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Things you didn't learn in professional school...

## The Easy Part

### 50 Tips on Therapy Practice Management

**Presenter: Randy Paterson, Ph.D.**

Author of *Your Depression Map* and *The Assertiveness Workbook*



**Thursday May 6, 2010, 8:30 am to 4:30 pm**

**East Ballroom, Holiday Inn Vancouver Centre, 711 West Broadway, Vancouver BC**

*Therapists routinely say it. "No one ever taught me how to run a practice." We were taught assessment strategy, how to do therapy, when to refer - but not how to perform many of the central activities involved in running a therapy practice. So we stumble through, gradually picking up ideas and skills as we go along, and about the time we're thinking about retirement we begin to think we understand. But running a practice is not rocket science. Many of the most basic skills can be communicated relatively easily. This wide-ranging workshop covers a variety of strategies to make running a practice more effective, more efficient, and more fun.*

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#### What will be covered?

##### Setting up a practice

- Selecting a location
- Choosing a name
- Furnishing your office

##### Creating a website

- How essential is a website, anyway?
- Valuable website "real estate"
- What to include, what to omit
- Why NOT to blog
- Common website pitfalls

##### Getting referrals

- Deciding about directory services
- Why we ignore our best sources
- How NOT to waste time and effort
- The practice announcement
- The half-life of a referral call
- Designing a referral form
- Correspondence with sources

##### Practice finances

- Setting fees and calculating income
- Variable billing by task
- The danger of optimism
- Setting up accounts and your salary
- Why accountants cost less than nothing
- Monitoring expenses
- Should you incorporate?

##### Clinic staff

- Do you need an assistant?
- The clinic manual
- Setting up payroll
- Staff retention issues
- Bringing colleagues into the practice

##### Professional self-presentation

- Office layout
- Why sit in your client's chair?
- Personal presentation

##### The structure of a session

- When to handle payment and booking
- Agenda setting in 60 seconds or less
- Maintaining the focus
- The 50<sup>th</sup> minute: Wrapping it to go
- Avoiding the "issue of the week"

##### Managing client information

- Client number systems: Why bother?
- Demographic information forms
- Organizing the file so you can find things
- Securing computer-based data

##### 15 ways to avoid burnout, including:

- Why not to work to capacity
- Identifying an avocation
- Defending the work/home boundary
- The price of not taking vacations

And lots more, including what YOU bring to share!

## Who should attend?

This workshop is intended for professional therapists (including clinical counselors, psychologists, psychiatrists, psychiatric nurses, occupational therapists, and other trained psychotherapists) who either have or would someday like to have a therapy practice.

The program may also be of interest to students in therapy-related disciplines looking ahead to their careers.

In addition to material on the mechanics of practice management, much of the content focuses on professional relations, process variables, and avoiding burnout. Consequently, anyone working in a psychotherapy or counselling-related field may find much that applies.

**Please post this announcement**, or copy it and pass it along to colleagues. Although we have made every effort to identify therapists who might be interested, we have probably missed a great many people. Your help in contacting others would be most appreciated.

**About the Presenter:** Dr. Randy Paterson is a registered psychologist, Director of Changeways Clinic, and author of a series of therapy guides and manuals. He is also the author of the popular press books *Your Depression Map* and *The Assertiveness Workbook*. He has served as a consultant for British Columbia's Depression Strategy, and with Dr. Dan Bilsker has coauthored the Self-Care Depression Program. He has presented over 200 training workshops to mental health professionals.

## To Register:

Please send this form with your cheque (made out to Changeways Clinic) to:

Changeways Clinic  
Suite 509, 2525 Willow Street  
Vancouver BC V5Z 3N8

Or mail or fax the completed form with your credit card information to us at 604 871 0495. For information, call us at 604 871 0490 or email [workshops@changeways.com](mailto:workshops@changeways.com).

**Cancellations:** Full refunds are available for cancellations received by April 29, 2010. Cancellations between 7 days and 24 hours before the workshop are eligible for a credit for future workshops.

**Location:** East Ballroom, Holiday Inn Vancouver Centre, 711 West Broadway, Vancouver BC

**Meals:** Lunch is not included in the workshop fee. Inexpensive restaurants are nearby.

## Workshop Registration Form

**The Easy Part: Practice Management**  
**Thursday May 6 2010, 8:30-4:30**  
**East Ballroom, Holiday Inn Vancouver Centre**

**Name:** \_\_\_\_\_

**Agency:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**P.Code:** \_\_\_\_\_

**Bus. Phone:** \_\_\_\_\_

**Evenings:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Your Professional Background:**

\_\_\_\_\_

**If you are a student, your program:**

\_\_\_\_\_

**Register by April 22 for the reduced rates:**

- Early Registration:** 140.00 + 7.00GST = \$147.00
- Full-time student:** 100.00 + 5.00GST = \$105.00
- After April 22 (regular):** 150.00 + 7.50GST = \$157.50
- After April 22 (student):** 110.00 + 5.50GST = \$115.50

**Paying by (circle):** Cheque    Visa    Master Card

**Card #:** \_\_\_\_\_

**Expiry:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Space is limited, so register early!**

**Please make your cheque payable to  
"Changeways Clinic."**