

The Nuts & Bolts of Starting and Operating a Private Practice



Christopher J. Quarto, Ph.D., PLLC
Rose Crouch, LPC-MHSP, NCC

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Objectives of Workshop

- * Objectives:
- * Identify the necessary elements of starting a private practice
- * Learn how to operate a private practice
- * Learning how to grow a private practice

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Topics to be Covered

- * Why?
- * What?
- * When?
- * Where?
- * Who?
- * How?



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Why Private Practice?

What's your "why?"



- * Private business
- * You're the boss!
- * Help people solve problems
- * What's your "why?"

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Private Practice is a Business!

- * You wear lots of hats as a solo private practitioner
- * Incorporate supports as practice grows



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Why Private Practice?

What's your "why?"



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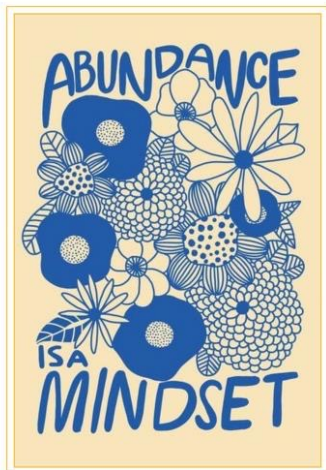
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What?



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Abundance vs Scarcity



The ability to take good care of your clients is built on the foundation of you taking good care of you.

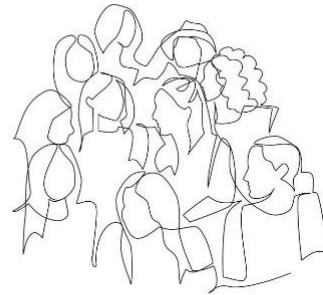
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Abundance vs Scarcity

Let go of shame about how many clients you see, and what your availability is, and how much you charge, and make choices that work for you.

What will financial stability and freedom create time and space for in your life? You deserve to make good money, save for retirement, travel, etc, because you are also a human being with a life!



When good people make more money, they have more resources to help others.

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Abundance vs Scarcity

REFLECTION

Notice your narratives. What's the fear-based story you're telling yourself about running your dream practice? Try re-writing that script.

ex: The market is too saturated; if I charge too much \$ I won't get any clients...

--> I live in a place with people who value therapy and I have unique strengths to offer.

--> I deserve to be paid well for my skills.

What are your biggest goals and wildest dreams for your life? What could you do and who could you be when you have a successful practice?



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Values Based Business Model

Your practice should matter on several levels:

- should make a difference in your own life
- should make a difference in your client's life
- should solve a problem or meet a need



Most of all, your practice should reflect your values and work for YOU! It should support your life sustainably, and should elevate the joy & freedom that you are dreaming of.

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Values Based Business Model

Internal Values

How do you want to feel inside on a daily basis?

What are your priorities for your own life?

Think about the times you've felt most fulfilled—when you're living your best life. What are the common themes?

External Values

How do you want to show up in the world?

What do you want to demonstrate to others?

Think about how you want to treat other people, both personally and professionally.

Practice Values

What do you deeply want for your clients?

What is the heart of your business?

How will your values be communicated to your clients? What do things like generosity, curiosity, etc look like as a business owner?

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Values Based Business Model

Internal Values

How do you want to feel inside on a daily basis?

What are your priorities for your own life?

freedom, joy, peace, connection to self + others

I feel most grounded and whole when I have time for travel, passion projects, rest, and being with my people.

External Values

How do you want to show up in the world?

What do you want to demonstrate to others?

generosity, kindness, curiosity, authenticity, joy

I try to treat people with as much generosity, kindness, and curiosity as possible from within my own boundaries.

Practice Values

What do you deeply want for your clients?

What is the heart of your business?

freedom, joy, peace, authenticity, autonomy, connection to self + others

I want my clients to experience safe connection, peace, and the ability to express themselves authentically.

