



PEDIATRIC PRACTICE PRIMER: THE ESSENTIALS FOR STARTING A PEDIATRIC PRACTICE IN SC

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Disclaimer

This presentation is based on my experiences and no information in this presentation should be used as a replacement for professional and/or legal advice for starting and/or running a business. Always consult the appropriate legal and/or professional resources for definitive answers on all matters.



WHY PRIVATE PRACTICE?

Reasons People Don't Pursue Private Practice

- "I don't know anything about running a business"
- "I don't have a degree in business"
- "I don't have enough experience"
- "I'm scared I'll fail"
- "There's already so many private practices/clinics in my area"
- "I'm not a good enough practitioner to have my own practice"



We are rebuilding the plane
while trying to
fly it. We all
have a piece.



Build the plane
as you fly it...

...within reason

Scarcity Versus Abundance Mindset

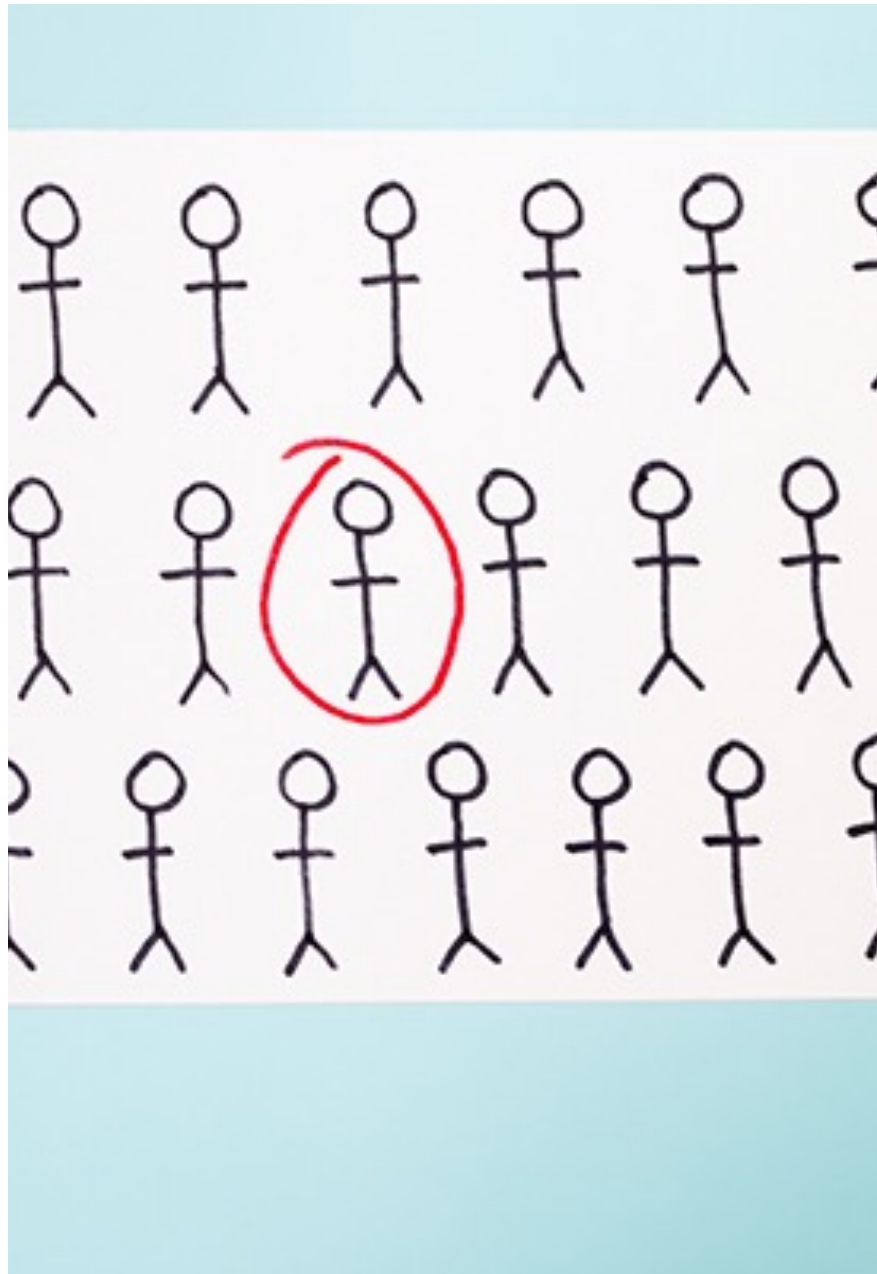
Scarcity Mindset

- "There's already so many large clinics and private practices in my area"

