

Private Practice:

Are you ready?

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Private Practice:

Are you ready?

Sources of information

- APS Fundamentals of Private Practice Course (2011)
- Starting a Private Practice in Psychology or Counselling – Sydney University (2011)
- Australian Government Business Information; www.business.gov.au
- Australian Business Register; abr.gov.au
- Australian Securities & Investments Commission (ASIC); www.asic.gov.au
- Australian Taxation Office (ATO); www.ato.gov.au
- Medicare; <http://www.humanservices.gov.au/customer/dhs/medicare>
- National Disability Insurance Scheme; <http://www.ndis.gov.au/>



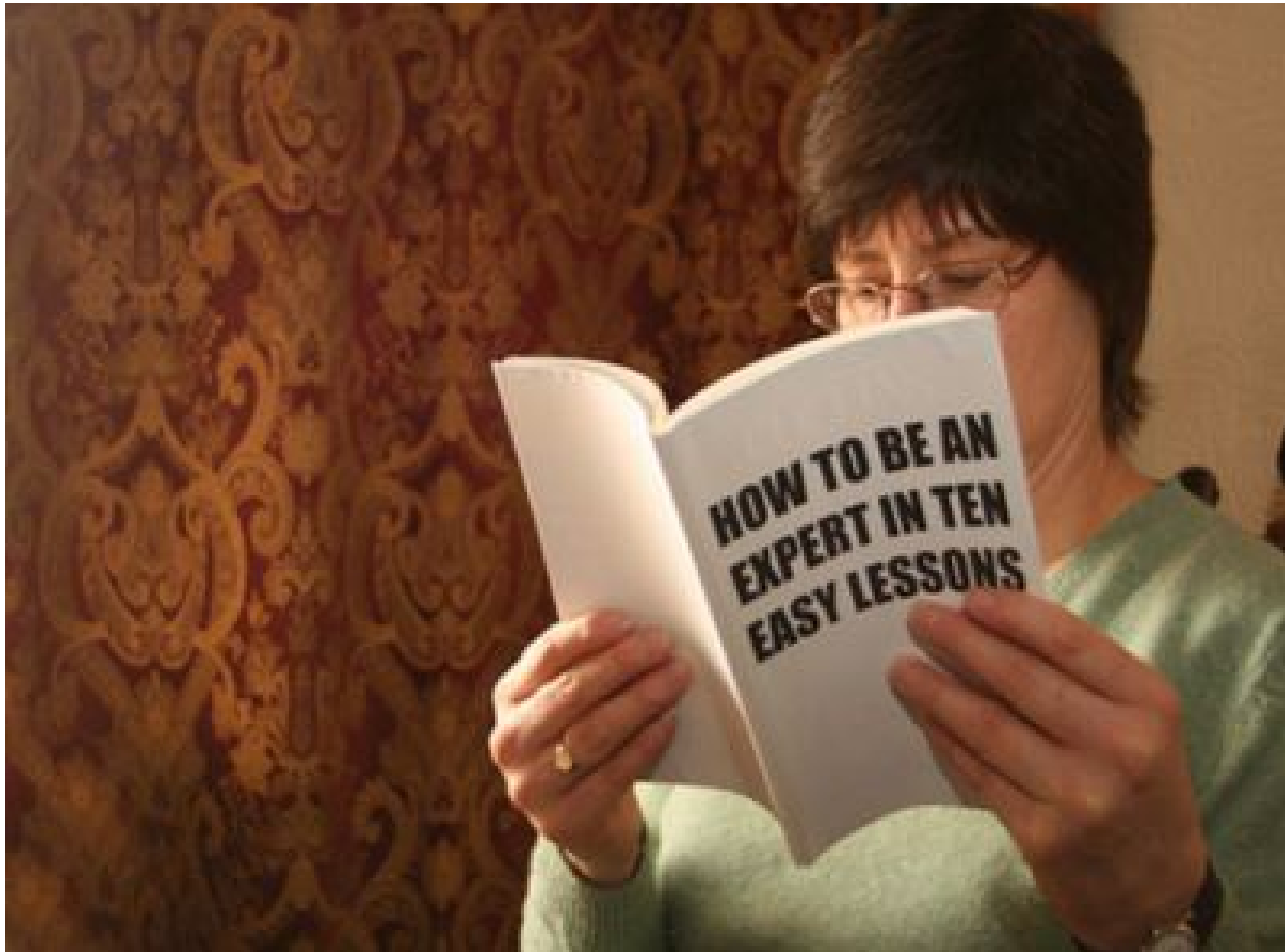


Image: <http://chris.pirillo.com/are-you-a-social-media-expert/>



Overview

- Exploring Readiness
- Establishing and Running a Business
- Everyday Practicalities
- Disability Focused Private Practitioner Work
- NDIS Considerations
- Top 5 Tips
- Scenarios



Personal Readiness

Consider reasons **for** entering into Private Practice

- Personal goals and motivations
- “Entrepreneurial spirit”
- Being your own boss
 - Independence, control
- Potential for increased income and investment in future
- Flexibility
- New Challenges



Personal Readiness

Consider reasons **against** entering into Private Practice

- Health reasons
- Time investment and non-billable time
- Cash flow and monetary investment
- Work / Life balance
- Multiple roles
 - Strengths and weaknesses
- Isolation / working by yourself



Professional Readiness

When is the right time for this career move?

- Competence and confidence in delivering a consistent service
 - Counselling, training, writing, behaviour support, assessment
- I have “significant experience” in an area I wish to specialise in



Professional Readiness

Researching the Market

- “My business will fill an existing gap, meet demand, or provide a specialised service in an existing market”
- Practice location
 - Rental / leasing costs, referrers, service needs, demographic information
- Competitors, their services, and fees
- Business expenses and outlay costs: factor into business plan



Business Readiness

Practical considerations

- Choosing a business structure
 - Sole trader (individual), partnership (association), or company
 - Can affect taxes, profit sharing, legal obligations, and costs
- Business planning goals: realistic, feasible, and financially viable
- Start-up costs and ongoing expenses; **cashflow**
- Adopting multiple roles or engaging support
