

interactive CE training

PRESENTS

Building a Private Practice the Ethical Way

October 18, 2017

3 p.m. - 9 p.m. ET (2 p.m. - 8 p.m. CT)

Online via WebEx

6 Ethics CE Credits!

The three co-presenters, Dr. Dale Bertram, Mike Rankin, and Tony Watkins, have supervised and mentored many therapists who eventually started private practices. While these therapists often ask about how to build a referral base, how to become approved by insurance panels, and how to establish fees, we have often marveled at how little attention or curiosity is given to the Codes of Ethics of the professional associations governing their practice in giving guidance in these areas.

Thus, the workshop will explore relevant aspects of the AAMFT Code of Ethics for MFTs and the ACA Code of Ethics for Professional Counselors in building a practice. However, this workshop will do more than “just cover these codes of ethics”, it will offer step-by-step practical guidance for Building a Practice as the Codes of Ethics are very intentionally highlighted in making business decisions that are often also ethical decisions. For example, we have had to caution more than one person entering private practice against entering into relationships with referral sources in which a “referral fee” would be offered. Likewise, we have had to caution more than one prospective private practitioner (and some seasoned private practitioners) about advertising issues (e.g., not giving the impression that one is credentialed in ways that he or she is not). Further, a number of “future private practitioners in the planning stage” (and some seasoned practitioners) like the idea of maybe doing less “paperwork” than is required in the agencies in which they work, but do not consider the ethical mandate and risk management wisdom in keeping records that include a treatment plan and case notes which are detailed enough to be helpful to them should a complaint be filed against them.

Additionally, the selection of electronic billing and record keeping systems that are HIPAA Compliant, calling practitioners’ attention to such things as the availability of resources such as legal and ethical consultations with their professional associations or professional liability insurance providers are resources that many new practitioners are unaware of and can make a difference in their ability to adequately manage risk. We additionally will look at risk management decisions such as the structure of one’s practice as either a sole proprietorship, an LLC, etc. in terms of choices they make that impacts their risk management (including issues related to sub-leasing). While this workshop aims to give prospective, new private practitioners, and even seasoned practitioner’s practical guidance in establishing their businesses, it will be saturated with specific and detailed conversation about the AAMFT Ethics Code, ACA Ethics Code, and HIPAA.

6 Hours of Ethics CE Credit Approved by KY LMFT Board, NBCC, and
Texas Board of Examiners of Marriage and Family Therapists



Texas Marriage & Family Therapists: Interactive CE Training has been approved as a continuing education sponsor through the Texas State Board of Examiners of Marriage and Family Therapists. Provider #: 1099

Training Objectives:

- Participants will be able to articulate how to create a business/marketing plan that is in part guided by professional codes of ethics (e.g., AAMFT/ACA).
- Participants will be able to articulate the importance of selecting electronic billing and record systems that are HIPAA compliant.
- Participants will be able to describe both how to apply for insurance panels and then how to establish billing and fee practices which are ethical.
- Participants will be able to articulate ethical practices in advertising and working with referral sources.
- Participants will be able to articulate three risk management practices:
 - A. The importance of decisions related to establishing the business as a sole proprietorship, LLC, etc;
 - B. The importance of having accurate clinical records and treatment plans;
 - C. The importance of knowing with whom and how to consult for legal and ethical assistance.
- Participants will be able to articulate practices which will help them to continue to build their competencies and skills across the lifespan of their professional careers.

Course Syllabus:

- Hours 1-2: Building One's Business Plan the Ethical Way
- Hours 3-4: Record Keeping, Risk Management, and Preparing for Licensure Board Complaints, Lawsuits, and Going to Court (Even if These Things Don't Happen)
- Hours 5-6: Ongoing Assessment and Strategies for Strengthening A Practice Across the Span of One's Career

About the Presenters



Dale Bertram, PhD, LMFT (KY, AL, TX) is a Professor of Marriage and Family Therapy at Abilene Christian University in Abilene, Texas. Dr. Bertram has offered the AAMFT Pre-Approved Supervision Refresher Course for the state Associations for Marriage and Family Therapy in Kentucky, Alabama and Texas, as well as for private supervision clients. Additionally, he routinely presents on Erickson Clinical Supervision, the Principles of MFT Ethics and is co-authoring a book on Ericksonian Supervision.

Mike Rankin, MA, LMFT (KY) is an AAMFT Approved Supervisor who has a private practice in Louisville, KY. Mike formerly was the Executive Director of the Kentucky Association for Marriage and Family Therapy. He is a seasoned supervisor who routinely supervises a number of students and associates who are pursuing MFT licensure. Mike is an experienced workshop speaker, who has presented on MFT Ethics, Ericksonian supervision, and MFT supervision. He is currently co-authoring a book with Dr. Bertram on Eriksonian Supervision.



Tony Watkins, MA, LMFT (AL) is an experienced AAMFT Approved Supervisor living and practicing in the state of Alabama. Tony worked for Northkey Community Care in Northern Kentucky as an administrator, trainer and therapist. He is also a former chair of the Kentucky Board of Licensure for Marriage and Family Therapists. Mr. Watkins is a seasoned workshop presenter, presenting routinely on MFT Ethics, MFT Supervision, and a number of other topics. His wealth of experience from serving the licensure board, along with his work in community mental health are great assets to each of the presentations in which he is involved.

This workshop will also be presented by Dale, Mike, and Tony at the upcoming AAMFT Conference!

Workshop Registration

InteractiveCETraining provides high-quality, interactive, relevant learning events delivered via in person and online learning technology. This learning activity will be delivered via WebEx. Registrants will receive information on accessing the trainings at least 24 hours prior to the trainings. ICET provides live support prior to the training for those needing help accessing the training. Information on accessing and participating will be sent to you after we receive your registration. There is no need for camera capability to access.

You may register online [here](#) or utilize the form below to register by mail at a cost of \$150.

Name: _____

Address: _____ City _____ St. _____ Zip _____

Phone: _____ Email: _____

I am registering for: _____

All correspondence will be sent to your email unless you specify otherwise in writing. Refunds subject to 25% processing fee. No refunds 1 week prior to workshop. All mailed registration forms must be received no later than 7 DAYS prior to the training. Make checks payable to **InteractiveCETraining** and mail check to:

Tony Watkins
1928 Wedgewood Dr. NE
Arab, AL 35016



interactive **CE** training

For more information about this and other interactive learning options offered by ICET, email Tony Watkins at: tony.watkins@InteractiveCETraining.com