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Values Based Business Model

A few areas where your values inform how you choose to structure your business:

- scheduling + availability
- sliding scale + accessibility
- marketing
- finances
- niche + aligned client

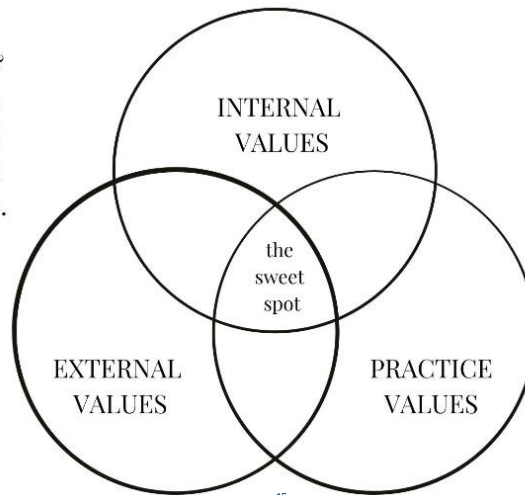


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Values Based Business Model

Each set of values can & should both support and inform each of the others.



"If our compassion does not extend to ourselves, it is incomplete."
- Jack Kornfield



If we are out of alignment with our values in one of these areas, it will impact the other areas too.

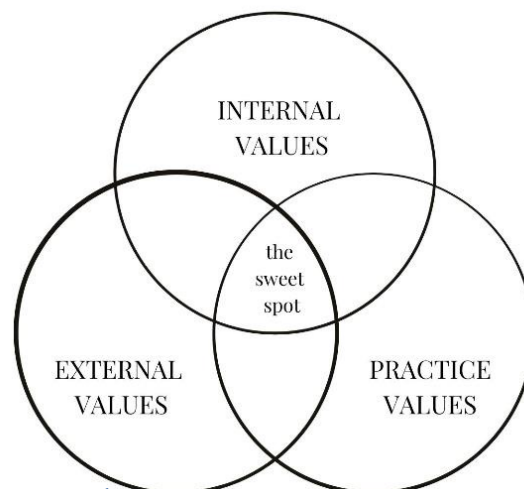
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Identifying Values

ACTIVITY

Break into a group of 2-3 and brainstorm some of your own values. Feel free to use the provided worksheets to jot down some notes. We'll ask a few people to share with the larger group when we finish :)



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What?

* Know thyself!

1. **Abstractedness:** Imaginative versus practical
2. **Apprehension:** Worried versus confident
3. **Dominance:** Forceful versus submissive
4. **Emotional stability:** Calm versus high-strung
5. **Liveliness:** Spontaneous versus restrained
6. **Openness to change:** Flexible versus attached to the familiar
7. **Perfectionism:** Controlled versus undisciplined
8. **Privateness:** Discreet versus open
9. **Reasoning:** Abstract versus concrete
10. **Rule-consciousness:** Conforming versus non-conforming
11. **Self-reliance:** Self-sufficient versus dependent
12. **Sensitivity:** Tender-hearted versus tough-minded
13. **Social boldness:** Uninhibited versus shy
14. **Tension:** Inpatient versus relaxed
15. **Vigilance:** Suspicious versus trusting
16. **Warmth:** Outgoing versus reserved

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What? – Personality Traits for Private Practice Exercise

How might your core traits enhance or detract from your private practitioner role?

Factor	Low-range Descriptor	Do you lean more toward the low range, high range or somewhere in the middle? (Write an "X" in the box below which indicates where you might fall in relation to the personality factor)	High-range Descriptor
SAMPLE FACTOR 1	Reserved	X	Outgoing
SAMPLE FACTOR 2	Concrete	X	Abstract
Warmth	Reserved		Outgoing
Reasoning	Concrete		Abstract
Emotional stability	High-strung		Calm
Dominance	Forceful		Submissive
Liveliness	Restrained		Spontaneous
Rule-consciousness	Non-conforming		Conforming
Social boldness	Shy		Uninhibited
Sensitivity	Tough-minded		Tender-hearted
Vigilance	Trusting		Suspicious
Abstractedness	Practical		Imaginative
Privateness	Open		Discreet
Apprehension	Confident		Worried
Openness to change	Prefer the familiar		Open to change
Self-reliance	Dependent		Self-sufficient
Perfectionism	Controlled		Undisciplined
Tension	Relaxed		Tense

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When?

- * During grad school? Yes!
- * Talk to private practitioners
- * Work at a private practice
- * Create a website (or at least website content) – (Rose will cover websites in greater detail later)

Michelle Halle, LCSW
michelle@wonderhille.com 478.531.2398

HOME SERVICES ABOUT PRIVATE THERAPY

Childhood Trauma: an Invisible Scar

by Michelle Halle, LCSW



What is Trauma?

