

Integrity
Counseling & Coaching

“THE BUSINESS OF COUNSELING”

Aaron Norton, LMHC, CAP, CRC
Integrity Counseling & Coaching, Inc.

**IS PRIVATE PRACTICE
RIGHT FOR ME?**

BENEFITS OF PRIVATE PRACTICE

- More independence/autonomy
- Potential for more income
- Specialization
- Pride of “ownership”

DRAWBACKS TO PRIVATE PRACTICE

- Increased expenses (taxes, benefits, supplies, training, rent, malpractice insurance, retirement, etc.)
- Possibility of failure
- Isolation
- Increased liability

In Summary...

**PRIVATE PRACTICE
MAXIMIZES FREEDOM AT THE
EXPENSE OF SECURITY**

WAGES: MENTAL HEALTH COUNSELORS

Location	Pay Period	2011				
		10%	25%	Median	75%	90%
United States	Hourly	\$11.94	\$14.88	\$18.84	\$24.46	\$31.57
	Yearly	\$24,800	\$31,000	\$39,200	\$50,900	\$65,700
Florida	Hourly	\$11.35	\$14.90	\$17.98	\$22.99	\$28.66
	Yearly	\$23,600	\$31,000	\$37,400	\$47,800	\$59,600

Distribution of Educational Attainment

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is						
	Less than high school diploma	High school diploma or equivalent	Some college, no degree	Associate's degree	Bachelor's degree	Master's degree	Doctoral or professional degree
Mental Health Counselors	1.3%	6.6%	10.7%	5.7%	25.2%	45.9%	4.6%
Counselors, Social Workers, and Other Community and Social Service Specialists	1.6%	8.7%	13.5%	6.8%	33.7%	32.9%	2.9%
Community and Social Service	1.7%	8.9%	13.9%	6.6%	33.2%	31.7%	4%
Total, All Occupations	10.4%	27.4%	20.9%	8.9%	19.5%	8.2%	4.7%

WAGES: SUBSTANCE ABUSE/ BEHAVIORAL COUNSELORS

Location	Pay Period	2011				
		10%	25%	Median	75%	90%
United States	Hourly	\$12.16	\$14.86	\$18.54	\$23.20	\$28.95
	Yearly	\$25,300	\$30,900	\$38,600	\$48,300	\$60,200
Florida	Hourly	\$11.95	\$15.60	\$20.11	\$24.94	\$31.69
	Yearly	\$24,900	\$32,400	\$41,800	\$51,900	\$65,900

