The 14 Concrete (but not so hard!) Steps to Private Practice: Plus, Six More Steps to Consider – A Guide for Licensed Clinical Social Workers and Licensed Marriage Family Therapists. ~Author Bonnie McKeegan



Amazon Book Page

Please use these links to access additional critical information and resources as you work through the paperback version of the book. If you find this information useful, please drop a review on Amazon. Thank you and best wishes for your private practice success!

References & Links Index

All links accessed February 2023

Disclaimer: Links may be broken or articles modified by website owners.

Introduction

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Why Growing a Play Therapy Private Practice is a Specialized Process

NIMH National Institute of Mental Health

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Major Depression

KFF Kaiser Family Foundation

https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/

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Fact Sheet: Aging in the United States

PsychCentral

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PT Psychology Today https://www.psychologytoday.com/us

Online Therapy https://www.onlinetherapy.com/ Good Therapy https://www.goodtherapy.org/

Canva

https://www.canva.com/create-a-design

Create a Design

Design Crowd www.designcrowd.com

Fiverr https://www.fiverr.com/

Step Two Get Your EIN

IRS Internal Revenue Service

https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online

Apply for an Employer Identification Number (EIN) Online

IRS Internal Revenue Service

https://www.irs.gov/pub/irs-pdf/fw9.pdf

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Step Three Establish Your Practice Address

CL Craigslist

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Disability Rights & ADA Compliance

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What Does ADA Compliant Mean for You and Why is it Important?

Step Four Email Phone Fax Internet Scanning

PCT Person-Centered Tech

https://personcenteredtech.com/edu/short-overview-forclass/

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HIPAA Journal

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iTherapy

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https://compliancy-group.com/is-office-365-hipaa-compliant/

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Amy Sheinberg, PhD

http://www.amysheinbergphd.com/Consent email text.pdf

Consent for Email/Text

Good Therapy

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Telehealth.org

https://telehealth.org/hipaa-compliant-email/

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MailHippo https://www.mailhippo.com/

Microsoft

https://www.microsoft.com/en-us/microsoft-365/business/compare-all-microsoft-365-business-compare-all-microsoft-365-bus

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Microsoft 365 Pricing Options

Hushmail

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HIPAA Compliant Email for Therapists Using G Suite

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How to Buy a Domain Name in 5 Simple Steps + Domain Selection Tips

Squarespace

https://www.squarespace.com/domain-name-search/

Search for your domain name

Wordpress

https://wordpress.com/domains/

Great ideas start with a good domain name

HIPAA Journal

https://www.hipaajournal.com/texting-violation-hipaa/

Is Texting in Violation of HIPAA?

PCT Person-centered Tech

https://personcenteredtech.com/2016/05/31/therapy-business-line-cheap-hipaa-voip-services/

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iPlum

https://iplum.com/hipaa-calling-texting-compliance/

HIPAA Compliant Texting & Calling

RingRx

https://ringrx.com/phone-landing-page/

A HIPAA Compliant Phone System Built Just for Healthcare

Phone.com

https://www.phone.com/

Voice. Text. Video. Fax. Conferencing. Collaboration.

Faxage.com

www.faxage.com

Fax by Email, Web or API

Digital Trends

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CamScanner app found to have malware

Step Five Get Your Business License

Nav Technologies

https://www.nav.com/blog/266-business-licensing-by-state-5008/

How to Get a Business License in Your State

Step Six Order Business Cards & Other Signage

Vistaprint http://vistaprint.com

HiHello https://www.hihello.me/pricing

HiHello Pricing

Step Seven Join Your Professional Organization

AAMFT American Association for Marriage and Family Therapy https://www.aamft.org/

CAMFT California Association of Marriage and Family Therapists https://www.camft.org/

CSWA Clinical Social Work Association https://www.clinicalsocialworkassociation.org/

CPH & Associates https://www.cphins.com/

NASW National Association of Social Workers https://www.socialworkers.org/

NASW Assurance Services https://getinsured.naswassurance.org/professional-liability-insurance-nasw/

Liability Coverage Designed by Social Workers, for Social Workers

APA American Professional Agency

https://www.americanprofessional.com/covered-professions/social-workersno-association-membership-or-dues/

The Social Worker Program

APA American Psychological Association https://www.apa.org/

CALPCC California Association for Licensed Professional Clinical Counselors

https://calpcc.org/who-are-lpcs

Who are LPCCs?

