Private Practice Essentials: Starting and Growing Your Own Business

PA State Speech-Language Hearing Association Convention
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Disclosures
for Jill Sheck

Financial Disclosures:
▸ Owner at Jill Sheck Therapy LLC, which includes Jill Sheck SLP (TPT resources), & Private Practice SLP (private practice resources)
▸ Receives royalties from Northern Speech Services for “Private Practice Foundations” course (formerly known as “Private Practice Prep School”)
▸ Paying member of ASHA

Non-Financial Disclosures:
▸ None

AGENDA
Private Practice Essentials

01 Begin As You Mean to Go On
02 Baby Steps
03 Budgeting & Startup Costs
04 Marketing Basics
**The 3 Stages of Starting A Practice**

**1. Excitement**
You have a great idea and you can’t wait to get started. You’re excited.

**2. Having Fear**
After extensive Google searches and many late nights, you’re getting a little confused and a bit scared about the legal aspects of this whole business idea.

**3. Uncertainly Sabbing**
You’ve read through every web page on the SBA website along with your state’s business guide, and you’re thoroughly overwhelmed.

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**Baby Steps**

- Don’t try to do everything all at once.
- Make a list and stick to it.
- One thing at a time.

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**Baby Steps**

1. Decide on a business name
2. Decide on a tax classification
   - Available options in PA:
     - Sole Proprietor
     - LLC
     - Partnership
     - Corporation: S-Corp or C-Corp
   - How to decide which is best for YOUR business?
Baby Steps

3. Register your business name
   • Fictitious name: "(A)ny assumed name, style or designation other than the proper name of the entity using such name."
   • Through the Department of State—look for "fictitious name" form
     • Example: Jill Shook Therapy—my private practice’s fictitious name

4. Register your business type (if LLC, partnership, or corporation)
   • File a Certificate of Organization (current fee for 2019 is $125)

Baby Steps

5. Get liability insurance
   • Through ASHA
     • Step 1: Member Center
     • Step 2: Member Benefits

Baby Steps

5. Get liability insurance
   • Step 3: Member Center
     • Can also choose the insurance company you use for other insurance
Baby Steps

6. Apply for an EIN
   - Will need business name and contact info

7. Set up HIPAA compliant email and document storage
   - HIPAA is a very big deal
   - Required whether you have paper records or store info electronically
     - Some options:
       - G-Suite through Gmail
       - Office 365 offers BAA as well

8. Set up a basic website
   - Include phone number, service area, services you provide, hours of operation, insurance accepted, and something about you

9. Set up your treatment space
   - Options:
     - A clinic/office space
     - Your home
     - Your clients’ homes
     - Telepractice

10. Create a budget
    - You should have at least $2,000 set aside for this (better to be closer to $5,000)
    - No more than 10% of budget for marketing
    - Remember to factor in utilities/office expenses
    - Set up a business bank account
### Startup Costs: Required Costs

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business License</td>
<td>$125</td>
<td>One-time fee in PA</td>
</tr>
<tr>
<td>Liability Insurance</td>
<td>~$200/year</td>
<td>Probability varies by company</td>
</tr>
<tr>
<td>HIPAA-compliant email</td>
<td>$10/month ($120/year)</td>
<td>Google</td>
</tr>
<tr>
<td>Website domain and hosting</td>
<td>Hosting = domain: $90/year</td>
<td>Weebly Basic plan + Hosting</td>
</tr>
<tr>
<td>ASHA dues</td>
<td>$225/year</td>
<td>CE registry: ~$280</td>
</tr>
<tr>
<td>Office supplies/materials</td>
<td>$1000</td>
<td>basic office supplies = CASL ($600) and EAMP-2 ($300)</td>
</tr>
<tr>
<td>Phone service</td>
<td>$6.25/mo ($75/year)</td>
<td>Ooma</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$1855</td>
<td></td>
</tr>
</tbody>
</table>

### Startup Costs: Optional Costs

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>PO Box</td>
<td>~$50/year</td>
<td>varies by location</td>
</tr>
<tr>
<td>HIPAA-compatible e-fax</td>
<td>$4/month ($48/year)</td>
<td>Faxage Lite plan</td>
</tr>
<tr>
<td>EMR/EHR</td>
<td>$10-$170/month ($360-$700/year)</td>
<td>see EMR comparison chart</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$408-$1178 additional</td>
<td></td>
</tr>
</tbody>
</table>

Total startup cost: $2293- $3013

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**Marketeting Basics**
Marketing Basics: Website and SEO

