

Automated/Evergreen Webinar
Choose Your Time

PsychMaven
All Things Helpful in Mental Health

THE PRACTICE OF THERAPY

Scaling Without Failing in Group Practice

3 Transformative Tips for Starting or Growing a Group Therapy Practice

Register at Group.MavenWebinar.com

Live Discussion with Hosts Gordon Brewer & Dr. David Hall

THE PRACTICE OF THERAPY

PsychMaven
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www.PracticeOfTherapy.com

www.PsychMaven.org

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You're in the right place if...

- ✓ You are in **solo practice** and you are wanting some ideas in exploring adding other therapists
- ✓ You are in **group practice**, and you want some tips on what growing could look like.
- ✓ You are therapist who is **not in their own practice** yet, but you see having a practice as a possibility in your future and you want to get some ideas on what that can look like.

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Here is what you will learn by hanging out today...

- ✓ General insights from 2 group practice owners on what they have learned about the scaling process in practice.
- ✓ Thoughts on best timing on when to scale into group practice and/or when to grow your existing one.
- ✓ Our **3 transformative tips** that we think any clinician should know and consider in starting or scaling a group practice
- ✓ If you stay to the end, you will get access to a PDF copy the **webinar slides**, access to the **webinar replay**, and some other **bonuses**.

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L. Gordon Brewer, MEd, LMFT, AAMFT-Approved Supervisor

- Smaller City/Rural Community
- Current Team of **7** Therapists and Admins
- Mostly Insurance Funded
- Therapists paid on a flat rate
- Formerly contract therapists, now employees

www.KingsportCounseling.com

S. David Hall, PsyD, LMFT, LPC-MHSP-AS, CST, NCC

- Mid-Size City/Suburban Community
- Current Team of **14** Therapists
- Private Pay/Out-of-Network Funded
- Therapists paid on percentage rate
- Formerly contract therapists, now employees



www.HavenCounselingCenter.com

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The moments when Gordon and David made decisions to scale up in their practices

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3 False Beliefs About Scaling in Group (and the 3 Tips to Transform Them)

1. Falling into the **2 extremes** of thinking that starting/scaling a group practice is out of your reach, or that it is super easy.
2. Having a successful group practice will liberate you from professional stress & problems.
3. Scaling well means bringing in as many clinicians as I can as quickly as possible.

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Scaling Tip #1

Have a well-defined “end goal”, then work backwards

- Growing a practice to increase your income and impact are great desires, but if you do not have a defined “**end goal**” then measuring achievement is simply an emotional process, which by its very nature is fickle and inconstant.
- Lacking end goals can also lead you to make short-sighted decisions in hiring, expanding office space, or creating new programs that do not align with your core desires and/or mission as a practice.

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Scaling Tip #1

Have a well-defined “end goal”, then work backwards

Poorly-Defined

- I want to make more money

Poorly-Defined

- I want to have more free time

Well-Defined

- I want to generate an additional \$3,500 of profit a month

Well-Defined

- I want to have 6 weeks a year for travel

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Scaling Tip #1

Have a well-defined “end goal”, then work backwards

- End goals can be **changed**, and they should occasionally be **updated**.
- Some end goals are meant to last, while others may other be the goals to the end of a certain season.
- We would recommend planning an end goal assessment once a quarter, or at the least once a year.

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Scaling Tip #1

Have a well-defined “end goal”, then work backwards

- A well-defined end goal can also simplify and demystify the scaling process to make it **less intimidating** for those who are timid in thinking that scaling in group is out of their reach.
- In setting specific and measurable end goals for structure and finances, then you can begin to see the growth challenges you are working through in smaller pieces
 - i.e., having one additional 1099 therapist at 20hrs per week, where I retain 30% of their session fees, would cover my office rent +20%

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Scaling Tip #2

Decide “which” problems you want manage long-term

- A common false belief is that we can engineer all the problems out of our businesses, this is just not true.
- 3 core problems of all mental therapy practices are:
 - Not enough clients
 - Not enough therapists (or therapist hours)
 - Not enough space (office, admin, etc.)
- You will always have one of these problems

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Scaling Tip #2

Decide “which” problems you want manage long-term

- And there are other “problems” that you must decide on balance.
- More experienced/credentialed therapists will require more money to stay engaged.
- A more convenient office location may have a higher rent cost
- Telehealth only therapists may have more issues in quality control & retention
- Scaling well is deciding what you would be more willing to deal with.