ACA American Counseling Association

https://www.counseling.org/about-us/about-aca

About Us

Step Eight Get Insured

Hiscox https://www.hiscox.com/

APA American Professional Agency https://www.americanprofessional.com/

CPH & Associates https://www.cphins.com/

Hiscox https://www.hiscox.com/

CAQH Council for Affordable Quality Healthcare

https://proview.cagh.org/

ProView

NOLO

https://www.nolo.com/legal-encyclopedia/malpractice-insurance-what-tail-coverage.html

What is Medical Malpractice "Tail" Coverage?

Step Nine Get Your National Provider Identification (NPI)

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Medicare/Provider-Enrollment-and-

Certification/MedicareProviderSupEnroll/downloads/EnrollmentSheet_WWWWH.pdf

The Who, What, When, Why & How of NPI: Information for Health Care Providers

NPPES National Plan & Provider Enumeration System https://nppes.cms.hhs.gov/#/

Step Ten Set Up Your Business Checking Account

Noridian Healthcare Solutions - Medicare MAC CMS1500 claim form

https://med.noridianmedicare.com/web/jddme/claims-appeals/claim-submission/instructions CMS1500 Claim Form

Step Eleven Set Your Fees

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/medicare-coverage-database/details/lcd-

details.aspx?LCDId=33252&ver=29&Date=&DocID=L33252&SearchType=Advanced&bc=KAAAABAAIAAA&

Psychiatric Diagnostic Evaluation and Psychotherapy Services

Codify by AAPC American Academy of Professional Coders

https://www.aapc.com/codes/cpt-codes-range/

CPT® Codes Lookup

TherapyNotes

https://blog.therapynotes.com/new-cpt-codes-take-effect-january-1-2019

New CPT Codes Take Effect January 1, 2019

NASW National Association of Social Workers

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Billing

Simple Practice

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Top 10 Mental Health CPT Codes 2022

PsychCentral

https://psychcentral.com/lib/cpt-codes-for-psychology-services/

CPT Codes for Psychotherapy & Other Psychology Services

TherapyNotes

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A Quick Overview of CPT Codes

APA American Psychological Association

https://www.apaservices.org/practice/reimbursement/health-codes

CPT and Diagnostic Codes

APA American Psychological Association

https://www.apaservices.org/practice/reimbursement/health-codes/health-behavior

HBAI Health Behavior Assessment and Intervention Services

CT ACA Counseling Today American Counseling Association

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The complications of sliding fee scales

GoodTherapy

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How to Set Sliding Scale Fees for Your Practice

Zur Institute

https://www.zurinstitute.com/courses/bartering-in-psychotherapy/overview/

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A Quick Overview of Family CPT Codes (90846 and 90847)

TheraThink

https://therathink.com/cpt-code-90853

CPT Code 90853: Group Therapy Billing & Coding Guide [2023]

APA American Psychological Association

https://www.apaservices.org/practice/business/management/tips/procedures

Put It in Writing: Your Office Policies and Procedures

PCT Person-centered Tech

https://personcenteredtech.com/hipaa-manual-solo/

Get Your HIPAA Manual Done

Navigating the Insurance Maze

https://navigatingtheinsurancemaze.com/

The Therapist's Complete Guide to Working with Insurance

Step Twelve Decide Who Will Do Your Billing

Square https://squareup.com/us/en

Ivy Pay

https://www.talktoivy.com/ivypay

Finally, a credit card option tailor-made for therapists.

Reimbursify

https://reimbursify.com/

We simplify out-of-network care for practitioners, patients & partners.

Be Your Own Biller

https://webinars.beyourownbiller.com/

Empowering Mental Health Clinicians

PCT Person-centered Tech

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Use Square, Be HIPAA Compliant! Ethics, HIPAA... and What About PayPal?

