



Practitioner's Toolbox



Building Your Mental Health Practice from the Ground Up (2000) **\$79 workshop price**

The content area of this book reflects a step-by-step review of setting up a private practice. Intended for both the beginning therapist as well as those practitioners seeking to expand their services the book addresses the fundamental questions of what kind of practice, located where, with what type of clients?

Matched with this is a review of outfitting a clinic office in terms of office equipment, furniture, and computer/telecommunications systems. Aspects of office documentation, policies, and staff are detailed. Current trends in insurance including obtaining membership on provider panels, hospital staffs, and legal guidelines in fee collection are considered. The last portion of the book involves an extensive review of marketing approaches with a unique focus on how the Internet is altering professional practice.

An extensive library of practice materials are included in both a print version as well as on an enclosed compact disk. Guidelines as to computer applications in clinical, business, and marketing is provided with a special discussion concerning the use of e-mail as a communication method with clients. The impact of managed care is considered and information on how to access closed provider panels is provided. Principles of successful marketing will help participants in establishing referral sources and developing a community reputation.

Topics addressed in our Practitioner's Toolbox include:

- *document library (CD included)
- *referral base development
- *insurance reimbursement
- *financial management

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