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Scaling Tip #3

Build a team with slow hiring and quick firing

- Trying to grow too quickly can overload your systems and can lead to poor hires.
- Develop a long-term recruitment strategy by building relationships with local grad schools, taking on interns, or presenting for your local mental associations.
- If you try to grow too quickly, you might have to make compromises that you will regret at some point in the future.

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Scaling Tip #3

Build a team with slow hiring and quick firing

- And though, of course, there are exceptions, for most therapists it is easier to be understanding of their employees/contractors, and they can fail to set good follow-through in disciplinary action.
- Have others in your life that can give you feedback. And if a therapist or admin is not working out for you, do not prolong the process. If it is not working, then it probably will not work in the future.
- The good news is, you do not have to figure this out alone

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The Group Practice Outfitter

Tailored resources and guides, along with live instruction from Gordon and David, for you to fully implement your group practice launch or growth. This includes:

- ✓ Setting practice size and growth goals
- ✓ Maximizing your available office space
- ✓ Finding/negotiating for new office space
- ✓ Choosing a group EHR/Scheduler
- ✓ Setting your Corporate Structure (non-profit, PLLC, etc)
- ✓ Deciding on Contractors vs Employees
- ✓ Economically furnishing multiple offices
- ✓ Connecting with Accounting/Financial Services

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- ✓ Connecting with Accounting/Financial Services
- ✓ Contract/employment agreement templates for therapists
- ✓ Choices in Pay structure options (salary, per-client, etc.)
- ✓ Proven recruitment strategies to build your team
- ✓ Tools to plan and set your ideal practice "culture"
- ✓ Referral building journal for therapists
- ✓ Guide to easy insurance credentialing
- ✓ How to ethically do sliding scale
- ✓ Easy secrets to build and grow your brand

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- ✓ How to ethically do sliding scale
- ✓ Easy secrets to build and grow your brand
- ✓ Having profitable and creative telehealth services
- ✓ **Included 1-on-1 coaching sessions with David and Gordon**
- ✓ Bonus course with **3 CE hours** on working with profitability with insurance payers
- ✓ Additional course material available with no direct cost on:
 - ✓ Building your own website
 - ✓ Creating digital products
 - ✓ Automations for Payroll, reception, and more
 - ✓ Using email services to grow your client base.

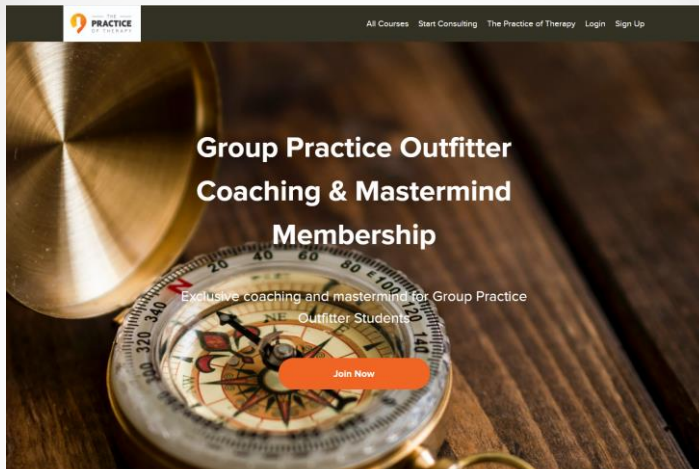
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The Group Practice Outfitter

