

Registration Form

- Private Practice- October 15, 2010** **\$145.00**
Hilton Garden Inn at St. Mary's College
adjacent to Notre Dame University
53995 Indiana State Rt. 933, South Bend, IN 46637
- Private Practice- October 16, 2010** **\$145.00**
The Westin -Southfield/Detroit
1500 Town Center, Southfield, Michigan 48075
- Private Practice- October 18, 2010** **\$145.00**
Hilton Indianapolis Hotel & Suites
120 West Market Street, Indianapolis, IN 46204

Name _____

Address _____

City _____ State _____ Zip _____

E-Mail (please print clearly) _____ Phone _____

Payment Options:

- Check enclosed payable to American Training Academy (FEIN 68-0509958)
- Credit Card (Master Card, VISA, American Express, Discover)

Card Number _____ Expiration _____

V-Code# * _____ Signature _____

(*MC/Visa/Discover: Last 3 Digit# on signature panel on back of card)
(*American Express: 4-digit# above account# on face of card.)

Information

To Register:

Online: www.counseloracademy.com

Phone: (815) 762-3636

Fax: (419) 821-8891

Mail: P.O. Box 123, DeKalb, IL 60115-0123

Confirmation / Directions: Upon receipt of the registration form we will email confirmation letters and a location map. Maps are also available on our website.

<http://www.counseloracademy.com>

Refund policy: Registrations, cancelled before seven days prior to the workshops, can be refunded minus a \$20 administration fee. No refunds can be made seven days prior to the workshops.

Registration Deadlines: Registrations must be received by the office one week prior to the workshop. Space is limited in each workshop.

American Training Academy
P.O. Box 123
De Kalb, IL 60115-0123

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Private Practice

October 15, 2010
South Bend, IN

October 16, 2010
Southfield-Detroit

October 18, 2010
Indianapolis, IN

EARN 6 CEUs

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

October 15, 2010
Friday
South Bend, IN

October 16, 2010
Saturday
Southfield-Detroit, MI

October 18, 2010
Monday
Indianapolis, IN

Earn 6 CEUs

Does the Current economy have you
wondering what's next?

Could Private Practice be
in *YOUR FUTURE?*

Questions?

Phone: (815) 762- 3636

Email: counseloracademy@yahoo.com

Website: <http://www.counseloracademy.com>



Information

Schedule

Sign In :	8:30 am
Workshop	9:00 am - 12:00 pm
Lunch (on your own)	12:00 pm - 1:00 pm
Workshop	1:00 pm - 4:00 pm

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 and 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 and 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 and Managed Health Care**
 - Types of Coverage – HMO, PPO, POS, MC, Indemnity
 - How to Work Effectively with Third Party Payers
 - Back Door Method for Getting on Closed Panels
 - Strategies for Handling Claim Denials

Walsh and Dasenbrook Consulting

Walsh and Dasenbrook Consulting have partnered with the American Counseling Association to provide to the association's professional membership the latest practice information. They author the column, *Private Practice in Counseling*, in ACA's monthly trade publication *Counseling Today* and they have authored numerous articles on practice issues, found on ACA's website www.counseling.org. Walsh and Dasenbrook are the authors of the question and answer column, *Counseling in Private Practice*, in ACA's monthly publication *Counseling Today*.

The Complete Guide to Private Practice for Licensed Counselors

- For those attending the workshop the guide can be purchased for \$84.99 directly from the presenters.
- MasterCard & Visa accepted for purchases of the Guide.

To order the Guide call

1-815-877-0399

or visit

www.Counseling-PrivatePractice.com

Program

CEUs

We are approved by Indiana and Michigan to award CE credit to Social Workers, Counselors and Marriage & Family Therapists. You will receive a certificate at the conference. Michigan, Indiana. Ohio accepts our APA CE sponsor approval for Psychologists.

Description

The landscape of private practice for mental health professionals is ever changing. The thriving practice must adapt, change, and continue to redefine its relevance to clients and referral sources. For the mental health professional just starting, to the large group practice, thriving practices take risks and differentiate themselves from the competition.