Trauma is a person's response to a deeply distressing event. It overwhelms their ability to cope, causes feelings of helplessness, diminishes their sense of self and limits their ability to feel a full range of emotions. Yet, it everyone's fault. PTSD, now, are unfamiliar with Complex PTSD (C-PTSD), a different type of trauma experience. Complex trauma, also known as childhood trauma, is more than a single

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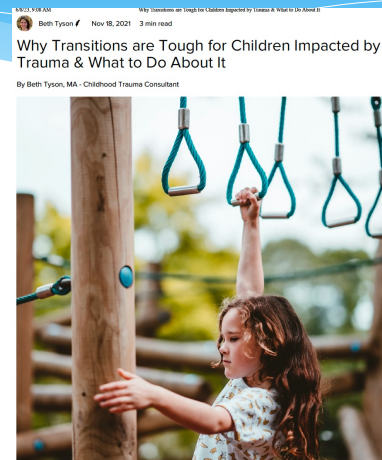
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When

- * Niche-relevant written or social media content (Rose covers this later)



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Does your child refuse to leave the playground or other locations without a meltdown? Transitions between activities are tough for toddlers and preschoolers, but especially for those children who have experienced trauma

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Where & Who?

- * Which community for private practice?
- * Considerations:
- * Types of clients you want to work with (Rose talks about “ideal client” later)
- * Demand for certain types of services
- * Needs assessment
- * Client financial resources



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Where & Who?

Kimara Wilson-Clarke
 Counselor: LCSW, MSW, LPC, MHP
 (931) 368-3234

I am providing phone and/or video sessions.

Location
 805 South Church Street
 Suite #1
 Murfreesboro, TN 37130
 (931) 368-3234

Offers online therapy

Specialties

- Depression
- Anxiety
- Child

Issues

- ADHD
- Anger Management
- Parenting
- Peer Relationships

- * Other therapists offering services?
- * Differentiate yourself / services from others
- * Check out therapist directories to learn about other therapists

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Where & Who?

- * Therapy office
- * Solo practice
- * Solo pros:
- * Decision-making power
- * More lucrative
- * Start and grow at own pace



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Where & Who?

- * Solo cons:
- * Multiple roles... not all of them fun
- * It's just me, myself & I
- * Risk & unpredictability in the beginning



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How?



- * Networking (Rose covers networking later)
- * “Niche down” / specialize
- * Networking tips:
- * Be yourself
- * Elevator pitch – *“I help traumatized kids feel safe and happy.”*
- * Differentiate yourself from other therapists

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How?

- * Networking reframe
- * *“Hey, Nicole. The reason I’m contacting you is because I’m new to private practice and I’m trying to meet as many therapists as I can to find out what they do so I know who I can refer people to if I’m not the right fit for them.”*
- * Do your research

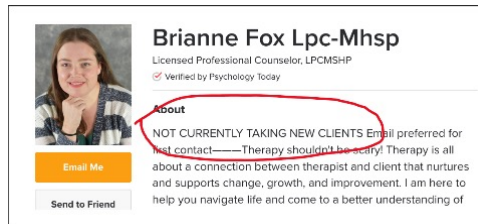


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How?

- * Join forces
- * Be a referral source for same-niche therapists
- * Emphasize your uniqueness
- * Join a professional group
- * Networking follow-ups
- * Planting seeds

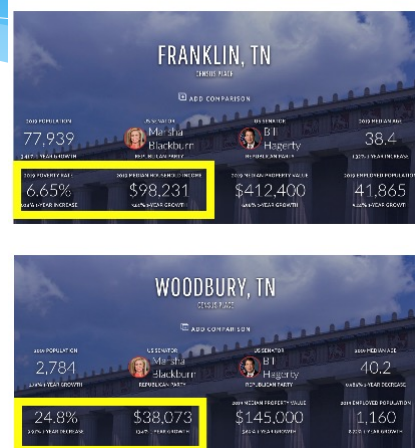


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How?

- * Insurance vs. self-pay considerations
- * Insurance considerations:
- * Built-in referral source
- * Get on relevant insurance provider panels
- * Learn about SES characteristics of communities



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How?

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How?

- * Find out about insurance reimbursement rates
- * Rates vary
- * Electronic health record systems provide for an efficiently-run practice
- * Insurance does not guarantee payment
- * Deductibles & co-payments
- * Procedure codes – identify type/length of session

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How?

