

Contents

INTRODUCTION	1
Welcome.....	2
My Story	14
START UP & EXPANSION.....	27
Step One – Paradigm Shift	28
Step Two – Office Space.....	29
Step Three – Choose Topic	35
Step Four – Presenting Topic	40
Step Five – Optional Class	44
Step Six - Prospecting Class for Clients	46
Step Seven - Begin your private practice!	46
Step Eight - Expand and prosper!	47
Flowchart for Start Up.....	47
Fees.....	50
Community Standard.....	52
Sliding Scale	52
Pro Bono	53
½ Hour Appointments.....	53
Collection Agencies.....	53
Employee or Independent Contractor.....	54
Telephone.....	60
Malpractice and Other Insurance.....	62
Tax ID Number (EIN)	63
National Provider Identifier (NPI).....	64
Council for Affordable Quality Health Care (CAQH)	65
Business Entities.....	66
Banking.....	68
Credit Cards.....	69
Health Insurance Portability and Accountability Act (HIPAA).....	70
Professional Associations	73
OFFICE PROCEDURES.....	74
Forms	75
Intake Form.....	76
Insurance Verification Form	77

Informed Consent Document	78
Informed Consent Example.....	79
Notice of Privacy Practices HIPAA	81
Privacy Practices Example	83
Client Rights HIPAA.....	84
Client Rights Example	85
Release of Information	87
Release of Information Example.....	89
Transfer Plan	91
Transfer Plan Example	92
Charting-Record Keeping.....	93
Initial Assessment	94
Progress Note	96
Progress Note Example	97
Electronic Medical Record	98
Billing	99
Insurance or Not to Insurance That is the Question.....	99
Internet Cloud Billing Systems	107
Website Billing for Each Insurance Carrier.....	109
Outsourcing to a Medical Billing Service Company.....	110
Superbill	110
Accounting.....	112
Manual Billing	113
Statement Forms.....	114
Statement Form Example	115
MARKETING AND ADVERTISING	116
Print Material.....	117
Websites	118
Marketing Plan	125
Business and Industry	128
Public Speaking.....	130
Elevator Pitch.....	130
Employee Assistance Programs.....	131
Private Consultants	132
Community Colleges.....	132
Networking	133
Write a Book	133
Physicians	134
Psychiatrists.....	137

Support Groups	138
Hospital Affiliation	138
Newsletter or E-zine	138
Yellow Pages (Print or online)	139
Community Newspaper	139
Education vs. Therapy	139
Group vs. Individual Therapy	140
Time vs. Cost	140
Cross-Pollinating.....	140
Social Media	142

BUY / SELL: SELLING OR BUYING A PRIVATE

COUNSELING PRACTICE	152
Getting Ready.....	155
Steps	155
The Valuation of a Closely Held Counseling Practice	156
Purpose of the Valuation.....	156
Valuation Procedures	157
Valuation Principles	159
Valuation Theory	159
Income Approach	160
Market Approach	160
Asset-Based Approach	160
Conclusion	160

FORMS

Intake Form.....	164
Informed Consent	165
Adolescent Informed Consent	166
Initial Assessment	167
Progress Note Form.....	168
Illinois Release of Information to You.....	170
Illinois Release of Information from You.....	171
Insurance Verification Form	172
Privacy Practices.....	173
Client Rights Informed Consent	174
Releases of Information.....	175
Informed Consent Forms	177
Transfer Plan	181
Receipt / Superbill Form.....	182

Physician Letter	183
Fee Schedule	184
Change of Counseling Policy	185
Statement of Account Form for Manual Billing.....	186
Denial Letters	187
DASENBROOK CONSULTING ONLINE	189
Verify Client Insurance Benefits	191
Teletherapy: More to it than you think!.....	193
Helping counseling practices Perform.....	195
Accepting Credit Cards.....	197
Scams.....	198
Balance Billing: What is it and is it legal?.....	199
Private Practice Checklist.....	200