Distribution of Educational Attainment

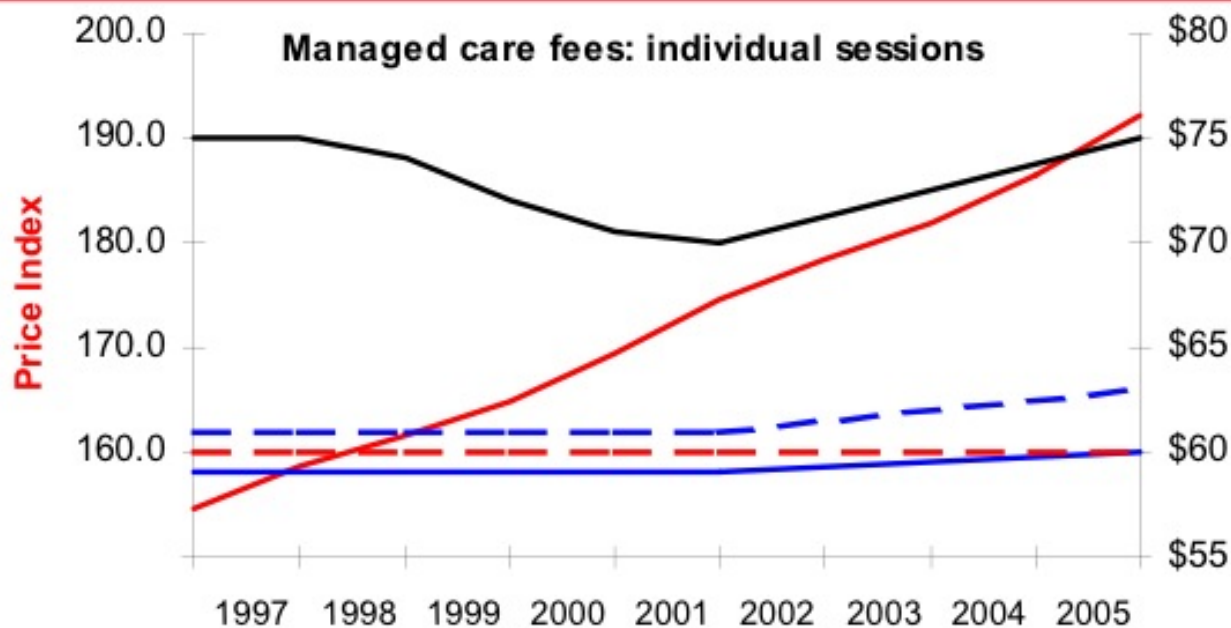
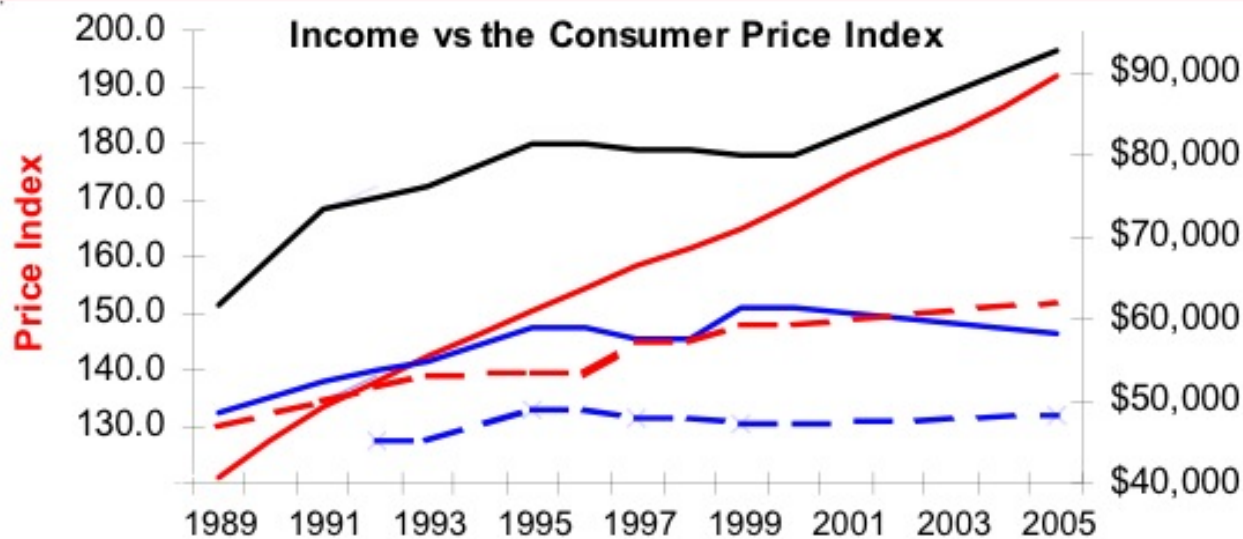
Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is						
	Less than high school diploma	High school diploma or equivalent	Some college, no degree	Associate's degree	Bachelor's degree	Master's degree	Doctoral or professional degree
Substance Abuse and Behavioral Disorder Counselors	1.3%	6.6%	10.7%	5.7%	25.2%	45.9%	4.6%
Counselors, Social Workers, and Other Community and Social Service Specialists	1.6%	8.7%	13.5%	6.8%	33.7%	32.9%	2.9%
Community and Social Service	1.7%	8.9%	13.9%	6.6%	33.2%	31.7%	4%
Total, All Occupations	10.4%	27.4%	20.9%	8.9%	19.5%	8.2%	4.7%

WAGES: MARRIAGE & FAMILY THERAPISTS

Location	Pay Period	2011				
		10%	25%	Median	75%	90%
United States	Hourly	\$12.16	\$14.86	\$18.54	\$23.20	\$28.95
	Yearly	\$25,300	\$30,900	\$38,600	\$48,300	\$60,200
Florida	Hourly	\$11.95	\$15.60	\$20.11	\$24.94	\$31.69
	Yearly	\$24,900	\$32,400	\$41,800	\$51,900	\$65,900

Distribution of Educational Attainment

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is						
	Less than high school diploma	High school diploma or equivalent	Some college, no degree	Associate's degree	Bachelor's degree	Master's degree	Doctoral or professional degree
Marriage and Family Therapists	1.3%	6.6%	10.7%	5.7%	25.2%	45.9%	4.6%
Counselors, Social Workers, and Other Community and Social Service Specialists	1.6%	8.7%	13.5%	6.8%	33.7%	32.9%	2.9%
Community and Social Service	1.7%	8.9%	13.9%	6.6%	33.2%	31.7%	4%
Total, All Occupations	10.4%	27.4%	20.9%	8.9%	19.5%	8.2%	4.7%



