

Contents

INTRODUCTION	1
Welcome.....	2
My Story	12
START UP & EXPANSION.....	24
Step One – Paradigm Shift	25
Step Two – Office Space.....	26
Teletherapy.....	29
Step Three – Choose Topic: Webinar/Workshop/Seminar/Podcast.....	32
Effective Presentations.....	33
Step Four – Presenting Topic	36
Step Five – Optional Class	40
Step Six - Prospecting Class for Clients	41
Step Seven - Begin Your Private Practice!.....	41
Step Eight - Expand and Prosper!	42
Flowchart for Start Up.....	42
Fees.....	45
Community Standard.....	46
Sliding Scale	47
Pro Bono	47
½ Hour Appointments.....	47
Collection Agencies.....	47
Employee or Independent Contractor.....	48
Contracts	51
Telephone.....	53
Malpractice and Other Insurance.....	54
Tax ID Number (EIN)	55
National Provider Identifier (NPI).....	56
Insurance or Not to Insurance That is the Question?.....	56
Council for Affordable Quality Health Care (CAQH)	57
Business Entities.....	58
Banking.....	60
Credit Cards.....	61
Health Insurance Portability and Accountability Act (HIPAA).....	62
Professional Associations	65

OFFICE PROCEDURES.....	66
Forms	67
Intake Form.....	68
Informed Consent Document	69
Informed Consent Example.....	70
Informed Consent for Teletherapy	73
Notice of Privacy Practices and Clients Rights HIPAA	75
HIPAA Example	77
Release of Information and Example	79
Transfer Plan	82
Transfer Plan Example	83
Charting-Record Keeping.....	84
Initial Assessment	85
Progress Note	87
Progress Note Example	87
Electronic Medical Record	88
Billing.....	89
Cloud Based and EMR.....	89
Website and Billing Company.....	90
Insurance Billing.....	90
Verification of Insurance Benefits	92
CPT Codes.....	95
Explanation of Benefits (EOB).....	96
Balance Billing	98
Insurance & Credentialing	98
Superbill	99
Business Associate Agreement (BAA)	101
Accounting.....	103
MARKETING AND ADVERTISING.....	104
Print Material.....	105
Websites	106
Marketing Plan	111
Business and Industry	113
Public Speaking.....	115
Elevator Pitch.....	116
Employee Assistance Programs.....	116
Private Consultants	117
Community Colleges.....	118
Networking	118

Write a Book	118
Physicians	119
Psychiatrists.....	120
Support Groups	120
Hospital Affiliation	120
Newsletter or E-zine	121
Community Newspaper.....	121
Education vs. Therapy	122
Group vs. Individual Therapy.....	122
Time vs. Cost	122
Cross-Pollinating.....	122
Social Media	124

BUY / SELL: SELLING OR BUYING A PRIVATE

COUNSELING PRACTICE	134
Getting Ready.....	135
Steps	136
The Valuation of a Closely Held Counseling Practice	136
Purpose of the Valuation.....	137
Valuation Procedures	137
Valuation Principles	138
Valuation Theory	139
Income Approach	139
Market Approach	139
Asset-Based Approach	139
Conclusion	139

FORMS

Intake Form.....	143
Informed Consent	144
Initial Assessment	147
Progress Note Form.....	148
Two Way Release of Information.....	149
Illinois Release of Information to You.....	150
Illinois Release of Information from You.....	151
HIPAA Privacy and Client Rights	152
Minor Informed Consent	154
Parents Section Minor Informed Consent	156
Transfer Plan	157
Superbill Form.....	158

Physician Letter	159
Fee Schedule	160
Credit Card Authorization	161
Business Associate Agreement.....	162
Teletherapy Section Informed Consent.....	167
DASENBROOK CONSULTING ONLINE	168
Verify Client Insurance Benefits	170
Private Practice Checklist.....	172
Begin With The End in Mind	176
Teletherapy: More To It Than You Think!	177
Helping Counseling Practices Perform	178
Accepting Credit Cards.....	180
Scams.....	182
Balance Billing: What Is It and Is It Legal?	183