**Private Practice Workshop Series**

**We will meet in AUD 644 from 9:30 to noon on June 3 and June 10, 2019.**

Session 1: What is the mindset that you need to be successful in private practice? What are the options and challenges? How do you set yourself apart from the competition? How do you participate in insurance panels?

What is private practice?

Benefits and challenges of self-employment

Solo vs. group settings

Beyond clinical care -- Business mentality and entrepreneurship

Customer service mindset

When can I do this? Can I afford it?

Why you? What’s your unique value proposition?

Market niches and “ideal clients”

Fee-for-service vs. insurance?

Fee setting: What will the market bear?

Signing up for insurance panels, Credentialing

Co-pays, deductibles, and client payment

Session 2: How do you set fees, bill clients, and budget expenses? How should you market and advertise? How can you use the web to attract clients?

Electronic health records

Claims, electronic billing, EOBs and ERAs, EFTs

Business structures, business associates, and employees

Bank accounts and business credit cards

Malpractice insurance and other policies

Business plans and practice metrics

Market analysis

Office options, location, and layout/branding

Elevator speech (need or problem; solution)

Business cards, rack cards, brochures

Letters, emails, newsletters

Referral partners

Community outreach

Connecting with colleagues; expanding your skills

Online directories

Procurement, design, and content of web pages

Conclusions: Is private practice for you?