

# Setting up a Private Practice

Sat Nov 17, 2012 9.30-4.30 Dublin

**Course aim:** To present and discuss information and ideas to consider when starting a private practice business, to network with other private practitioners in therapy professions.

**Course structure:** Presentations in large group, group discussion and exercises, smaller group work in specific professions.

**Expected Outcomes:** Participants will be able to

- Describe the practice they would like to create for themselves, list at least three services that they can provide and describe their target clients;
- Explain least three ways of marketing their services to their target clients;
- Outline what is needed to start a business as regards themselves and their business;
- Plan the next steps in private practice.

**Who should attend:** Anyone interested in establishing a private practice as a lactation consultant, dietitian, psychotherapist, counsellor, or other health therapy profession.

**Course outline:**

- Why be self-employed? What's my "product"? Who are my "clients"?
- Goal setting: What do you hope to get from your practice? How much do you want to earn a month from this business? Is this realistic? Gross income versus net income.
- Professional practice: legal and financial structures and requirements, documentation, ethical care, professional insurance.
- Marketing your services: Recognising your own value, and telling others about it.
- Doing it my way : learning from the experience of established private practitioners.
- Working with other health care providers and insurers: reimbursement, referrals and reports, balancing dual roles if also a health service employee.
- Caring for yourself: Asking for money/valuing your time and expertise, safety, working from home, out of depth, avoiding burnout, continuing professional development
- Planning the next steps to private practice: thinking about how you would like your practice to develop in the future, sources of information and assistance.

**The course facilitators** include Dr Genevieve Becker, dietitian and International Board Certified Lactation Consultant running her own business for 20 years, and Jude Fay, a psychotherapist in private practice and former chartered accountant advising on practice management and development. Also contributors from experienced private practitioners.

## Other Events

Events focus on applying research based information to practice. Theme Days cover: Mother Wellness when Breastfeeding, Breastfeeding and Child Wellness, Milk Supply, and Putting Theory in Practice. Fundamentals of Breastfeeding Support and specific topics are also provided. Events include items from the IBCLC exam blueprint and relevant to continuing education related to lactation.

For more information and booking visit the Training Courses page at [www.bestservices.ie](http://www.bestservices.ie) or email: [contact@bestservices.ie](mailto:contact@bestservices.ie) or Phone: 091 527511