- ✓ Setting practice size and growth goals **-\$450**
- ✓ Maximizing your available office space **-\$150**
- ✓ Finding/negotiating for new office space **-\$226**
- ✓ Choosing a group EHR/Scheduler **-\$56**
- ✓ Setting your Corporate Structure (non-profit, PLLC, etc.) **-\$180**
- ✓ Deciding on Contractors vs Employees **-\$90**
- ✓ Economically furnishing multiple offices **-\$135**
- ✓ Connecting with Accounting/Financial Services **-\$120**
- ✓ Contract/employment agreement templates for therapists **-\$94**
- ✓ Choices in Pay structure options (salary, per-client, etc.) **-\$150**
- ✓ Proven recruitment strategies to build your team **-\$218**
- ✓ Tools to plan and set your ideal practice "culture" **-\$90**
- ✓ Referral building journal for therapists **-\$56**
- ✓ Guide to easy insurance credentialing **-\$97**
- ✓ How to ethically do sliding scale **-\$58**
- ✓ Easy secrets to build and grow your brand **-\$115**
- ✓ Having profitable and creative telehealth services **-\$492**
- ✓ **Included 1-on-1 coaching sessions with David and Gordon** **-\$324**
- ✓ Bonus course with **3 CE hours** on working with profitability with insurance payers **-\$357**
- ✓ Additional course material available with no direct cost on:
 - ✓ Building your own website **-\$87**
 - ✓ Creating digital products **-\$112**
 - ✓ Automations for Payroll, reception, and more **-\$148**
 - ✓ Using email services to grow your client base. **-\$132**

Total Cost= \$3,937

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Coaching and Mastermind Group Membership

Exclusive Membership Support, Community, & Mastermind Available Only to Course Students

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The Group Practice Outfitter

- **Full Course** cost needs to be fair to the average therapist...so here is how we figured it.
 - If you have **1** therapy office available (say it is yours) and you are only seeing clients in it 4 days a week.
 - And you have a **1** contract therapist/employee who uses that office on **2 days** a week when you are not there (say Friday and Saturday)
 - And that **1 therapist** works under you and does an average of **10 sessions** per week (5 per day).
 - And if that 1 therapist is charging an average of **\$100 per session**, and you earn a **35% margin** of each session, then with that 1 therapist you earn **\$350 per week**, or **\$1400 per month**.
- Therefore, we made the full course price for the Group Practice Outfitter **\$1,400** (lifetime access)

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But as a bonus with this
automated webinar.....

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The Group Practice Outfitter

You have stayed through this webinar, and we really want to reward those who follow through. For the next **48 Hours**, you can get a lifetime access for

\$274

(plus 2 more monthly payments of the same)

Enroll at **no risk**, there is a no questions/full-refund policy within **30-Days of Purchase**

You can also choose the single-payment discount of **\$768**, but also only in the **48 Hour** window

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Hear From Our Students



“These two guys did not hold back. They provided the information you need in a step-by-step process in order to build a profound practice. This is something I’ve been praying for as this is not taught in graduate school.” -**Dr. Angie Smith, LPC-S, LMFT, NCC, CART** –Owner: Mindtree Counseling (Katy, TX)

“It is just a few weeks after finishing the course and I am actively negotiating with a potential candidate to begin working for me...I highly recommend the course even if you're just considering a group practice.” -**Anne Marie Frost, LPC** -Owner: Hope Source Counseling, LLC (Springfield, MO)



“They were honest about the lessons they learned in their own experiences, which prompted some really helpful and authentic conversations. I'm now running a small group practice and am confident that I can be an awesome therapist and business owner!”
Mary Tate, LCSW –Founder & CEO: Tate Psychotherapy (New York, NY)

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Access Webinar Bonuses!

The Group Practice Outfitter

Full course access today for **\$274** (plus 2 payments) or **\$768** for single-payment discount. Offer expires in **48 Hours**.

(Full Money-Back Guarantee within 30 Days)

- **Bonus 1-** [Maximizing your Practice's Profitability](#)
- **Bonus 2-** [Easy Automations for Practices](#)
- **Bonus 3-** [Webinar Replay & Download of Slides for this Webinar](#)

Access all this at

GroupPractice.PsychMaven.com

(Access Expires in 48 Hours)

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