 - Taxation, business accountancy, legal obligations, office administration, Medicare and ATAPS compliance, banking, etc
- Brand identity development and marketing
 - Graphic and marketing design, communication, and networking



Mentoring, Advice, and Support

Building support networks

- Supervision
- Professional networks
 - Other psychologists and allied health, GPs, community MH / disability services
- Engaging professional supports
 - Tax accountant, lawyer, graphic designer, web designer, admin / office support
- Business Enterprise Centres, Australia; www.becauseustralia.org.au

Being aware of and realistic about risks and weaknesses

- Expense
- Time
- Isolation
- Capacity to fulfil roles and meet goals



Start Fresh or Join with Experience

Alternatives to starting your own practice

- Join an existing psychological practice
- Contract to a medical / mental health practice

Advantages to Joining a Practice

- Established procedures
- Administration / booking support
- Existing referral streams / referrers
- Existing work cover / insurance
- Rent often includes billing methods, marketing, internet and / or phone use

Disadvantages to Joining a Practice

- Often high rental / “percentage of fees”, e.g. up to 50% of receipts
- Large practices often have “non-competition” clauses in contractor arrangements
- Contracting does not attract employee benefits
- Potential to have differences in opinion regarding how the work is carried out
- Be aware of the politics and relationships between practices when considering joining



Creating a Business Plan

business.gov.au is your friend!

www.business.gov.au/businessplan

- A walk-through guide to creating your own update-able business plan

Main Business Plan sections

- Business information
- Market
- Future Planning
- Finance

Speak to supports about your Business Plan



Creating a Business Plan

SWOT Analysis

- Strengths, Weaknesses, Opportunities, and Threats
 - Specialisations and differentiations from existing businesses
 - Be honest, realistic, and problem solve

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats



Establishing a Business

Business Start-Up Checklist

- Applying for an Australian Business Number (ABN)
- Registering for GST and PAYG Withholding
 - Services attracting GST: career counselling, training, and supervision for the purposes of CPD
- Registering a business name with ASIC
- Registering as a Company with ASIC – getting an Australian Company Number (ACN)
 - Apply for a TFN if a Company



