legal Agreements

- What legal agreements do you need?
- What is your risk tolerance?
- Lawyers may be available through professional or community programs (universities have law clinics).
- Online services: Legal Zoom (US, Canada, UK). Law Path Australia.
- Lawyers in private law firms – get recommendations, look online.

FINANCIAL PLAN

WORKBOOK
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E. The supports and resources I need for my finances (bookkeeper/accountant/lawyer/software/bank accounts) are:

- Bookkeeper: DIY? What will be your practice? (Weekly/Monthly/Quarterly).
- Outsource? What companies in your area provide bookkeeping. What are the online options for your geographical location? Research your options for your best fit.
- Bank Accounts:
- Accounting Support:
- Legal Support:
- Software/Platforms:

PILLAR SIX GROWTH PLAN

WORKBOOK
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Growth Plan

- A. My systems for my services are well integrated and help my business grow without my direct attention include:
- B. I feel organized and strategically meet my short and long term goals by using my resources (time/money/energy/words) the following ways:
- C. My method for introducing and testing new services to ensure I am growing my practice to the level I want it to be includes:
- D. My system to regularly assess my short and long-term value-based goals includes the following:
- E. The supports and resources I need for ongoing growth include:

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STRATEGIC PRODUCTIVITY SCHEDULING AND PLANNING

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- Where to keep all your ideas, forms.
- Google docs
- Goggle Calendar
- Gmail
- Google Tasks

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STRATEGIC PRODUCTIVITY TASKS FOR SESSION THREE

- Training video on Business Structures
- Complete Pillar Two – Practice Plan
- Complete Pillar Three - Service Plan
- Complete Pillar Four – Financial Plan
- Decide on a method for storing and organizing your business documents

QUESTIONS

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