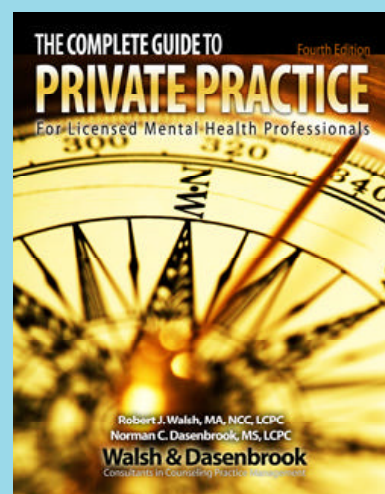
This practical, nuts and bolts seminar will present tried and true practice building strategies to begin a practice from the ground up and to expand an existing practice to the next level. Profit from Walsh and Dasenbrook's 50 years combined experience and strategic relationships with leading mental health professionals, print and web designers, billing and software vendors, attorneys, national professional organizations, and political action committees that provide cutting edge information on the latest trends, niches and legislation that impact private practice.

In this informative workshop the participant will learn how to:

- **Business paradigm development**
- **Start a practice on a shoestring**
- **Take an existing practice to the next level**
- **Eight step method to increase referrals**
- **Three essential components of a marketing plan**
- **Develop multiple "income streams"**
- **Make managed care work for you**
- **Streamline office, billing and fee collection**

Objectives

1. **Learn how to work effectively and profitably with insurance and managed care companies.**
2. **Implement the business strategy of "value added" to differentiate your practice from the others.**
3. **Incorporate additional income-generating sources to a practice.**
4. **Differentiate effective and non-effective practice building and marketing strategies.**
5. **Learn the essential features of informed consent, transfer plan, documentation, and HIPAA compliance.**
6. **Identify cost effective support services to streamline office procedures for a thriving practice**



Presenters



Robert J. Walsh, MA, NCC, LCPC

Robert J. Walsh, M.A. LCPC, has been in private practice for over 28 years. He has been president of the Illinois Mental Health Counseling Association and established the Illinois Mental Health Counseling Association's Employment, Managed Care and Insurance Task Force. He has been the chair of the American Counseling Association's Public Policy and Legislation Committee.



Norman C. Dasenbrook, MS, LCPC

Norman C. Dasenbrook, MS, LCPC has over 29 years experience in the fields of mental health, consulting, teaching, publishing, business and alternative dispute resolution processes. Mr. Dasenbrook is also co-author of, *Harnessing the Power of Conflict: Leading, Learning and Living*, 2003, Crysand Press. He is a Fellow in the Collaborative Law Institute of Illinois and serves as an executive coach for health care and business (cysand.com).

Walsh and Dasenbrook have lectured throughout the country, helping hundreds of mental health professionals launch and expand successful practices. They have co-authoring the leading practice book, *The Complete Guide to Private Practice for Licensed Mental Health Professionals*, available at www.counseling-privatepractice.com.

Presented in an engaging and humorous manner, this workshop is informational as well as motivating. They present contrasting styles of practice development and management.

What Others Have Said...

"If I kept doing the same thing I would still be getting the same results. This workshop has enabled me to become my own boss." -D.S. *Illinois Therapist*

"How motivating and positive. Excellent workshop. I have been in private practice for 6 years and I didn't know half of what I learned today." -B.Y., *Virginia Counselor*

"Great nuts and bolts information about referrals, marketing, and billing. Thank you. You have motivated me to try private practice." -G.S., *Illinois Counselor*

"I thought private practice was out of reach. I am going to try and realize my dream." -T.W., *New York Social Worker*

"Very Motivating and empowering." -S.K., *Illinois Counselor*

"Norm and Bob- I attended your training around September 2007 in Charlotte, N.C. You're program was so informative that since that time I have found a partner and I'm working in my own private practice. We are working very well with other community networks, and at 27 years old, I am my own BOSS! Thank you so much for your program and insight. - J. P. MA, LPC, NCC, *North Carolina Counselor*

"Thorough, insightful, practical, and enjoyable. I could not have thought of a more informative workshop that helped me re-ignite my own passion to practice as a clinician. If there is one private practice workshop you need to take to help you establish your own practice, it's Walsh and Dasenbrook's, "Starting, Maintaining and Expanding a Successful Private Practice!" - P.W. D.Min, PhD, LMHC, *New York Counselor*

"Funny, entertaining, yet useful information." -L.S., *Illinois Counselor*