Survey Highlights

- Most frequent fees paid for individual and group therapy sessions.....2
- Usual and customary fees for each therapy profession.....3
- Episodes of care: number of sessions per case.....3
- Income profiles for the major therapy professions.....4
- Sources of income.....5
- Survey demographics.....5

Also this month

- Special Report:** Industry experts give us a look ahead at emerging managed care trends.....6
- Feedback:** Answers to questions about withholding records, and billing MCOs for couples therapy....8
- Aetna update**.....10
- Managed Care Alert**.....11
- Professional Notes**.....12

- Consumer Price Index
- Psychologists
- Clinical social workers
- - - MFTs
- - - Professional counselors

PSYCHOTHERAPY'S DECLINING SHARE

"In a study of 50,000 people published in the American Journal of Psychiatry examining national trends in outpatient psychotherapy use across a 10-year span (1998-2007), Mark Olfson and Steven Marcus found that just over three percent of the general U.S. population use outpatient psychotherapy services in a given year, but during that time period, clients are spending less time and money on psychotherapy. While the cost of almost everything from a cup of coffee to a gallon of gas has increased in the past decade (in 1998, gas prices were just over \$1.00 per gallon!), the average expenditure for psychotherapy service declined by nearly \$30.00, to an average total of \$94.59 per visit. Furthermore, during the same period, the average number of visits per client dropped to just under eight sessions, and overall expenditures on psychotherapy dropped by nearly \$4 billion...At the same time, however, spending on mental healthcare on the whole has actually increased. So where's the money going? According to Olfson and Marcus, "The distribution of mental health outpatients has shifted in recent years toward medication-only regimens and away from psychotherapy alone and combined treatment regimens." In other words, people with mental health problems are spending more time with their pharmacists and less with their therapists."

THE GOOD NEWS...

- Psychotherapy is effective.
- Psychotherapy is maintaining its popularity and there is some evidence that stigma associated with depression and other common disorders is shrinking.
- Counseling occupations are in demand with positive workforce projections and often rated as among the nation's "best" occupations.
- Several recent legislative actions are expected to make therapy all the more accessible to the general population.
- You CAN make a good living as a therapist...and you'll be doing meaningful work!

I. GETTING STARTED...

TRANSITIONING

- Gradual vs. full transition
- Group vs. solo practice
- Location
- Budgeting
- Charges & Policies
- Paperwork
- Personnel
- Benefits
- Supervision/Support

MANAGED CARE

- Register for an NPI #
- Register with CAQH
- Research panels and qualifications
- Submit applications
- Always copy your applications and keep them on file
- Verification of benefits
- Pre-authorization
- Obtain insurance card(s)
- Claims Submission
- Out-of-Network benefits