EMR Systems

Pros

- easy to manage & streamlined
- customizable informed consent documents and progress notes
- integrated billing
- client portal/client messaging
- integrated telehealth platform
- automated appointment reminders (!!!)
- HIPAA compliant

Cons

- additional monthly cost
- takes time to set up



• Simple Practice

- Starts at \$29/month
- \$15/month telehealth add-on
- I recommend \$69/month essential plan

• TheraNest

- starts at \$39/month
- \$12/month telehealth add-on

• TherapyNotes

- starts at \$49/month including telehealth

• TherapyAppointments

- Starts at \$10/month
- \$15/month telehealth add-on
- Increases in price as you get more clients

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How?



- * Credit card processing
- * Processing fees – cost of doing business
- * Getting paneled with insurance companies
- * CAQH profile – online provider database (caqh.org) – Rose on next slide
- * National Provider Identification number (<https://nppes.cms.hhs.gov>) – Rose on next slide

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How?

Business Formation

- Registering business with state
- Choosing a business structure (sole proprietor, PLLC)
- Applying for an NPI and EIN (if you want to provide superbills)

Malpractice/Liability Insurance

- CPH + Associates
- HPSO

Licensure

- if you're fully licensed, you're good to go!
- temp license
 - you'll need to arrange for licensure supervision
 - you'll need to be on location with a licensed therapist OR
 - if you're all virtual, you'll need to affiliate with a licensed therapist



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How?

Virtual Practice Tips

- If you're fully telehealth, you will not be able to register your business as an LLC unless you have a physical address (not a PO box)
 - You can use a registered agent service, which provides an address and notifies you when you have important documents
- You will likely have to pay a bit extra for malpractice insurance
- Some insurance companies require a different diagnosis code to reimburse for telehealth visits

ALSO!

If you plan to offer courses, workbooks, workshops, or anything outside of therapy, you will need a separate business entity.



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How?

- * Self-pay considerations:
- * Planning, time & connectedness
- * Do people know you and the services you offer?
- * Self-pay therapy session rates
- * Sliding fee scale

Finances	
Office	Teletherapy
Cost per Session: \$90 - \$120	
Sliding Scale: Yes	
Pay By: American Express, Cash, Check, Discover, Health Savings Account, Mastercard, Visa	

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How?

9		
10	REVENUE (monthly)	Jan-22
11	Income	\$2,000.00
12	EXPENSES (monthly)	
13	Office Rent	\$150.00
14	Psychology Today	\$30.00
15	Electronic Health Record System	\$50.00
16	Liability Insurance	\$50.00
17	Total Expenses	\$280.00
18		
19	Gross Income/Collections	\$2,000.00
20	Estimated Taxes	\$500.00
21	NET INCOME (Revenue - (Expenses + Taxes))	\$1,220.00
22		
23		

- * Finances
- * What is coming in and going out?
- * Business checking & savings accounts
- * Types of expenses

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How?

- * Reduce financial risk (e.g., sub-lease office)
- * More desirable areas = higher priced office space
- * Computer/tablet
- * Electronic health record system
- * Therapist directory



Janie Hesterly Wilkerson

For anyone looking to take the leap into private practice, or expanding their availability / location, my office is available to sublease on Fridays! Right on Music Row, in a building with 7 therapist offices, kitchen, biweekly cleaning service, door code, free parking. Contact me through FB or through my website at www.janiewilkersonlpc.com if you're interested!



Janie Wilkerson, LPC-MHSP
janiewilkersonlpc.com

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How?

Item	Monthly expense
Sub-lease	\$150.00
Computer/tablet	N/A if already purchased
Electronic health record system	\$50.00
Psychology Today directory	\$30.00
	Total monthly expense: \$230.00
	Total yearly expense: \$2,760.00

- * Assuming \$60.00 rate for a session
- * Four sessions per month to meet \$230.00 monthly expenses
- * Withhold your own taxes & pay IRS on a quarterly basis
- * Put aside 25% of collections for estimated taxes

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How?