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Medicare Beneficiary (QMB) Program

CMS Centers for Medicare and Medicaid Services

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Beneficiaries Dually Eligible for Medicare & Medicaid

CAQH Council for Affordable Quality Healthcare

https://proview.caqh.org/Login/

ProView

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https://www.camft.org/Resources/Read-The-Therapist

Read The Therapist

Facebook Group: Insurance, Credentialing, Billing for MHClinics

https://www.facebook.com/groups/InsuranceCredentialingandBillingforMHClinicians/

Insurance Credentialing and Billing for Mental Health Clinicians

CMS Centers for Medicare and Medicaid Services

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CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Regulations-and-Guidance/Guidance/Manuals/Downloads/clm104c26pdf.pdf *Medicare Claims Processing Manual*

NUCC National Uniform Claim Committee

https://www.nucc.org/index.php/1500-claim-form-mainmenu-35/1500-instructions-mainmenu-42

1500 Claim Form Reference Instruction Manual

OA Office Ally

https://cms.officeally.com/Pages/Products/Clearinghouse.aspx

Clearinghouse only information

Simple Practice

https://www.simplepractice.com/?p=6db72747f2

Referral Discount Link

OA Office Ally

https://cms.officeally.com/

Service Center; Practice Mate; EHR 24/7; clearinghouse

Availity

https://www.availity.com/

Clearinghouse

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Billing Codes

NASW National Association of Social Workers

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Medicare Revises Telehealth Place of Service and Modifier Codes During COVID-19

Step Thirteen Choose Your Charting Method EHR vs. Paper

Advanced Data Systems Corporation

https://www.adsc.com/blog/why-your-paper-based-system-is-slowing-your-practice-down

Why Your Paper-Based System is Slowing Your Practice Down

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GoodTherapy

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Simple Practice

https://www.simplepractice.com/?p=6db72747f2

Discount Referral Link

TA TherapyAppointment https://www.therapyappointment.com/

OA Office Ally https://cms.officeally.com/

TheraNest https://theranest.com/

NASW National Association of Social Workers

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New Federal Rule Provides Patients Access to Records 21st Century Cures Act (Cures)

Step Fourteen Create Your Forms & Celebrate!

Contra Costa Behavioral Health

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Zur Institute

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Simple Practice

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Novitas Solutions - Medicare MAC

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TheraNest

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Free Treatment Plan Templates for Mental Health Professionals

PostivePsychology

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NASW National Association of Social Workers

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Telemental Health Informed Consent

U.S. DHHS U.S. Department of Health and Human Services

https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/model-notices-privacy-practices/index.html

Model Notices of Privacy Practices

U.S. DHHS U.S. Department of Health and Human Services

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https://www.hhs.gov/hipaa/for-professionals/faq/notice-of-privacy-practice/index.html

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HIPAA Release Form

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9%20and%20GAD-7%20Form a.pdf

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Step Fifteen To Home Visit or Not to Home Visit

Medicare Interactive

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The homebound requirement

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Home health basics

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CMS Centers for Medicare and Medicaid Services

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Place of Service Code Set

CMS Centers for Medicare and Medicaid Services

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Place of Service Code Set

CMS Centers for Medicare and Medicaid Services

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Place of Service Code Set

Novitas Solutions

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GV & GW modifiers

Step Sixteen Applying to Insurance Panels

Navigating the Insurance Maze

https://theinsurancemaze.com/

Be Your Own Biller

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Webinars

CAQH Council for Affordable Quality Healthcare

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Medicare Reimbursement Improving Access to Mental Health Act (S. 870/H.R. 2035)

GoMedigap

https://www.gomedigap.com/medicare-answers/medicare-supplement-plans/medicare-2020-changes/

What Are the Medicare Changes 2020

AARP American Association of Retired Persons

https://assets.aarp.org/rgcenter/health/fs149_medicare.pdf

The Medicare Beneficiary Population

CMS Centers for Medicare and Medicaid Services

https://data.cms.gov/

CMS Data Sets

CSWA Clinical Social Work Association

https://www.clinicalsocialworkassociation.org/Legislative-Alerts/3740167

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CMS Centers for Medicare and Medicaid Services

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MACs#MapsandLists

Who are the MACs

Noridian Health Services MAC

https://med.noridianmedicare.com/web/jeb/enrollment/ptan

PTAN information

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Medicare/Medicare-Contracting/Medicare-Administrative-Contractors/Who-are-the-MACs

Who are the MACs - Current Maps & Lists

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Medicare/Provider-Enrollment-and-Certification/Manage-Your-Enrollment

Manage Your Enrollment

PECOS Medicare Enrollment for Providers and Suppliers https://pecos.cms.hhs.gov/pecos/login.do#headingLv1