1500

HEALTH INSURANCE CLAIM FORM

APPROVED BY NATIONAL UNIFORM CLAIM COMMITTEE 08/95

ICA

ICA

1. MEDICARE: MEDICAD <input type="checkbox"/> MEDICAID <input type="checkbox"/> TRICARE <input type="checkbox"/> (Active/Retiree) <input type="checkbox"/> (Spouse's/Child's) <input type="checkbox"/> CHAMPVA <input type="checkbox"/> (Member/Other) <input type="checkbox"/> GROUP HEALTH PLAN <input type="checkbox"/> (Employer/Other) <input type="checkbox"/> HEALTH CARE FINANCIAL INCURRING <input type="checkbox"/> (IE) <input type="checkbox"/> OTHER <input type="checkbox"/>		3. PATIENT'S BIRTH DATE: MM DD YY SEX M <input type="checkbox"/> F <input type="checkbox"/>		4. INSURED'S I.D. NUMBER (For Program in Item 1)	
2. PATIENT'S NAME (Last Name, First Name, Middle Initial)		5. PATIENT'S RELATIONSHIP TO INSURED: Self <input type="checkbox"/> Spouse <input type="checkbox"/> Child <input type="checkbox"/> Other <input type="checkbox"/>		6. INSURED'S NAME (Last Name, First Name, Middle Initial)	
6. PATIENT'S ADDRESS (No., Street)		7. PATIENT STATUS: Single <input type="checkbox"/> Married <input type="checkbox"/> Other <input type="checkbox"/>		7. INSURED'S ADDRESS (No., Street)	
CITY STATE ZIP CODE TELEPHONE (Include Area Code)		8. EMPLOYED <input type="checkbox"/> Full Time Student <input type="checkbox"/> Part Time Student <input type="checkbox"/>		CITY STATE ZIP CODE TELEPHONE (Include Area Code)	
8. OTHER INSURED'S NAME (Last Name, First Name, Middle Initial)		9. IS PATIENT'S CONDITION RELATED TO:		11. INSURED'S POLICY GROUP OR PLAN NUMBER	
a. OTHER INSURED'S POLICY OR GROUP NUMBER		a. EMPLOYMENT (Current or Previous) YES <input type="checkbox"/> NO <input type="checkbox"/>		a. INSURED'S DATE OF BIRTH MM DD YY SEX M <input type="checkbox"/> F <input type="checkbox"/>	
b. OTHER INSURED'S DATE OF BIRTH MM DD YY SEX M <input type="checkbox"/> F <input type="checkbox"/>		b. AUTO ACCIDENT? YES <input type="checkbox"/> NO <input type="checkbox"/> PLACE (State)		b. EMPLOYER'S NAME OR SCHOOL NAME	
c. EMPLOYER'S NAME OR SCHOOL NAME		c. OTHER ACCIDENT? YES <input type="checkbox"/> NO <input type="checkbox"/>		c. INSURANCE PLAN NAME OR PROGRAM NAME	
d. INSURANCE PLAN NAME OR PROGRAM NAME		10. RESERVED FOR LOCAL USE		d. IS THERE ANOTHER HEALTH BENEFIT PLAN? YES <input type="checkbox"/> NO <input type="checkbox"/> If yes, return to and complete item 9 a-d.	

12. PATIENT'S OR AUTHORIZED PERSON'S SIGNATURE. I authorize the release of any medical or other information necessary to process this claim. I also request payment of government benefits either to myself or to the party who accepts assignment below.

SIGNED _____ DATE _____

13. INSURED'S OR AUTHORIZED PERSON'S SIGNATURE. I authorize payment of medical benefits to the undersigned physician or supplier for services described below.

SIGNED _____ DATE _____

14. DATE OF CURRENT ILLNESS (First symptom) OR INJURY (Accident) OR PREGNANCY (MP)		15. IF PATIENT HAS HAD SAME OR SIMILAR ILLNESS, GIVE FIRST DATE: MM DD YY		16. DATES PATIENT UNABLE TO WORK IN CURRENT OCCUPATION: FROM MM DD YY TO MM DD YY	
17. NAME OF REFERRING PROVIDER OR OTHER SOURCE		18. HOSPITALIZATION DATES RELATED TO CURRENT SERVICES: FROM MM DD YY TO MM DD YY		19. OUTSIDE LAB? YES <input type="checkbox"/> NO <input type="checkbox"/> \$ CHARGES	
19. RESERVED FOR LOCAL USE		20. MEDICAD RELEASIBILITY CODE		21. ORIGINAL REF. NO.	
21. DIAGNOSIS OR NATURE OF ILLNESS OR INJURY (Please check 1, 2, 3, or 4 to sort into by line)		22. PRIOR AUTHORIZATION NUMBER			
1. _____					
2. _____					

1	2	3	4	5	6	A. DATE(S) OF SERVICE		B. ICD-9-CM PROCEDURE(S) CODE(S)	C. ICD-9-CM DIAGNOSIS CODE(S)	D. PROCEDURES, SERVICES, OR SUPPLIES (Specify Usual Commercial)	E. DIAGNOSIS (PRINTED)	F. CHARGES	G. PAID BY INSURANCE	H. PAID BY PATIENT	I. BALANCE DUE	J. REFERRING PROVIDER ID #
						From MM DD YY	To MM DD YY									

25. FEDERAL TAX ID NUMBER: SSN EIN		26. PATIENT'S ACCOUNT NO.		27. ACCEPT ASSIGNMENT? YES <input type="checkbox"/> NO <input type="checkbox"/>		28. TOTAL CHARGE \$		29. AMOUNT PAID \$		30. BALANCE DUE \$	
31. SIGNATURE OF PHYSICIAN OR SUPPLIER INCLUDING LICENSE OR CREDENTIALS (Certify that the statements on the reverse apply to this bill and are made a part thereof.)				32. SERVICE FACILITY LOCATION INFORMATION				33. BILLING PROVIDER INFO & PH # ()			
SIGNED _____		DATE _____		a. NPI		b. NPI		c. NPI		d. NPI	

