



MINNESOTA
Psychological Association

BUILDING A SUCCESSFUL PRACTICE IN UNCERTAIN TIMES

SATURDAY, OCTOBER 29, 2016 | 8:30 A.M. – 4:30 P.M.
Embassy Suites by Hilton Bloomington
2800 American Boulevard West, Bloomington, MN 55431

ABOUT THE PROGRAM (7 CE Credits)

Graduate school provided a great education and foundation for your clinical practice, but if you are like most mental health professionals, you had very little training in the business side of clinical practice. Without sound business skills, highly competent mental health professionals may have difficulty surviving in private practice during changing economic conditions, and amidst increasing competition. In this workshop, Dr. Pauline Wallin will walk you through the essentials of sound and ethical business decisions and procedures, with an emphasis on meeting the needs for mental health services in your community.

This program qualifies for 7 continuing education credits. You must attend the full 7-hour program to get continuing education credit for this event.

PRESENTERS:

Robin McLeod, Ph.D., L.P., is introducing this program. Dr. McLeod received her Ph.D. in Educational Psychology in 1993 from the University of Minnesota, Twin Cities. She is the founder and owner of Counseling Psychologists of Woodbury. She is currently MPA President.

Pauline Wallin, Ph.D., L.P., (University of Minnesota, Clinical Psychology, 1974) is a psychologist in private practice since 1977. Dr. Wallin is cofounder of The Practice Institute, LLC. She is the 2017 President-Elect of APA Division 42, The Community for Psychologists in Independent Practice.

PARTICIPANTS WILL BE ABLE TO:

1. Utilize research on creative thinking and entrepreneurship to shape your practice in a way that makes the most of your skills and experiences.
2. Apply ethical and practical considerations in setting fees and collecting fees, and in participating in insurance networks.
3. List three types of insurance that you need as a private practice owner.
4. Analyze five ways that the public can learn about you and your services.
5. Explain how public education is an ethical way to market your practice, and list five strategies.
6. Integrate high-quality information to include in your public education materials.
7. Describe ethical principles, copyright considerations and risk management as they apply to the business of practice.

SCHEDULE

8-8:30 am Registration and Continental Breakfast

8:30 am Welcome - Robin McLeod, Ph.D., L.P.,
MPA President

Private Practice as a Career Path – Pauline Wallin, Ph.D., L.P.

- Pros and cons of private practice
- Make the most of your skills, interests and experience
- Envision your ideal practice

Minding Your Business: Fees, Insurance, Practice Models

- How to set your fees
- Clinical implications of sliding-scale fees
- Pros and cons of participating in insurance
- Collecting fees
- Three types of insurance that every clinician should have
- Getting started in private practice

12:00 pm Luncheon

12:45 pm Getting Known in Your Community

- How marketing your practice benefits the public
- Five ways that people can learn about you and your services
- How to stand out from the competition
- Making the most of your marketing materials, online and offline

In-person Networking

- Why in-person networking is still important
- Networking strategies for introverts
- Your elevator speech

Marketing via Public Education

- Public education is a natural fit for mental health professionals
- How to find high-quality content for your public education materials
- Copyright considerations

Ethical Considerations in Marketing

- Self promotion per se is not unethical
- Ethical pitfalls in marketing and how to avoid them

4:30 pm Adjourn

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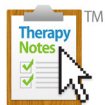


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