- Search Engine Optimization: optimizing your web presence to get to the top of the list when someone searches for speech therapy in your area
- The more links or mentions, the better
- Include key words in all of your site pages
- Actions will vary based on your location, etc.
- Marketing cost
  - Rule of thumb: 5% of profits to maintain, 10% to increase
  - Example: if you're clearing $1000/month, either $50 or $100 to marketing

Marketing Basics: Social Media Accounts

- **Required:**
  - Google My Business - this is what shows up on the sidebar when people Google you
  - Facebook (*not truly required, but very helpful)
- **Optional:**
  - Twitter
  - Instagram
  - Pinterest

Marketing Basics: Free Marketing Options

- Physician referral packets
- Online service providers: Care.com, Speech Buddies, Therapy Finder
- Professional accounts: certifications (PROMPT, CASA, etc); ASHA ProFind; FSHA
- Community bulletin boards
- Presentations at local libraries
- Mom's groups (MOPS, Mom's Morning Out, etc)
- Hospitals/nursing homes
- Writing for the ASHA Leader's "People" column
Marketing Basics: Paid Marketing Options

- Google Adwords
- Ads on Facebook, Instagram, and even Pinterest
- Event sponsorship: races/walks, author talks, etc
- CASANA, Best Buddies etc- events with participants who know a little bit about speech therapy
- Your local chamber of commerce
- BBB listing ($42/month per clinician- neither economical nor very effective)

References
Private Practice Essentials/PSAIA 2019
2. Register your business in NM https://www.dgs.glo.nm.gov/BusinessCreationBusinessRegistration/Forms/TaxInnvoceNums.xml
3. Look up your NPI: https://npiregistry.cms.hhs.gov/
5. ADDA Member Center (For Payroll/Insurance) https://www.adda.org/Members/insurance
9. Google Adwords https://adwords.google.com/AdWords
Private Practice Startup Workbook
I began my private practice in January 2015. I was frustrated with working as a contracted therapist in the school system and I had always wanted to work for myself. I started by calling a friend who I knew saw clients on the side and picked her brain about everything from setting my rate to HIPAA compliance. She graciously answered my questions, but they soon became more specified than she could answer (and I didn’t want to keep pestering her!). I was doing this on the side, after my full-time school job- and my part-time Early Intervention job- so I had no budget and very little time. I took to Google, learning a lot by trial and error while I set up my website, made business cards, and hoped for clients to call. It took over 5 months for the first potential client to call- and they didn’t even end up starting therapy! But the next person who called, did start therapy. Over time, I learned more about running a practice, but every time I hit a snag, I thought, “There has GOT to be an easier way- I feel like I’m reinventing the wheel every time I have a question!” There were courses for entrepreneurs in many other professions- blogging, non-profits, tech companies- but nothing specific for us SLPs. After I began to see a pattern in the questions my friends asked about starting a practice, I decided to write down some guidelines. Those guidelines eventually grew into this handbook and Private Practice Academy. These pages, and the course in general, represent hours and days of research and trial and error, and I hope they save you the time and headaches I went through learning things the hard way!

- Jill
First Steps

1. Decide on business name
   - My business name:________________________

2. Decide on tax classification
   - My tax classification:_____________________

3. Register business name and type with state

4. Find NPI number
   - Create new group (Type 2) number for business, if applicable
   - My NPI number:__________________________

5. Get liability insurance

6. Apply for EIN (tax ID number)
   - My EIN:______________________________

7. Set up HIPAA-compliant email & document storage
   - Digital or paper records?
   - HIPAA-compliant email

8. Set up basic website

9. Set up treatment space

10. Create a budget

   You can do this!
<table>
<thead>
<tr>
<th>IRS Category</th>
<th>Cost</th>
<th>Name</th>
<th>Yearly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>8: Advertising</td>
<td>$</td>
<td>ASHA</td>
<td>$</td>
</tr>
<tr>
<td>9: Car expenses</td>
<td>$</td>
<td>Liability Insurance</td>
<td>$</td>
</tr>
<tr>
<td>10: Commissions &amp; Fees (from column 4)</td>
<td>$</td>
<td>Website design</td>
<td>$</td>
</tr>
<tr>
<td>11: Contract Labor</td>
<td>$</td>
<td>Website hosting</td>
<td>$</td>
</tr>
<tr>
<td>13: Depreciation &amp; Section 179</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>15: Insurance (not health)</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>17: Legal &amp; Professional Services</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>18: Office Expenses</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>21: Repairs/Maintenance</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>22: Supplies</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>23: Taxes &amp; Licenses</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>24b: Deductible Meals &amp; Entertainment</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>25: Utilities</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>26: Wages</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>27a: Other</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Misc:</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Misc:</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$</td>
<td><strong>TOTAL</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

*Note: The TOTAL cost will go in the box for #10: Commissions & Fees.*