↑ CARRIER
 ↑ PATIENT AND INSURER INFORMATION
 ↑ PHYSICIAN OR SUPPLIER INFORMATION

2013 Psychotherapy CPT® Codes for Psychologists

Effective January 1, 2013

Diagnostic interview procedures	
90791	Psychiatric diagnostic evaluation
Psychotherapy	
90832	Psychotherapy, 30 minutes with patient and/or family member
90834	Psychotherapy, 45 minutes with patient and/or family member
90837	Psychotherapy, 60 minutes with patient and/or family member
90845*	Psychoanalysis
90846*	Family psychotherapy without the patient present
90847*	Family psychotherapy, conjoint psychotherapy with the patient present
90849*	Multiple-family group psychotherapy
90853*	Group psychotherapy (other than of a multiple-family group)
Interactive complexity add-on code	
90785	Add-on code to be used in conjunction with codes for primary service: psychiatric diagnostic evaluation (90791); psychotherapy (90832, 90834, 90837); and group psychotherapy (90853)
Psychotherapy for crisis	
90839	Psychotherapy for crisis, first 60 minutes
90840	Add-on for each additional 30 minutes of psychotherapy for crisis, used in conjunction with code 90839
Pharmacologic management add-on code	
90863	Pharmacologic management, including prescription and review of medication, when performed with psychotherapy services; used only as add-on to primary psychotherapy code (90832, 90834, 90837)

* The codes shaded in orange are the same for 2012 and 2013

REIMBURSEMENT RATES

- Aetna: \$60
- Bensinger, Dupont & Associates (EAP): \$60
- Blue Cross/Blue Shield/New Directions (5yrs. post-grad exp.): ?
- Carebridge (EAP): \$60
- Ceridian (5 yrs. post-grad exp.; EAP): \$60
- Cigna: \$60
- ComPysch (3 yrs. post-grad exp.): \$30 EAP; \$59 health plan
- Humana (LifeSynch): ~~\$115/\$75~~ \$75/\$54
- MHNet: ~~\$40~~ \$65 EAP; \$40 health plan
- MHN: \$50
- Mines & Associates (EAP): \$60
- PsychCare (5 yrs. post-grad): ?
- United Behavioral Health: \$70/\$60
- Value Options (3 yrs. post-licensure): \$60-\$75
- Vocational Rehabilitation: ~~\$72.XX, \$67.72~~ \$65.23

II. PROMOTING YOUR PRACTICE

ADVERTISING & PROMOTING

- Website
- Social media
- Google Ads
- Psychology Today Therapy Directory
- Business cards/brochures
- Mailing
- Volunteering/Pro Bono
- Networking (allied health professionals)
- Community presentations
- Writing articles
- Merchandise
- Managed care contacts

III. THE BUSINESS MODEL

BUSINESS VS. CHARITY

- Role of confidence
- Client investment
- When & how to charge
- Meeting customer needs
- Customer feedback
- Phone consultations
- Business expenses & deductions
- Online scheduling ([Genbook](#) demo)
- Cancellation list

SUPPLY & DEMAND

- Clients = customers
 - You work for them!
- Specialization-finding your niche
- Diversifying your practice
 - Various modalities (evaluation, individual, group)
 - Teaching/training/consulting
 - Selling merchandise

COMPENSATING FOR DRAWBACKS OF PRIVATE PRACTICE

- **Increased Taxes**
 - Good accountant
 - Deductions
- **Benefits/Insurance**
 - Pool in with professional associations
 - High-deductible policies
- **Overhead Costs**
 - Pool in or group practice
 - Use technological aids
- **Dips in Referrals**
 - Diversify
 - Supplemental income
 - Savings
 - Ads/promotion
- **Isolation**
 - Group practice or supervision pool
 - Professional associations
- **Liability**
 - Give yourself time to research ethical/legal issues
 - Get a good attorney. Use as needed.
 - Use a supervision team

Integrity

Counseling & Coaching

Aaron Norton, LMHC, CRC, CAP

Licensed Mental Health Counselor • #9953
Certified Rehabilitation Counselor • #00101220
Certified Addictions Professional • #3199

1101 S. Belcher Road, Suite J
Largo, FL 33771
www.anorton.com
me@anorton.com

Cell: (727) 403-6208
Phone: (727) 531-7988
Fax: (727) 531-0950

<http://anorton.com/PrivatePracticeHQ.en.html>