

growththerapy

Guide to private practice



So you've decided to venture into the world of private practice, that's great! While it can seem intimidating and confusing, it doesn't always have to be. We put together this guide to help you navigate starting the private practice you've always dreamed of.

With the right support, building your private practice can be simple. In order to get things moving, you can focus on the following steps to set yourself up for success. Let's get started:

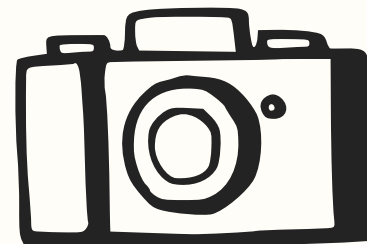
Create an LLC/PLLC and bank account for your business

While it is not required, a Limited Liability Company (LLC) or Professional Limited Liability Company (PLLC), can help protect business owners from loss. By setting up an LLC/PLLC, you are protecting yourself from taking on company debts and liabilities. You will have to check your respective state's requirements for setting up an LLC/PLLC. For example, in California, Therapists do not get an LLC but a Professional Corporation so be sure to check with your state before starting the process. Once you have the requirements mapped out, it's time to choose your business name. Once your business is registered, you will need a Business Employer Identification Number (EIN) provided by the IRS to go ahead and open a bank account for your business.

Time to take a headshot

If you can't get a professional photo taken by a photographer, your phone works just fine:

- Use natural lighting. Keep the sun in front of you to illuminate your face.
- Be sure the phone is even with your face. Do not hold the phone super high above your head or below your chin.
- Prop up your phone so you do not have to hold it. You can lean it on something or purchase a stand online.
- Check if your phone has settings for portrait mode to capture the most professional looking image.
- Wear something for the photo that you would wear in your sessions. You want this to be a good representation of who you really are!
- Need inspiration? Search through our directory and look at other providers headshots!



Write your bio

Your profile is a sales tool to attract potential clients. You will want to be clear about who you serve, why someone would want to partner with you for their mental health and how you operate. Be specific so that this is a successful match!

Do not treat your profile bio like a resume. Share your certifications and accolades as long as it would make sense to the client and help them understand why you are the right choice for their specific needs.

Express who you are as a mental health provider and speak to your ideal client! Take time to picture having the caseload of your dreams. Who are these clients? Is there something similar between them? It's just as important that you have clients you enjoy working with as it is to make a living as a therapist.

Pick the right specialties. When choosing your specialties that you would like to advertise on your profile, only pick the ones that are truly specialties and you have proof for treating versus picking all the categories that you are capable of treating or experience in. These specialties are for the client to find the best provider that matches what they are seeking, not merely a badge saying, "I'm able to treat this."

Network with providers in your community

The best way to get inside information is to seek it out from those who have done it before. Don't hesitate to reach out to those you know who have ventured into the world of private practice and ask if they'd be willing to share some guidance and wisdom. The best support comes from a community of like minded individuals with the same goals and we have a thriving virtual community of 3000+ Grow providers that you can connect with!

Create a system to keep up with your taxes

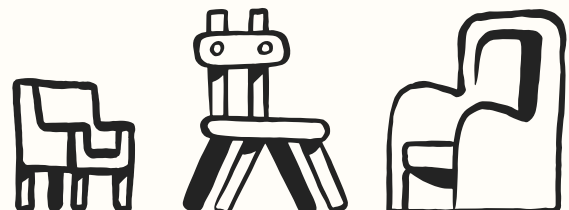
Being self-employed with your own private practice means that you will need to manage your taxes. While taxes can seem daunting as a private practitioner, there are tools and resources that you can leverage. Here at Grow, we recommend a service called Heard! It is a tax platform solely focused on mental health providers. There is always the option to hire a CPA to do the job for you as well. Whether you go the tax professional or tax software route, staying on top of your taxes is essential and your responsibility as a business owner. Whichever route you decide, expenses for an accountant or tax software are tax-deductible for your business.