- * Keep \$500.00 in reserve
- * Prepare for upfront costs over time
- * Allocate 50% of collections for personal use
- * May not have time to cover this:
- * If you want to make \$10,000.00 in part-time practice:
- * Multiply by 1.75 = \$17,500.00 (i.e., \$7,500.00 extra needed for business expenses)
- * Multiply \$17,500.00 by .25 (estimated taxes) = \$4,375.00
- * Yearly business expenses = \$2,760.00
- * $\$4,375.00 + \$2,760.00 = \$7,135.00$

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How?

- * \$50,000.00 goal
- * $\$50,000.00 \times 1.75 = \$87,500.00$
- * Estimated taxes:
 $\$87,500.00 \times .25 = \$21,875.00$



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How?



- * How many weeks to work each year
- * Want to work 48 weeks/year (i.e., take 4 weeks off)
- * $\$87,500.00 / 48 = \$1,823.00$
- * $\$1,823.00 / 60.00 \text{ session rate} = 30.38 \text{ (sessions per week)}$

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How?

- * How many therapy sessions to offer each week
- * 25 sessions per week
- * $\$1,823.00 / 25 = \72.92
- * If private pay – need to raise \$60.00 per session rate by \$13.00 or increase number of clients



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How?

THERAPIST DIRECTORIES

- Psychology Today
- Therapy Den
- Inclusive Therapists
- Secular Therapy Project
- Credential specific directories
 - EMDR, SEP, Brainspotting, DBT, etc

SOCIAL MEDIA

- Instagram
- Facebook
- Google Business Profile

WEBSITE PRESENCE

- Squarespace
- Wix
- Wordpress

NETWORKING

- Facebook groups
 - Mid-TN Mental Health Professionals
 - Greater Nashville Therapists
- Connect with professionals who might also be working with your clients
 - ex: if you work with ED's- reach out to dietitians, treatment center discharge planners, doctors, etc
- TLPCA
- Nashville Psychotherapy Institute
- attend CEU's in person!



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How?

It is ethical and legal to have a social media presence as a therapist!

PROS

- Gives clients a way to get to know your style and personality
- Great way to network with other therapists and professionals
- Easy to share resources

CONS

- Can be time consuming
- More followers doesn't necessarily mean more clients

A FEW NOTES

- Have a dedicated social media policy for clients to sign
- Discuss it briefly with current clients in session
- Have a highlight with ethical and legal boundaries for your socials
- DO NOT use your therapy socials to advertise for other paid offerings (courses, workbooks, workshops, etc)

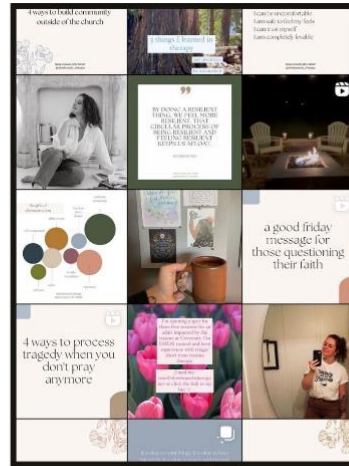
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How?



@christopherquarto



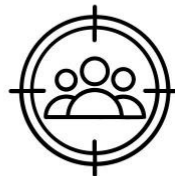
@olivebranch_therapy

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How?

Your niche encompasses the specific problems and things you're really good at helping people with, **and** the types of people you connect best with.



PROBLEMS:

religious trauma
sexual trauma
complex PTSD
ethical non-monogamy

PEOPLE

queer folks
people between 25-50
sensitive/empathic
use humor to cope
like personality tests

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Niche

ACTIVITY



Break into groups of 2-3 people and share about 1-2 clients that you've LOVED working with.

Why did you enjoy working with them? What made *you* really good at helping them? Do they have anything in common with their personalities, stories, ways of processing things, etc?

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How?

CLIENT JOURNEY



You are your client's guide from the time they're looking for a therapist to when they finish therapy.

