

You are the CEO
of your Therapy
Business



Advanced Adding Clinicians Class 4: HR/Mentoring Role

Attract and Hire Quality People
Mentor them for best performance
Reward for contribution

Taking a Leadership Role

- No one will come into your practice knowing how you want them to practice
- No one will have the same level of ownership that you do in the practice
- Expect and accept that you will need to spend time mentoring and guiding

Your Role as Mentor

Teach Associates how to structure the initial session

Teach Associates about retention

Track Associates performance

Manage Crises: what situations do you require associates to contact you ASAP?

Supervise Associates

Provide Additional Training of Associates

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

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

Where to Start?

The data

What is considered “Great”?

What is considered “Acceptable”?

What is considered “Not profitable?”

Metrics for Associates

What is the Average Length of Stay or Session to Intake Ratio?

What is the % of people who come less than 4 times?

What is the % of people who come only once?

Does this vary across populations? (EX: Great with individuals, poor stats with couples)

Is it a skill problem or a value problem?

What do they think/feel about their fee?

About their role?

About their clients?

You can start tracking
from the first day your
associates sees a client.



MO Retention



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Comments

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	A	B	C	D	E	F	G	H	I	J	K	Find in sheet	
1		First showing	Second appt	Third appt	Fourth	Fifth	Sixth	seventh	Next	Booked/c	Sessions	Cxl reason	
2	Alice K/Garret P	4/8/2016	4/15/2016							2...1	1	"sick"	
3	Sam G/Sarita G	4/8/2016								1...0	1		
4	David A/ Molly M	4/10/2016	4/17/2016	4/24/2016	5/1/2016	5/8/2016	5/15/2016			6...2	4	"out of town"	
5	Brenda B/Tobias L	4/15/2016								1	1	"in show business - can't come weekly - going on vacation"	
6	Elizabeth L/Jorge V	4/15/2016	4/20/2016	4/27/2016	5/4/2016	5/17/2016	5/24/2016		6/7/2016	6...0	6	missed 5/31 due to surgery	
7	Amber G/Juan O	4/20/2016	5/6/2016	5/13/2016						3...2	1	"can't afford it"	
8	Armando M/Marisa G	4/22/2016	4/28/2016	5/6/2016						3...2	1	"will call back"	
9	Kristopher G/Sharen G	4/27/2016	5/10/2016	5/17/2016	5/26/2016					4...2	2	"work"	
10	Jodi R	5/3/2016	5/10/2016	5/17/2016	5/24/2016					4...3	1		
11	Adnan/Echo Jin	5/13/2016	5/20/2016	5/24/2016						3...1	2		
12	Steve B/Teresa B	5/26/2016	5/31 & 6/2						6/7 & 6/9	3...0			
13	Mannet (Matt)/ Sonia A	6/1/2016							6/7/2016	1...0			
14	Michael C/Laura G	6/1/2016							6/7/2016				
15	MishaH/Mark H	6/9/2016							6/9/2016			never seen MO	
16													
17													
18	10 clients showed up...only three have next appointment scheduled and only one has not cancelled their last appointment												*have cancelled the last session
19	5/23/16 - Marni had training meeting with her on client engagement												

Other things to look for

- How many hours are your associates giving you?
 - Too few and the cost of administration > profit

Your Role as HR (Human Resources)

Recruit – know who you want, the compensation,
and hours required

Interview

Hire

Onboard/train

Supervise/mentor closely at first – watch the stats

Reward

Recruit

- Your associate's recommendations
- Community mental health
- Colleges/universities (professors/counseling centers)
- Online
 - Indeed.com
 - Facebook/Linked In
- Other ideas?

Interview

Create a standard process/system so you learn as much as you can before taking your time for face-to-face interviews.

Feel free to share your interview processes in the Basecamp group

Hire

Your contract with your associate should spell out what is expected for each of you.

Onboard/Train

What do you
want the new
associate to
know or do?

