

Westchester Speech, Hearing, and Language Association

WSHLA Presents

Members Only Breakfast

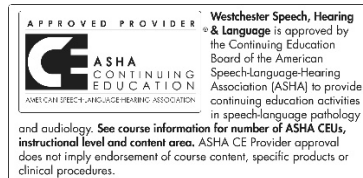
Title: Building a Private Practice in Speech-Language Pathology

September 23, 2018 9 AM-12 NOON 0.3 CEUs

Rosedale Room

Burke Rehabilitation Hospital

Mamaroneck Avenue, White Plains, NY



Speaker: Jena H. Castro-Casbon, MS, CCC-SLP

Biosketch: Jena is a private practice consultant and author who has helped thousands of speech-language pathologists start and grow their own private practices through her company, The Independent Clinician. She has written articles for The ASHA Leader and was a presenter at ASHA Connect (2017). You'll find her online in the SLP Private Practice Beginners Facebook Group, The Private Practice Solution, and can hear her on The Private Practice Success Stories podcast. Jena lives in Boston, MA and is a wife and mother.

Course Description: Jena will provide step-by-step descriptions of the stages in starting and building a private practice. Her presentation will focus on business administration aspects of private practice including financial analysis and projection, marketing, and expanding. This course is appropriate for SLPs who are contemplating starting a private practice, and for those private practitioners in mid-career.

Level: Intermediate

Participants will as a result of this seminar be able to:

- Create a basic private practice business plan
- Identify 5 major ways to minimize the legal, financial and personal risks
- Learn how to successfully market a private practice using the FAR Framework

Learner Outcomes/Agenda

Part 1: Business Planning 9:00 - 9:15: Planning Overview Private Practice Goal Setting and Planning for Success 9:15 - 9:30 Protecting Your Private Practice Liability Insurance, Documentation Guidelines, Business Structures, Minimizing Risk 9:30 - 9:45 Projecting Need For Services and Estimating Overhead 9:45 - 10:00 Make Sure You Get Paid – Setting Fees, Private Pay, Insurance Reimbursement, Medicare, Medicaid 10:00 - 10:15 – NYDOE Office of the Professions	10:15 - 10:30 Break Part 2: Marketing 10:30 - 11:45 - Marketing Using the FAR Framework How to Identify The Gaps in Your Marketing (and Formulate a Plan to Address Them) + ACTIVITY How to Master Word of Mouth Marketing (Even If No One Is Talking About You Yet) Effective Marketing Doesn't Have to Be Expensive Marketing 11:45 - 12pm Wrap Up and Q and A
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Registration Form

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Sunday, September 23, 2018 9AM-12NOON
Rosedale Room
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Speaker: Jena H. Castro-Casbon, MS, CCC-SLP

This course is offered for 0.3 ASHA CEUs, Professional, Intermediate level.

REGISTRATION AND PAYMENT IS DUE BY SEPTEMBER 15, 2018.

NO REGISTRATION AT THE DOOR. WE NEED A FINAL SEAT COUNT SEVERAL DAYS BEFORE THE EVENT!

YOUR NAME _____

EMAIL ADDRESS _____ **PHONE** _____

Please mark your payment option:

_____ **\$60.00 FOR THIS PROGRAM (I HAVE ALREADY PAID MY MEMBERSHIP DUES FOR 2018) Registration Fee Includes:** Registration, Handouts (will be emailed to you), Breakfast

ANY QUESTIONS, EMAIL WSHLA AT WSHLA@WSHLA.ORG.