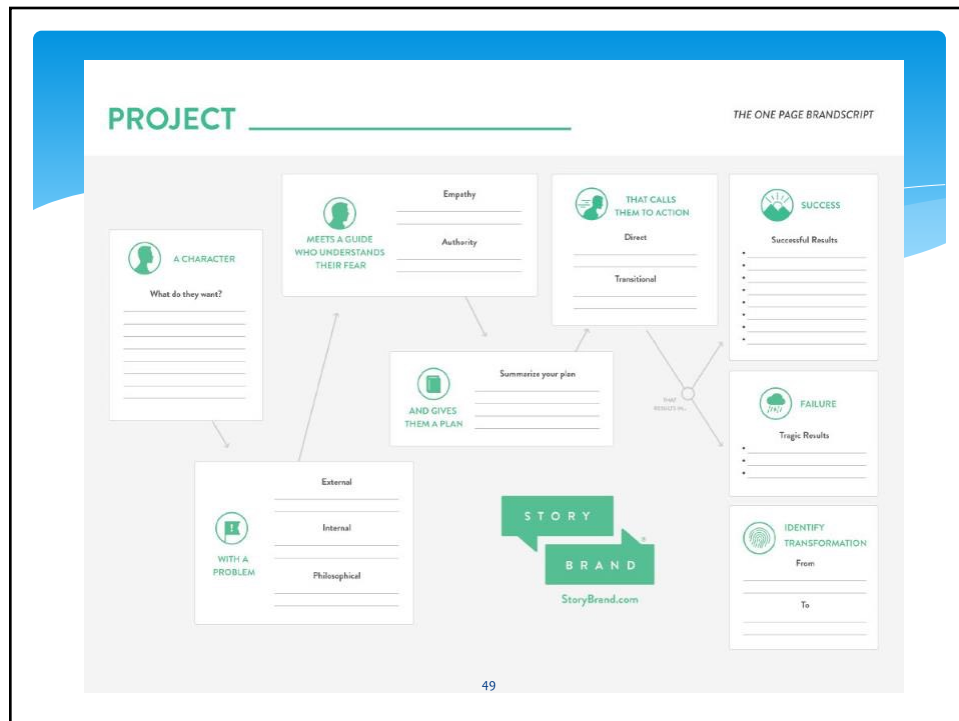
We need to create a safe, smooth experience for people all the way through the inquiry + therapy process.

Write out your client's story, from the first time they are thinking of reaching out for therapy to the time they finish therapy with you.

- What emotions are they having?
- What are their fears about the process?
- How can you calm those fears or offer solutions?
- How can you specifically add value to their life?
- How can you make them feel safe?
- How can you add humor, joy, or magic to the experience?

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Marketing

People want to know that you're a real human being who can both "get" them *and* help them.

Reflect on our ethical boundaries and your personal boundaries— and then let people see you for you!

In your copy and social media posts, write like you're speaking to someone who isn't a therapist.

How would you explain things to them?

Shift from using clinical jargon to using hope-filled language and a human perspective.

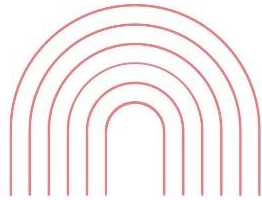
"I utilize a variety of modalities including ACT, CBT, and EMDR to treat PTSD."

→ "We learn how to challenge non-supportive beliefs, find practical ways to cope with big emotions, and harness body-based memory reprocessing to help you heal from complex trauma."

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Marketing



Identify the most common question/needs people might have about booking with you.

How can you answer questions and offer solutions before clients even contact you?

Fees, specialties, scheduling availability, sliding scale info, etc., should all be clearly listed and easy to find on your website.

When you answer as many of those questions as you can on the front end, people can find the answers before they send an inquiry.

This both serves them in a trauma-informed way, and also streamlines your inquiry and booking process.

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How?

Has Being A Survivor Of Trauma(s) Left You Feeling Stuck? And Disconnected From Yourself? And Disconnected In Relationships?

Have you experienced any of the following: childhood attachment trauma: "insecure attachment" abuse(physical, emotional) neglect, abandonment, childhood sexual abuse, sexual assault physical assault, domestic violence, divorce and betrayal, grief and loss of a loved one? Have you been deeply wounded and stuffed but never have addressed your pain though it appears to be running your life?

- Do you often experience sensations in your body(feelings of pressure and tightness aches,, pain, frequent illnesses, difficulty breathing but have few or no memories?
- Do you experience situations and people that trigger and startle you and that you feel threatened and "on high alert" much of the time(unable to feel "safe" and "calm") in daily living,? do you fee confused and depressed and at times hopeless?
- Are you easily frustrated, irritable and quick to lash out at yourself and loved ones? Blaming yourself frequently and afraid of your emotions? Is it difficult for you to trust and feel safe in your own body and with others?

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- * Write for your audience / address their concerns
- * Keep things short and to the point
- * Headers – make appealing & relatable

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How?

