

# Registration Form

IMHCA Non-Members  
Members \$115 \$130

**Private Practice- October 3, 2009**  
Renaissance Oak Brook  
2100 Spring Road

**Private Practice- December 5, 2009**  
Hyatt Deerfield  
1750 Lake Cook Road

**Private Practice- March 6, 2010**  
Wyndham Lisle  
3000 Warrenville Road

**Private Practice- June 5, 2010**  
NLU- Chicago  
122 South Michigan Avenue

Name

Address

City State Zip

Email (please print clearly) Phone

#### Payment Options:

Check enclosed payable to IMHCA

Credit Card (Master Card, VISA, American Express, Discover)

Card Number Expiration

V-Code# \* Signature

(\*MC/Visa/Discover: Last 3 Digit# on signature panel on back of card)  
(\*American Express: 4-digit# above account # on face of card.)

## Information

#### To Register:

Online: [www.imhca.org](http://www.imhca.org)

Call: (800) 493-4424

Mail: P.O. Box 706  
DeKalb, IL 60115

Fax: (815) 787-0505

**Continuing Education Hours:** This program is recognized as providing **6.0 CE**s for: **LPC / LCPC** and **LSW / LCSW** (IDFPR license # 159-000650) **LMFT** (IDFPR license # 168-000148) **NCC** (for NBCC Provider No. 2014) IL State Board of Education Provider Code: 102295, CPDUS

**Confirmation / Directions:** Upon receipt of the registration form we will email confirmation letters and a location map. Maps are also available on our website. <http://www.imhca.org>

**Refund policy:** Registrations, cancelled before seven days prior to the workshops, can be refunded minus a \$20 administration fee. No refunds can be made seven days prior to the workshops.

**Proof of IMHCA Membership:** To receive the member discount you need to be a current member of ICA and the IMHCA division. If you are unsure, please call and we can verify your membership status.

**Registration Deadlines:** Registrations must be received by the IMHCA office one week prior to the workshop. Space is limited in each workshop.

Illinois Mental Health Counselors Association  
P.O. Box 706  
De Kalb, IL 60115



Non-Profit Organization  
U.S. Postage Paid  
Illinois Mental Health  
Counselors Association

Return Service Requested

## Private Practice

October 3, 2009  
Renaissance Oak Brook  
2100 Spring Road  
Oak Brook, IL  
December 5, 2009  
Hyatt Deerfield  
1750 Lake Cook Road  
Deerfield, IL  
March 6, 2010  
Wyndham Lisle  
3000 Warrenville Road  
Lisle, IL  
June 5, 2010  
NLU - Chicago  
122 South Michigan Avenue  
Chicago, IL

# Starting Maintaining and Expanding a Successful Private Practice: Surviving or Thriving?

**June 6, 2009**  
**Hilton Lisle**  
**3003 Corporate West Drive**  
**Lisle, IL**

**December 5, 2009**  
**Hyatt Deerfield**  
**1750 Lake Cook Road**  
**Deerfield, IL**

Sponsored by  
**IMHCA**

#### Questions?

Phone: (800) 493- 4424

Fax: (815) 787- 0505

E-mail: [imhca@imhca.org](mailto:imhca@imhca.org)

Website: <http://www.imhca.org>



# Information

## Schedule

Sign In :	8:30 am
Workshop	9:00 am - 12:00 pm
Lunch (on your own)	12:00 pm - 1:00 pm
Workshop	1:00 pm - 4:00 pm

### OUTLINE:

#### I Introduction

- Making the shift to a business paradigm
- Addressing business anxiety – going towards the roar
- Case studies of practice evolution – our stories

#### II Start Up and Practice Expansion

- Eight step method to increasing referrals
- Insurance
- Council for Affordable Health Care - ins and outs
- HIPAA basics – covered entity?
- Business Entities
- Finances and Merchant Accounts
- Breaking Through to the Next Level

#### III Office Procedures

- Informed Consent – protect you and your client
- Documentation
- HIPAA compliance
- Transfer Plan
- Fees – setting and collecting
- Billing options

#### IV Marketing and Advertising

- Print Material – what it communicates
- Marketing Plan – a two prong approach
- Prospecting Referral Sources
- Niche Marketing
- Multiple Income Streams – other sources of revenue
- Business Consulting – apply counseling skills to business
- Cross pollination of referral sources

#### V Insurance and Managed Health Care

- Types of Coverage – HMO, PPO, POS, MC, Indemnity
- How to Work Effectively with Third Party Payers
- Back Door Method for Getting on Closed Panels
- Strategies for Handling Claim Denials

### Walsh and Dasenbrook Consulting

Walsh and Dasenbrook Consulting have partnered with the American Counseling Association to provide information to ACA members on private practice issues. Also, Walsh and Dasenbrook are the authors of the question and answer column, *Counseling in Private Practice*, in ACA's monthly publication *Counseling Today*.

### The Complete Guide to Private Practice for Licensed Counselors

- For those attending the workshop the guide can be purchased for \$79.99 directly from the presenters.
- For those non-members who cannot attend, the cost is \$84.99 plus \$15.00 S&H.
- MasterCard & Visa accepted for purchases of the Guide.

