

You are the CEO
of your Therapy
Business



Advanced Adding Clinicians Class 3: Clinical Role

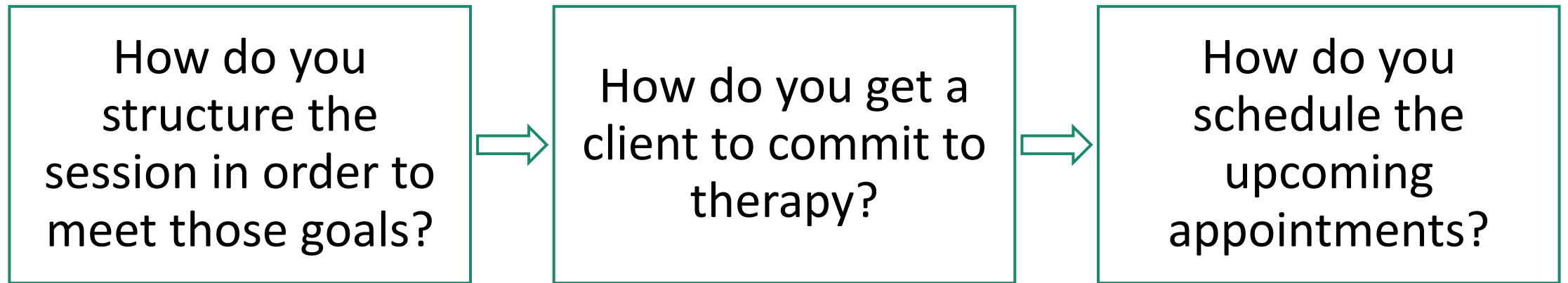
Who is the expert?

How do you do what you do?


Taking a Leadership Role

- What are the goals of the initial session?

How do you do what you do?



What do you do when things go wonky?



What is your
cancellation
policy?

How is it
enforced?

More wonkiness

01

What if a client leaves a vm cancelling with notice? What do you do to re-engage the client?

02

What if on session 3 or 4 the client says, “I am cured now. No need to come back. Thanks!” ??

03

What if on session 3 or 4 he client says, “We can’t afford to come regularly (or at all)?

Do you track your Clinical Outcomes and Client Satisfaction?

- “The biggest predictor of positive outcomes is the relationship between therapist and client...
- **As perceived by the CLIENT**
- What do your clients *really* think?
- Scott Miller, Barry Duncan ORS/SRS (BetterOutcomesNow.com)
- David Burns evaluation of therapy session and brief mood survey

To mentor your additional clinicians, you must know two things:

- What you do to engage and keep clients
- How you do it

So that you can mentor your associates to do the same.

- Track their progress/metrics so you can identify weak areas
- Coach/mentor them to improved performance
- NEXT WEEK's TOPIC: The HR/Mentoring Role
 - When is it time for a new therapist?
 - Finding, interviewing, hiring and onboarding new therapists
 - Tracking performance/retention
 - Handling crisis situations
 - “Being the boss”