From Nashville Center for Trauma & Psychotherapy – Anxiety page:

Anxiety is your constant, unwelcome companion

It feels like there's a big weight on you *all the time*. Life feels like it's charging at you at 100 mph, and you just don't know why. You're constantly feeling that "what-if" feeling, no matter the situation. At work, at school, even at home. It sticks with you, and it's an anxiety you just can't turn off. You find yourself asking things like:

- Does everything I say sound dumb?

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How?

- * Ensure website copy reflects your personality – conversational style
- * Incorporate personality trait strengths

OK, but who are you, really?

Here's the real deal:

- **Ways I do self-care:** laughing, taking photos, lifting heavy things, being outside, going out for my favorite cheese fries, being with family and friends, and finding my way to a body of water whenever possible.
- **Number of Beyoncé concerts attended:** 2
- **Favorite Movies & TV Shows:** Top Chef, Parenthood (cries every episode), Shawshank Redemption, Father of the Bride, Pure Luck, The Sandlot, The Secret Life of Bees

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How?

* Address your ideal client



- * *"If everything you've tried to get rid of depression hasn't work then you've come to the right place. Like you, I've struggled with depression and searched long and hard before finding someone who truly understood me and knew what to do to get me on the right track. My sole purpose as a therapist is to pay it forward by helping people like you who are searching for a solution to a problem that's alluded them."*

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How?

ABOUT ERIN

- * Keep website client-focused
- * Stress how you understand them and their pain points

My passion is helping you find peace and balance in your life. We all have things we struggle with, and sometimes we need help finding a way to overcome them. I love working with my clients to learn new ways to approach hard things, work through old baggage, and better manage the relationships in their lives.

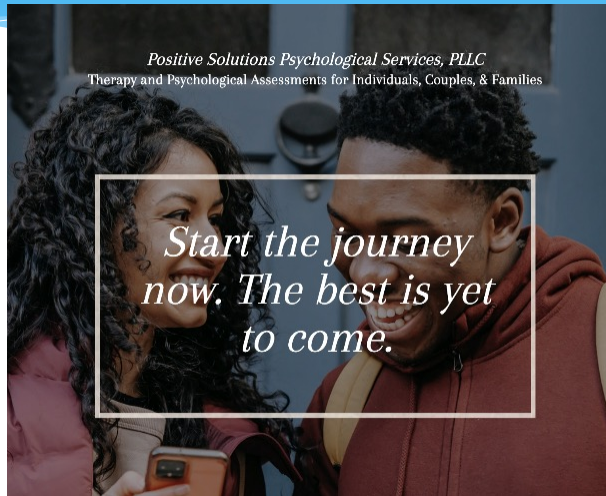
I believe that the most important part of therapy is the relationship between you and your therapist. My goal is to create a safe space where you feel free to share who you are, what you need, and what works for you. I believe that enhancing the tools and skills you already have is a great place to start. I love working with clients struggling with anxiety, depression, toxic perfectionism and overcontrol, and those recovering from trauma, substance abuse, or abusive or isolative religious upbringings. When you make the choice to start therapy, you're choosing to take the first step towards taking your life back. I see the hope and courage of every person who enters my office, and I am continually impressed at the resiliency of the human spirit.



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How?

- * Strive for positivity & hope



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How?

- * The unique factor – how are you different?

What Is Unique About The Dorm's Trauma Therapy?

We understand the complexity and nuances of trauma and co-occurring mental health disorders. Our individualized, broadspectrum trauma therapy is customized to combine individual therapy, groups, health and wellness services, case management and family involvement so that clients begin to bridge the safety they feel within our community into the greater community.

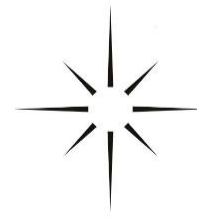
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How?

TRAUMA-INFORMED MARKETING TIPS

- Respond to every inquiry
- Offer free consult calls
- Be honest with yourself about you do and don't do
- Be clear with clients about what's in your scope
- Have a structure for your inquiry and intake process
- Be brave when communicating your values



"People don't buy what you do; they buy why you do it.
And what you do simply proves what you believe"

~Simon Sinek

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Questions?

Check out Private Practice Journeys podcast series
(chrisquarto.com – located under "Blogs")



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THANK YOU!! 😊

CONTACT US

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