Establishing a Business

Branding – Creating a business identity

- Naming your business
- Creating a logo
 - Graphic design
 - Trademarking a business name / logo
- Designing marketing material
 - Paper marketing materials, business cards, signs and decals
 - Website; registering a domain name, and site building



Establishing a Business

Psychology Practice Essentials

- Insurance
 - Professional Indemnity / Medical Malpractice; Public Liability; Goods Sold or Supplied
 - Workers Compensation (Company) / Income Protection
 - Business Assets and Revenue Insurance
- Medicare Provider Number(s)
 - 1 Medicare Provider Number per location (Initial: form 1449, additional: form HW020)
 - Medicare compliance: CPD for FPS
- ATAPS registration with Medicare Locals
 - Short window of opportunity; applications close by the end of the financial year
 - Specialisations: Priority Referral (Suicide Risk); Children; Perinatal Anxiety and Depression; Aboriginal and Torres Strait Islander referrals



Establishing a Business

Psychology Practice Essentials cont'd

- Working With Children Check / Police Checks
- Payment Methods and Banking
 - Eftpos / Mobile banking / PayPal
 - Bulk-billing
 - Health funds
- Administration / Accounting / Practice Management Set-up
 - Practice Management software / MYOB
- Professional memberships
 - Purpose: Referrals, marketing, networking



Marketing Your Business

- Marketing Questions (from APS):
 - Who are your potential clients?
 - How do they look for services?
 - Who refers them?
 - Why do they look for services?
 - Where do they look for services?
 - What services are they looking for?
 - What are competitors offering? Fees?



Marketing Your Business

Targeted Promotional Materials

- Direct to referrers
 - Letters, service menus, brochures, business cards
- Direct to clients
 - Fliers, notices / posters, websites

Strategic Approach to Business Promotion

- Distribution and follow up
 - Allocating time and resources

Advertising and Cross-Promotion

- Professional networks and listings sites
 - APS Find a Psychologist; Good Therapy Australia; healthshare; PsychDD; etc



Running Your Business

Client Focused Practice Management

- Intake criteria
- Entry procedure: enquiries, waitlists, initial appointments
- Information given to new clients before initial appointments
 - Location, transport, and parking
 - Consent
 - Confidentiality and privacy
 - Cancellation and lateness policy
 - Fee structure
- Post appointment
 - Requirements for follow-up, referring on, and closure

A Quality, Consistent Service



Running Your Business

Developing a Practice Procedures Manual: Practice Administration

- Policies and procedures
- Info sheets
- Practice resources / worksheets
- Local area community health resources and specialised services
 - MH Teams, medical practitioners, case management, etc
- File management
 - Templates, hand written vs. typed, electronic / other storage
 - Minimising non-billable time



Risks and Dangerous Situations

OH&S

- Occupational Health and Safety Policies and Procedures; compliance
- Legal obligations
- Employee / contractor considerations
- Insurance
- **Emergency Procedures**
 - Evacuation procedures



Risks and Dangerous Situations

- **Safety Planning – Personal and Client Safety**
 - Risk minimisation strategies
 - Clients presenting with imminent risk to themselves or others
 - Duress and emergency services
- **Privacy and Confidentiality**
 - State health records legislation
 - NSW Online Mandatory Reporter Guide (MRG)
<http://sdm.community.nsw.gov.au/mrg/screen/DoCS/en-GB/summary?user=guest>
 - **Sharing / disclosing information**
 - Consent, Mandatory Reporting, Chapter 16A, and legal request (subpoena)



Self-Care

What is self-care?

"...our ability as human beings to **function effectively** in the world while meeting the **multiple challenges of daily life** with a sense of **energy, vitality, and confidence**. Self-care is **initiated and maintained by us** as individuals, it requires our **active engagement**."

- FACS: Community Services Self-Care Tool Kit fact sheet
"What is Self-Care?"

Susceptibility to distress and burn-out

Therapist Belief Scale (McLean, Wade, Encel, 2003)
Burnout Questionnaire (American Public Welfare Association, 1981)

Balancing multiple roles

Multiple jobs or roles? Family? Social life? Me time?