Medicare Provider Enrollment, Chain, and Ownership System (PECOS)

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Medicare/Medicare-Contracting/Medicare-Administrative-Contractors/Who-are-the-MACs#MapsandLists

Who are the MACs

Noridian Healthcare Solutions - Medicare MAC https://med.noridianmedicare.com/web/jeb/enrollment/enroll

Enroll in Medicare - Jurisdiction E Part B: California, Hawaii, Nevada, American Samoa, Guam, Northern Mariana Islands

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Medicare/Provider-Enrollment-and-

Certification/MedicareProviderSupEnroll/EnrollmentApplications.html

Enrollment Applications

CMS Centers for Medicare and Medicaid Services

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Noridian Healthcare Solutions Medicare MAC

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Beneficiaries Dually Eligible for Medicare & Medicaid

AAPC American Academy of Professional Coders

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What Is MACRA?

CMS Centers for Medicare and Medicaid Services

https://qpp.cms.gov/mips/how-eligibility-is-determined?py=2020#mipsEligibleClinicians-2020

How MIPS Eligibility is Determined

California Medi-Cal Provider Enrollment

https://files.medi-cal.ca.gov/pubsdoco/prov_enroll.aspx

Nevada DHHS Nevada Department of Health and Human Services Medicaid Nevada

https://www.medicaid.nv.gov/providers/enroll.aspx

Provider Enrollment

CA DHCS California Department of Health Care Services Medi-Cal

https://www.dhcs.ca.gov/individuals/Pages/MMCDHealthPlanDir.aspx

Medi-Cal Managed Care Health Plan Directory

CA DHCS California Department of Health Care Services Medi-Cal

https://www.dhcs.ca.gov/individuals/Pages/MMCDHealthPlanDir.aspx

Medi-Cal Managed Care Health Plan Directory

CHW California Health and Wellness

https://www.cahealthwellness.com/providers/become-a-provider.html

Become a Provider

Anthem Blue Cross Managed Care Medi-Cal

https://mss.anthem.com/california-medicaid/benefits/medi-cal-plan-benefits.html

Medi-Cal benefits

Anthem Blue Cross

https://www.anthem.com/ca/provider/getting-started/

California: Join Our Network

Nevada DHHS Nevada Department of Health and Human Services

http://dhcfp.nv.gov/Members/BLU/MCOMain/

Managed Care and Dental Health Plan

Aetna

https://www.aetna.com/health-care-professionals/join-the-aetna-network.html

Join Network

Anthem Blue Cross

https://mediproviders.anthem.com/ca/pages/join-our-network.aspx

Joining our network California Providers

Beacon Health Options

https://www.beaconhealthoptions.com/providers/beacon/contact-information/

Interested in joining the network?

Blue Shield of California

https://www.blueshieldca.com/bsca/bsc/wcm/connect/provider/provider_content_en/guidelines_resources/prospective providers/behavioral health providers

Join the Blue Shield of California provider network

HMC Healthworks

https://www.hmchealthworks.com/programs/managed-behavioral-health/

Join Our Network

UFCWT United Food & Commercial Workers Trust

https://www.ufcwtrust.com/providers.aspx

Provider Enrollment

MHN / Healthnet

https://www.mhn.com/providers/join-our-network.html

Join Our Network

Optum Provider Express

https://www.providerexpress.com/content/ope-provexpr/us/en/our-network/jon-states.html

Join Our Network

Tricare-West

https://www.tricare-west.com/content/hnfs/home/tw/prov/become-a-provider.html

Become a TRICARE Provider - West Region Network

California State Managed Care Medi-Cal program

https://www.dhcs.ca.gov/individuals/Pages/MMCDHealthPlanDir.aspx

Medi-Cal Managed Care Health Plan Directory

Navigating the Insurance Maze https://navigatingtheinsurancemaze.com/

Step Seventeen Get the Word Out -You're Open for Business!

