





OVERVIEW

IKE 2023 – Private Practice in RT Across the USA

- My Background
- Current Footprint of Private Practice
- Populations & Settings
- Payer Sources
- Trends & Challenges
- Stories
- Q & A







RECREATIONAL THERAPISTS AS BUSINESS OWNERS



- Marketing
- Advocacy
- Budgeting
- Networking
- Relationships
- **Problem Solving**
- Programming
- Manual/ Policies



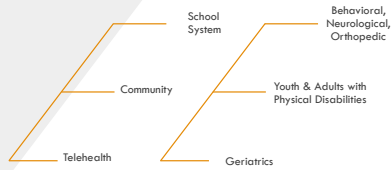
PRIVATE PRACTICE IN RT - FOOTPRINT ACROSS THE USA



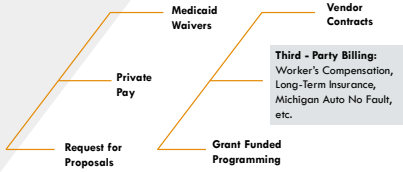
PRIVATE PRACTICE — SETTINGS & POPULATION SERVED



Intellectual/
Developmental Disabilities



PAYER SOURCES



PRIVATE PRACTICE TRENDS

Targeted Specializations	AI, Social Media, & Technology	High Consumer Demand & Longevity of Clients
Impact of Pandemic	Multi-Disciplinary Services	Competition



TARGETED SPECIALIZATIONS

- Licensed Counselors
- Yoga Therapists
- Personal Trainers
- Dementia Practitioner
- Aquatic Therapy Rehab Institute
- Brain Injury Specialist
- Adaptive Sports
- Health & Wellness Coach

BUSINESS STRUCTURES

Multi- Disciplinary



Intervention-Specific



PRIVATE PRACTICE CHALLENGES

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Hiring Recreation Therapists
Competency & Scaling to meet client demand and retention
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Growth Pace
Exceeding systems development
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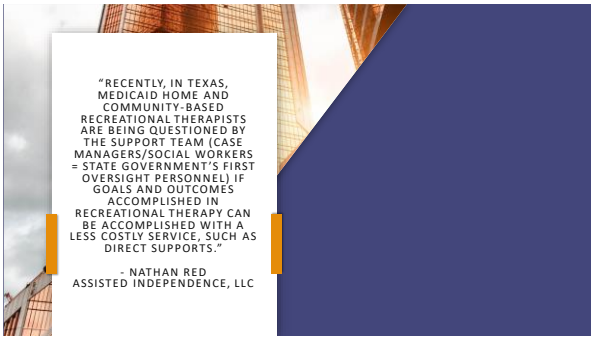
Billing & Reimbursement
Inability to bill insurance – set pricing
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Continuum of Care
RT referrals & partnerships
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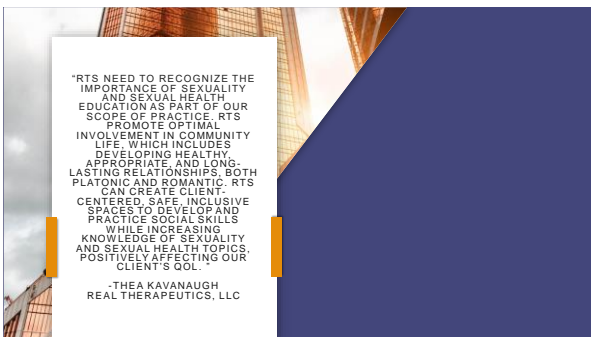
Group Logistics
Purposeful / Geographical Locations
- 

Lack of Understanding RT
Initial engagement

STORIES









ATRA – VALUED RESOURCE

- SPECIAL INTEREST GROUPS**  Discussion board & Resource sharing
- ORGANIZATIONAL MEMBERSHIPS**  Tiered memberships to meet the needs of your organizational size
- COMPETENCY & TRAINING**  Coverage trends, Quality internship training, Evidence-based Practices, Online learning platform, SOP



KEY TAKEAWAYS

- SURGING SUCCESS**  Improving Accessibility to RT services
- NO LIMITS TO OUR REACH**  Clinical & Community Gaps
- RESOURCES FOR SUCCESS**  Overcome Challenges & Barriers Together



Q & A

