Increasing Access to Care
Using a Private Practice Training Model

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Presenters

• Sherry Duson is a Texas LPC, and a LMFT in private practice and the Director of The Center for Postpartum Family Health in Houston, Texas. Since 1999 she has developed a clinical focus on new mothers, and spent 10 years leading weekly support groups at local hospitals. In 2014, she opened CPFH. Using therapists practicing under her supervision to become trained in perinatal mood and anxiety disorders, they provide services on a sliding scale to the community. She has spent years as a volunteer with PSI, and The Yates Children Memorial Fund at MHA of Greater Houston.

• Kim Jones is a Texas LPC and LMFT at The Center for Postpartum Family Health. Kim received her master’s degree in Marriage and Family Therapy from the University of Houston, Clear Lake. Her specific areas of training and practice include Solution-Focused Therapy, Motivational Interviewing, Emotion-Focused Couples Therapy, and Trauma-Focused Cognitive Behavioral Therapy. After having a child of her own in 2014, she became increasingly interested in working with individuals and couples who are making the transition to parenthood. Kim works with individuals, couples and adolescents in her practice.

Behavioral Objectives

• Participants will be able to:

  • List the component necessary to develop a private counseling center.
  • Describe the elements of practice center marketing and outreach including: social media, advertising, medical referral sources, free support groups and speaking engagements
  • List and discuss the elements of the business model necessary for operations, as well as planning for growth.
Topic Outline

• Personal introductions and history of CPFH
• History of Advocacy
• Experience in support groups and therapy
• Involvement with community groups such as YCMF
• Brainstorming for ideas to use professional services to increase access to care.

Rationale

• Although much has been done to encourage awareness, education and screening for PMAD’s, there is still great deficits in adequately trained mental health professionals.
• Small start-up organizations can better tailor services to specific needs of the treatment population than larger, established medical institutions.

Do You Have What it Takes?

• Time and resources
• A vision and passion
• Ability to tolerate the unknown and be flexible with change
• Courage
• Confidence in your clinical skills
• Knowledge of the proper treatment for PMAD’s and experience with the usual course of treatment.
Do You Have What it Takes?

- Analyzing the market – do you have something unique to offer your community?
- Do clients have easy access to your services?
- Do you have organizations, institutions and people with whom to network?

What’s In A Name?

- History of CPFH name
- Importance of naming and branding
- Allowing for specialization and generalization at the same time
- Naming support groups

Component #1-Clinical Staff

- Licensed and trained supervisor/clinical director
- Post-grad therapists, needing to practice under supervision for full licensure
- Know and practice guidelines for licensure
- Know and practice ethics by licensure and professional organizations
- Know and practice laws related to practice (HIPPA)
- Initial introduction to PMAD’s specialty :
  - Discussed in initial interview with interns
  - Began practice with an all day training retreat
Component #2: Facilities

- Office space and essential set-up elements for practice (including parking, waiting, group work and infants)
- Flow of communication from referral to appointment to client (Phone, website, etc)
- Medical records – research EMR's, gathering and managing of PMR, privacy practices

Component #3: Administration of Services

- Establishing appointment practices and procedures
- Informed consent
- Release of information
- Emergency contact
- Criteria for service or refusal
- Training staff on administrative procedures
- Including fee setting and collecting, insurance
- Handling missed appointments, communication with clients

Component #4: Marketing and Outreach Methods and Procedures

- Logo and website development
- Writing bios, getting photos, writing blogs
- Utilizations of clinical staff for admin duties
- Announcements and press releases
- Face-to-face contact with referral sources
- On-line tools including social media and email programs
Component #4: Marketing and outreach methods and procedures

• Determine print needs
• General practice brochure
• Business cards for each clinician
• Well Mom Checklist as “free gift”
• Support group fliers
• Photography of staff and space needs
• Secure good graphic designer and printing company to form on-going relationship

Component #4: Marketing and outreach methods and procedures

• Determine “stakeholders” in the community (Hospitals, non-profits, mothers)
• How to’s of networking: birth community, mental health and medical community and mom’s groups
• Importance of community events and speaking engagement

Component #4: Marketing and outreach methods and procedures

• Role of free support groups:
  1. Need in community (service)
  2. No cost to increase access to care
  3. Good training experience
  4. Clinical hours
  5. Identity in the community
Component # 5: Business Model

- Write an initial business plan
- Address need for service, start up costs, continuing costs and revenue streams
- Establish relationship with bank
- Checking account
- Credit card account
- Small business banker
- Merchant account for taking plastic payment and/or on-line payment

Component #5: Factors in Business Modeling

- Expenses- start-up vs. ongoing
- Method for tracking (Quickbooks)
- Revenue- fee setting and insurance reimbursement
- Creating a sliding scale
- Determining compensation for clinicians
- Educational products/workshops

Resources for information:

- SBA- SBDC for classes, resources, consultation
- Business plan examples on-line
- Start-up funds options

Support Staff:

- Bookkeeping
- Administration
Component #5: Factors in Business Modeling

- Establishing steady flow of clients-developing multiple referral sources
- Determine when caseload is “full”
- Growth plans: Teletherapy, IOP program for PMADS, in-patient programs at hospitals
- Satellite offices, new therapists

The Start-up

- Announcing and grand opening
- Staff training
- Open House of space
- Launch marketing plan
- Allow for and have a plan for a lack of profit (3-7 years to become profitable)

Small group exercise:

- Form three or four small groups
- Discuss how you might address a specific challenge in setting up a counseling practice.
- Write down answers and thoughts
- Share answers with large group.
Questions and Discussion

• Closing remarks

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