To order the Guide call

1-815-877-0399

or visit

[www.Counseling-PrivatePractice.com](http://www.Counseling-PrivatePractice.com)

# Program

Location: Renaissance Oak Brook  
2100 Spring Road  
Oak Brook, IL 60523  
October 3, 2009

Location: Hyatt Deerfield  
Room: York  
1750 Lake Cook Road  
Deerfield, IL 60015  
December 5, 2009

Location: Wyndham Lisle  
3000 Warrenville Road  
Lisle, IL 60532  
March 6, 2010

Location: NLU- Chicago  
Room: 5016  
122 South Michigan Avenue  
Chicago, IL 60603  
June 5, 2010

Maps located on our website: [www.imhca.org](http://www.imhca.org)

## Description

The landscape of private practice for mental health professionals is ever changing. The thriving practice must adapt, change, and continue to redefine its relevance to clients and referral sources. For the mental health professional just starting, to the large group practice, thriving practices take risks and differentiate themselves from the competition.

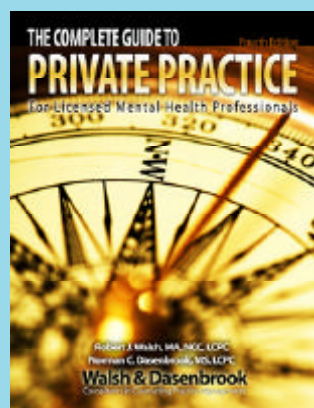
This practical, nuts and bolts seminar will present tried and true practice building strategies to begin a practice from the ground up and to expand an existing practice to the next level. Profit from Walsh and Dasenbrook's 50 years combined experience and strategic relationships with leading mental health professionals, print and web designers, billing and software vendors, attorneys, national professional organizations, and political action committees that provide cutting edge information on the latest trends, niches and legislation that impact private practice.

In this informative workshop the participant will learn how to:

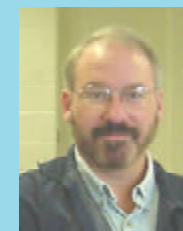
- Business paradigm development
- Start a practice on a shoestring
- Take an existing practice to the next level
- Eight step method to increase referrals
- Three essential components of a marketing plan
- Develop multiple "income streams"
- Make managed care work for you
- Streamline office, billing and fee collection

## Objectives

1. Learn how to work effectively and profitably with insurance and managed care companies.
2. Implement the business strategy of "value added" to differentiate your practice from the others.
3. Incorporate additional income-generating sources to a practice.
4. Differentiate effective and non-effective practice building and marketing strategies.
5. Learn the essential features of informed consent, transfer plan, documentation, and HIPAA compliance.
6. Identify cost effective support services to streamline office procedures for a thriving practice



# Presenters



### Robert J. Walsh, MA, NCC, LCPC

Robert J. Walsh, M.A. LCPC, has been in private practice for over 28 years. He has been president of the Illinois Mental Health Counseling Association and established the Illinois Mental Health Counseling Association's Employment, Managed Care and Insurance Task Force. He has been the chair of the American Counseling Association's Public Policy and Legislation Committee.



### Norman C. Dasenbrook, MS, LCPC

Norman C. Dasenbrook, MS, LCPC has over 29 years experience in the fields of mental health, consulting, teaching, publishing, business and alternative dispute resolution processes. Mr. Dasenbrook is also co-author of, *Harnessing the Power of Conflict: Leading, Learning and Living*, 2003, Crysand Press. Norm serves as an executive coach for health care and business (cysand.com).

Walsh and Dasenbrook have lectured throughout the country, helping hundreds of mental health professionals launch and expand successful practices. They have co-authoring the leading practice book, *The Complete Guide to Private Practice for Licensed Mental Health Professionals*, available at [www.counseling-privatepractice.com](http://www.counseling-privatepractice.com).

Presented in an engaging and humorous manner, this workshop is informational as well as motivating. They present contrasting styles of practice development and management.

Walsh and Dasenbrook have partnered with the American Counseling Association (ACA) to provide the association's professional membership the latest practice information. They author the column, *Private Practice in Counseling*, in ACA's monthly trade publication, *Counseling Today* and authored numerous articles on practice issues, found on ACA's website [counseling.org](http://counseling.org)

## What Others Have Said...

"How motivating and positive. Excellent workshop. I have been in private practice for 6 years and I didn't know half of what I learned today."

-B.Y., Illinois Counselor

"Great nuts and bolts information about referrals, marketing, and billing. Thank you. You have motivated me to try private practice."

-G.S., Illinois Counselor

"I thought private practice was out of reach. I am going to try and realize my dream."

-T.W., Illinois Counselor

"Very Motivating and empowering."

-S.K., Illinois Counselor

"This was an excellent information source for me as I begin private practice."

-A.G., Illinois Counselor

"Funny, entertaining, yet useful information."

-L.S., Illinois Counselor