Systems,
systems,
systems

Supervise

You are the boss. And at times, your associates will not see things as you do.

How do you
reward your
associates?

- Not everyone is motivated by the same motivators:
 - Money
 - Recognition
 - Responsibility
 - Affiliation

How do you
reward your
associates?

Bonus

Paid training

Recognition

Social events

Increased compensation

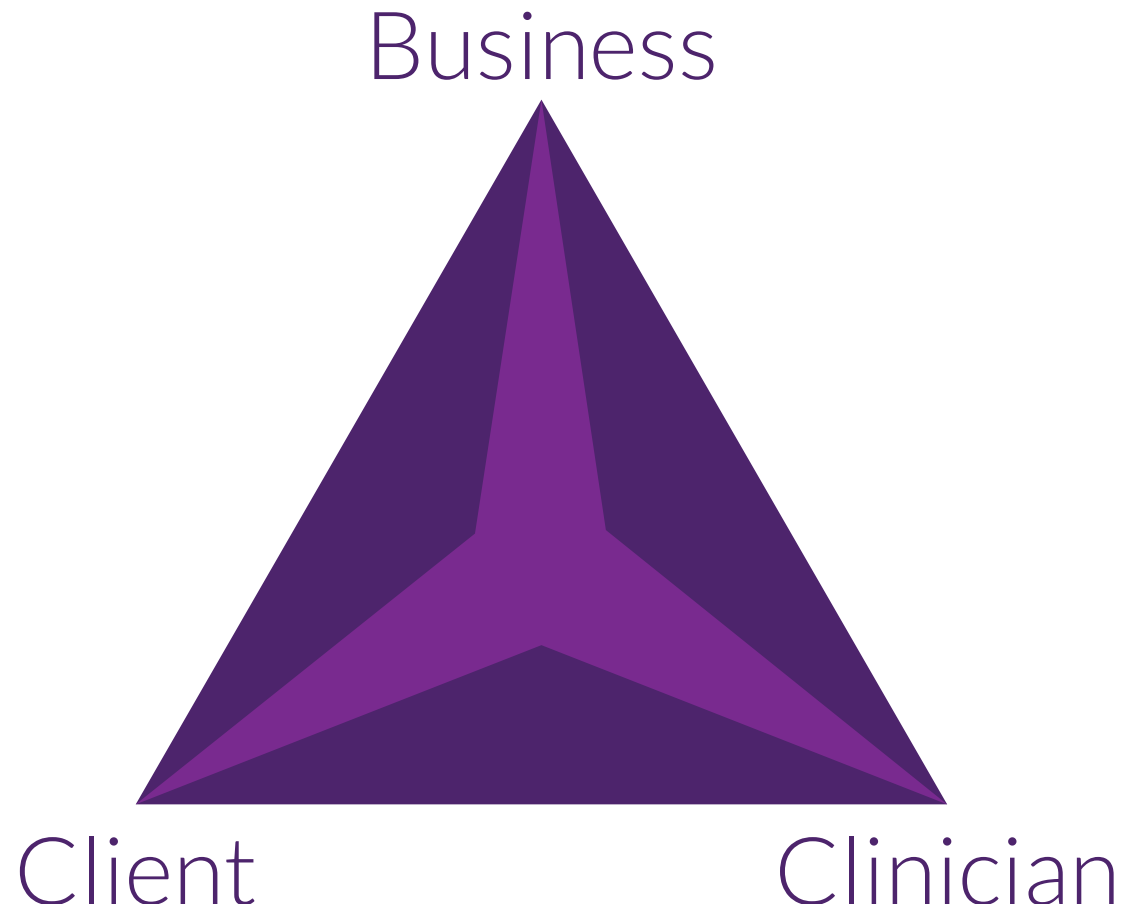
Other benefits

When is it time to say goodbye?

Sometimes we are simply a bad match for one
another.

Being the boss is not
easy.

Therapy Business Decision Triangle



Reminder:
Business
Decision
triangle