Abundance Mindset

- "There are lots of practitioners in my area, but I am very strong in ____ skillset and have a lot to offer my community"





Finding Your Niche

- What area/population/training are you passionate about?
- Is there an area/population/training need that is not being met within the community?
- Ideal client



Starting a Business

- Establishing your business as a legal entity
 - *LLC*
 - *S-corp*
- Registering your business with the state
- Business license (varies by city)

Therapy-Specific Considerations

- NPI numbers
- Tax ID number
- Liability insurance
 - *Mercer/ProLiability*
 - *HPSO*

A close-up photograph of a document titled "LIABILITY INSURANCE" in large, bold, black serif font. The document is held by a gold-colored metal clip at the top. A fountain pen with a gold-colored nib is visible in the bottom right corner. The background is a dark, textured surface, possibly a desk or folder. The overall scene suggests a professional or legal setting related to insurance or therapy.



Insurance

- Pros and cons
- Getting credentialed with insurance companies
- Types
 - *Medicaid - fee-for-service*
 - *Medicaid - MCOs*
 - *BabyNet*
 - *Tricare*
 - *Commercial insurance plans*
- Authorizations
- Co-pay, co-insurance
- Superbills



Marketing

- Networking, especially with other private practitioners, EIs
- Social media
- Website
 - *Search engine optimization (SEO)*
 - *How much information to include?*
- Focusing on pain points for your target population, versus your resume

Medical Record Systems

- Google
- Simple Practice
- Fusion
- Jane
- ClinicSource
- Therabyte
- Embark
- Hello Note
- IntakeQ
- Theranest
- Ambiki





Other Considerations

- Finances
- Health Insurance/benefits
- Assessment tools
- Clinic space versus natural environment
- The What-Ifs..
 - *Maternity leave*
 - *Disability/injury*

- THE PATH TO -
**PRIVATE
PRACTICE**



Jena H. Castro-Casbon, MS CCC-SLP
Creator of The Start Your Private Practice Program

Book Resources

- The Path to Private Practice - Jena Castro-Casbon
- Profit First - Michael Michalowicz
- Business Made Simple - Donald Miller
- Marketing Made Simple - Donald Miller
- Building a Storybrand - Donald Miller



Podcasts

- Private Practice Success Stories - Jena Castro-Casbon, MS, CCC-SLP
- OTs Get Paid - Trish Williams
- Mind Your OT Business - Laura Park Figueroa



Coaches/Mentors

- [The Independent Clinician](#) - Jena Castro-Casbon
- [OTs Get Paid](#) - Trish Williams
- [Start A Therapy Practice](#) - Jeremy Sutton
- [Private Practice Opportunities and Guidance](#) - Iris Kimberg
- [DPT to CEO](#) - Morgan Meese
- [All Things Private Practice](#) - Patrick Casale

Facebook Groups

- OTs Get Paid
- DPT to CEO | Start & Grow a Successful Solo Practice
- The Successful Private Practice [For SLPs & OTs]
- Occupational Therapy Cash Based Private Practice
- SC BabyNet Providers
- SLP & OT Private Practice Beginners with Jena Castro-Casbon
- POPPEE Peds Opening Private Practice Entrepreneurial Endeavors
- Entrepreneurship4OT
- Occupational Therapy Entrepreneurs
- Get Booked Out: Modern Marketing for Therapists & Counselors
- Pediatric OT Private Practice Secrets
- Lowcountry Pediatric Therapists
- Referrals - SLP, OT, PT (Greater CHS)



QUESTIONS?