Set up HIPAA compliant email communication

For protected email communication, there are many options. There is a HIPAA Compliant version of Google Suite, Doxy Premium, Hushmail and a favorite of our community is Proton. If you would like to have a different phone number associated with your practice, you can get a Google Voice number. There is a free version, however if you sign up for Google Suite, a better version of Google Voice is included.

Decide your self-pay rate

While there are many benefits to getting credentialed through insurance, there are many reasons you will still take self-pay. Your client could lose their insurance. Your client's insurance could have a high deductible they must pay before qualifying for mental health coverage. You could attract a client that doesn't have insurance through your various directories. Whatever the reason, you'll want to identify your self-pay rate and if you operate on a sliding scale. When deciding your self-pay rate, consider the time you spend with each client before, during and after each session.



Getting credentialed with insurance

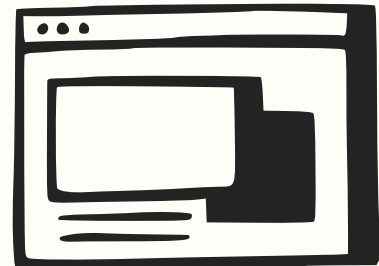
There are a few things you will need so that you can get credentialed with insurance providers. You will need to create a CAQH account, this is a database that insurance and credentialing companies often use to verify information associated with your license. Since all of the insurance companies need the same documents (your license, malpractice insurance, National Provider Identifier (NPI) number), you can simply upload them to CAQH so that you don't have to provide them to each payor each time a document expires. If you are a nurse practitioner, you will need a DEA number and access to a collaborating physician. Be sure to complete and keep your CAQH up to date. This profile houses all of the credentialing information needed to streamline the process that allows you to take insurance.

Build your web presence

While it's not mandatory, we have found that providers who use social media, create websites and optimize their SEO options tend to fill their practices more quickly.

When creating a website, there are a few considerations to keep in mind:

- Keep it simple. Make sure everything is easy to find and your booking buttons are obvious!
- Maintain consistency with fonts, colors and imagery. Make sure everything is readable on a desktop and phone.
- Use language that is clear and contains keywords to help your website rank for SEO. This is a sales tool for your clients, not a resume for your peers.
- If you have testimonials or reviews, utilize them on your site!



The beauty of private practice is that you have control over your practice but you don't have to do it alone. There are many resources to guide you on your journey. That's why we started Grow Therapy. We are a team of mental health advocates and healthcare veterans who believe providers should be empowered to launch and grow thriving in-network private practices by enabling them to tap into large scale credentialing, referrals, administrative and community support enabled by our passionate team and technology.

If you've been considering getting your private practice off the ground, Grow can help. Grow Therapy is free for providers and has no minimum hour commitment to join. We are here to support you, not dictate how you practice.



Free credentialing: get paneled with the major payors in your state so you can start seeing insurance clients.



Guaranteed billing: don't worry about unpaid claims! Any insurance claims that you submit are guaranteed.



Marketing: get your private practice out in front of thousands of potential new clients. Grow Therapy offers marketing tips, tricks and support.



Telehealth: choose between in-person or virtual appointments; our platform supports both!



EHR: enjoy custom-built, centralized invoice submission, client management, and scheduling in one place, with live support from our provider support team.



Peer community: gain access to a private community of Grow providers to share support, advice and camaraderie during your private practice journey!



Health insurance: we are proud to offer affordable health care coverage to all Grow Therapy providers through our insurance partner.



Intake and scheduling: transition your existing clients, whilst allowing new clients to book through our website or by calling our dedicated customer support.



Dedicated support: have questions about billing, the EHR, or anything else? We're here to help!

When therapists no longer have the hassle of mundane admin tasks like billing and insurance claims or the limitations of out-of-pocket-only payment options, they can provide care to the communities who need it most!

To learn more please visit our [website](#) or book an [introductory call](#) today.