How to Serve More People in Your Community and Increase Your Income: Add More Clinicians to Your Full Practice

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How To Serve More People In Your Community and Increase Your Income

Add More Clinicians To Your Full Practice

MORE INCOME FOR YOU!

Casey Truffo, LMFT BeAWealthyTherapist.net

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Roles of the Therapy Business CEO

for therapists with centers or staff: HR

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Clone Yourself: How to Add Clinicians

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What is possible?

- If you have 10 calls extra per month yielding **5 new clients (50% conversion)…**
- Fee =$120 Pay the associate: 55% ($66) per session
- Practice earns $54 per session
- ***Assume client comes 3x a month***
- **One month: $810 extra**

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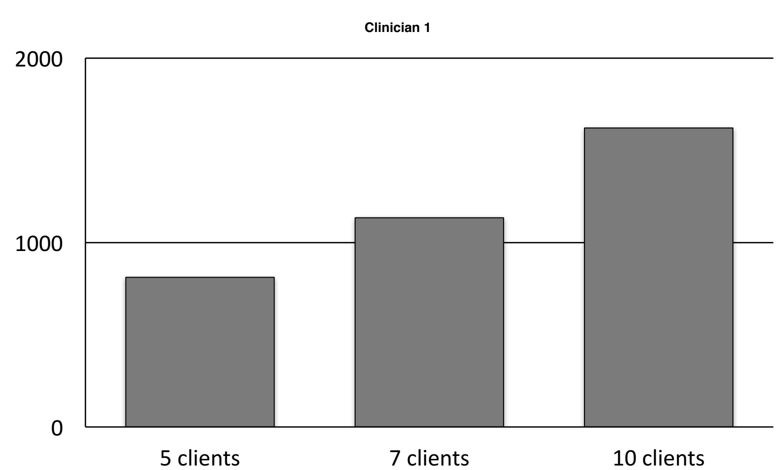

Is Adding Clinicians Right for YOU?

- Goal?
- Do you have enough referrals?
- Being the Boss?

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Initial Decisions

- Insurance vs Fee for Service
- Licensed vs Pre-licensed
- Employees vs Contractors
- Branding (name/niche)
- Who does the marketing?

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First Steps

- Know the laws (get an attorney)
- Know your numbers (compensation)
- Know WHO you want to work in your place
- Choose rather than be chosen

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Hire Your Next Associate (Additional) Clinician

- Associate meaning additional.
- This could be licensed or pre-licensed.

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Where to Look

- CAMFT classified ads
- Indeed.com
- Agencies, colleges
- Ask colleagues

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Interview Process

- Have a series of interview steps
- Interview several candidates
- You don't have to interview everyone
- Again - choose rather than being chosen

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New Hire Onboarding Process

- Expect to spend time training your new hire
- Have systems documented for her/him
- Support the new hire

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Client Journey

- How does your client move from first contacting you through graduation?

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The Client Journey

Client Journey

- Intake inquiry
- Join, assess and schedule
- Intake forms, directions

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Client Journey

- Appt confirmation
- Appt reminder

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Client Journey

- First session (Leadership, policies, calendaring and fees)

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Client Journey

- Billing/Notes
- Policy reminders
- Termination

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Your Additional Clinician Journey

- What do you expect?
  - Hours
  - Scheduling
  - Marketing

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Your Additional Clinician Journey

- What do you expect? Process?
  - Notes
  - Invoices
  - Client payments – cash, check, credit cards

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Your Additional Clinician Journey

- Room Assignments
- Clinician payroll

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Operations: Systems and Procedures to Make Running Your Business Easier

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TRACKING

- Number of calls/contacts
- How many turned into clients?
- Conversion %

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Your conversion % tells if there is a problem in the Operations Role

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Please answer your phone promptly.

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Operations: Opportunities

- Tracking
- Intake Call Script
- Cancellation Policy

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Operations: Practice Management Systems

- Notes
- Billing?
- Calendar?
- HIPAA Compliant?
- Group Practice?

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Being the "Boss"

- More than a Clinician
- Know Your Tracking
- Develop/Document Systems

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Being the "Boss"

- Read/review your Profit and Loss Statements
- Create/Implement Effective Marketing Plan
- Mentor Your Clinicians (*Retention)

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Being the "Boss"

- Assess your CEO Role-skills quarterly
- Ask: "What I am avoiding?"
- Manage your energy (rather than your time)

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Advantages

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Disdvantages

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Keys to Success

- Awareness of the CEO Roles (Visionary, Operations, Marketing, Finance, Clinicians and HR/Mentoring)
- Clarity of Policies, procedures and expectations

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Keys to Success

- Consistent and thriving culture
- Ability to "Be the Boss"
- Know Your Numbers
- Success with Mentoring

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Summary

- Decide on Basic Business Model
- Document your systems (client journey)
- Interview for an additional clinician
- Onboard new person (with lots of support)
- Review progress regularly
- Track (calls, conversion, finances)
- Enjoy!

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More Resources

For additional checklists and samples, visit:

www.BeAWealthyTherapist.net/CAMFT-AC

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Hope You Enjoyed…..

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