Self-Care

Self-care strategies: practicing what we preach

- **Physical:**
 - Exercise, relaxation strategies, sleep strategies, diet, laughing
- **Emotional:**
 - Spend time with loved ones, reflect on and express emotions, Mindfulness strategies, self-affirmations
- **Intellectual / Mental:**
 - Ongoing professional development, peer supervision, develop other interests and hobbies, plan and review goals
- **Spiritual:**
 - Connect with nature, meditate, calming visualisation, practice gratitude and acts of kindness



Keeping Current

CPD

- Creating a professional development plan
- Keeping skills current and appropriate
 - Training

Networking

- Professional networks, Medicare Local (ATAPS provider) meetings and training, peer supervision

Legislation change

- APS, AHPRA, and professional network mailing lists



What if I get hit by a bus?

Practice Contingency Planning

- Handover and death contingencies as part of a Practice Procedures Manual
 - Practice management and administration
 - File management
 - Contacting clients



Growing Your Business

Staffing

- Employing vs. Contracting

Diversifying Your Practice

- Alternative revenue streams
 - Re-marketing your business for these streams



Disability Focused PP

- Australian Psychological Practitioner
 - Started in 2011
 - Clinical experience – felt ready for a challenge.
 - Identified a gap/need in the market
 - Choosing a business model
 - Cost of goods sold – work out your billable target
 - Low overheads
 - Efficiency strategies – travel, note taking
 - Cash-flow –contracting for local health districts, supervision, other forms of employment
 - Marketing strategies – flyer, meeting and greet, word of mouth



NDIS Provider

How to be a NDIS provider (within launch sites only)

Eligibility:

- Apply to be a Provider with NDIA on their website (clinical suitability on next slide)
- Comply with State legislation e.g. NSW Disability Services Standards
- Pass national police records check or working with children, people with disability and/or vulnerable persons checks
- Agree to undergo an audit by an independent body within 12 months of being a Provider



NDIS Support Items

- **Specialist Disability Services:**

- **Early intervention supports for early childhood - \$168.26**

- Ongoing professional supervision and development in place.
- Professional staff have experience in early childhood interventions with children with disability.
- **Psychologists to be listed on APS Autism and Pervasive Developmental Disorder Identified Practitioners list – there is an application form (not online) and an assessment (exam)**
- Experience in working within a transdisciplinary framework.

- **Specialised assessment of skills, abilities and needs - \$168.26**

- Ongoing professional development

- **Behaviour support - \$168.26**

- Minimum 2 years' experience working with people with disability who have challenging behaviours.
- Ongoing professional / clinician supervision and development in place.

Top 5 Tips

1. SWOT Analysis

- Be honest with yourself
- Strengthen or outsource your weaknesses if possible

2. Networking

- Get to know your practice area, the GPs, other referrers, and other psychologists

3. Patience and dedication

- Non-billable time, time spent in additional roles, focusing on goals

4. Diversify

- Generalist work as well as specialisations
- Additional referral streams

5. Self-care

- Supervision and continued professional development
- Balance



Scenario 1

Safety Planning and Crisis Management

Existing client, 23 year old male, presents in 2nd session with current suicidal ideation. He plans to walk to the train station after the session and step onto the train tracks in order to end his life.

He has recently moved back in with his parents after a relationship breakdown. He had been taking fluoxetine, but had run out. It had been prescribed after a hospital admission earlier in the year.

Consider:

- Further information required; from whom? How would you obtain this?
- What would you do in the immediate situation to keep him safe?
- What effect might the immediate cessation of the medication be having?
- Referral, confidentiality, and consent



Scenario 2

Restricted Practices and child protection concerns

You go on an initial home visit to discuss goals and aims of intervention with the parents of an 8 year old with a moderate intellectual disability and Autism. During the home visit both parents reveal that when their child becomes aggressive they put her into the laundry room and lock the door until she is quiet. This "time out" can last up to 2 hours. This strategy works for this family and allows the parents to take care of their younger child and get on with other household routines and tasks.

Consider:

- Would you continue to see this family in your private practice in 2014?
- Would you continue to see this family in your private practice in 2018 (no ADHC)?
- Would you make a report to Community Services? Why / why not?
- What supports would you need when faced with this scenario?



Concerns?

If you or anyone you know needs help – please call
Lifeline on 13 11 14.

Thank you

