

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

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.

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

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



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

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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?

Saturday, October 3, 2009
Oak Brook, IL

Saturday, December 5, 2009
Deerfield, IL

Saturday, March 6, 2010
Lisle, IL

Saturday, June 5, 2010
Chicago, IL

Sponsored by
IMHCA

Questions?

Phone: (800) 493- 4424

Fax: (815) 787- 0505

E-mail: 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

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

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.

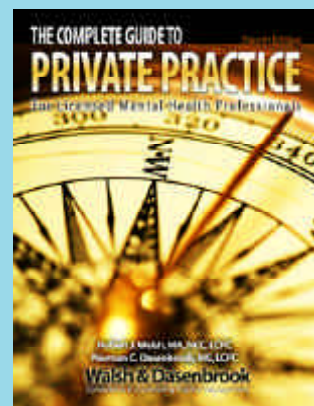
This practical, nuts and bolts seminar will present tried and true practice building strategies to begin a practice from the ground up and to expand an existing practice to the next level. Profit from Walsh and Dasenbrook's 50 years combined experience and strategic relationships with leading mental 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.

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.

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