Weebly https://www.weebly.com/

Wix https://www.wix.com/

Wordpress.com www.wordpress.com

Sites.google https://sites.google.com/new

GoDaddy https://www.godaddy.com/offers/website-builder/website

Website.Com https://www.website.com/

VistaPrint

https://www.vistaprint.com/digital-marketing

Digital Marketing

Name.com www.name.com

Online Therapy Directory https://www.onlinetherapy.com/

GAH Give an Hour

https://giveanhour.org/

Mental Health. For Life

PT Psychology Today www.PsychologyToday.com

Step Eighteen Establish Your Professional Will

TherapyNotes

https://blog.therapynotes.com/how-and-why-to-prepare-a-professional-will-for-your-therapy-practice

How (and Why) to Prepare a Professional Will for Your Therapy Practice

Simple Practice

https://www.simplepractice.com/blog/in-case-of-emergency-the-professional-will-with-free-template/

In Case of Emergency: The Professional Will

Step Nineteen Telemental Health/Teletherapy/Tele-Behavioral Health, or plain ole' Telehealth, OH MY

TherapyNotes

https://blog.therapynotes.com/how-covid-has-transformed-mental-healthcare

How COVID Has Transformed Mental Healthcare

CALTRC California Telehealth Resource Center

https://caltrc.org/lessons/what-is-telehealth-2/

What is telehealth?

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Medicare/Coding/place-of-service-codes/Place of Service Code Set

Place of Service Code Set

CA BBS California Board of Behavioral Sciences

https://www.bbs.ca.gov/consumers/info.html

General Info & Requirements

CA BBS Business and Professions Code General Info

https://www.bbs.ca.gov/consumers/info.html

General Info & Requirements

Medicare.gov

https://www.medicare.gov/coverage/telehealth

Medicare Part B (Medical Insurance) covers certain telehealth services.

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/newsroom/fact-sheets/calendar-year-cy-2022-medicare-physician-fee-schedule-final-rule

Calendar Year (CY) 2022 Medicare Physician Fee Schedule Final Rule

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/newsroom/fact-sheets/calendar-year-cy-2022-medicare-physician-fee-schedule-final-rule

Calendar Year (CY) 2022 Medicare Physician Fee Schedule Final Rule

CMS Centers for Medicare and Medicaid Services

https://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-

MLN/MLNProducts/downloads/RuralHlthClinfctsht.pdf

Rural Health Clinic

Positive Psychology

https://positivepsychology.com/telemental-health/

17 Telemental Health Resources for Practitioners & Patients

E-visit https://evisit.com/state-telemedicine-policy/

CCHPCA Center for Connected Health Policy http://www.cchpca.org/

CALTRC California's Telehealth Resource Center http://www.caltrc.org/

PCT Person-centered Tech https://personcenteredtech.com/

Zur Institute https://www.zurinstitute.com/

Telehealth.org https://telehealth.org/

CA BBS California Board of Behavioral Sciences

https://www.bbs.ca.gov/pdf/regulation/2016/1815_ooa.pdf

§1815.5. Standards of Practice for Telehealth

Doxy.me https://doxy.me/

Doxy.me

www.doxy.me/bonniemckeeganlcsw

Bonnie McKeegan's Doxy Page

Google Meet https://meet.google.com/

Microsoft Teams

https://www.microsoft.com/en-us/microsoft-teams/healthcare-solutions

For Healthcare Workers

Zoom

https://zoom.us/healthcare

Telehealth for Healthcare Providers

VSee https://vsee.com/

Updox https://www.updox.com/

Skype for Business

https://www.hipaajournal.com/skype-hipaa-compliant/

Is Skype HIPAA Compliant?

Cisco Webex Meetings / Webex Teams

https://blog.webex.com/video-conferencing/protecting-your-webex-healthcare-data/ and

https://www.webex.com/pricing/index-rbd.html

How Do Cisco's Webex Services Enable HIPAA Compliance?

Amazon Chime

https://aws.amazon.com/about-aws/whats-new/2019/06/chime hipaa eligibility/ and for pricing

https://aws.amazon.com/chime/pricing/?nc=sn&loc=3&dn=1

Amazon Chime Achieves HIPAA Eligibility

GoToMeetiing

https://www.goto.com/pricing/meeting

GoToMeetiing Pricing

PT Psychology Today Sessions: Review on Person-centered Tech

https://personcenteredtech.com/2020/09/17/psychology-today-sessions-a-provisional-review/

Psychology Today Sessions: A Provisional Review

TheraPlatform

https://www.theraplatform.com/features/hipaa-compliant-video-conferencing

HIPAA compliant video conferencing

TherapyNotes https://www.therapynotes.com/

TheraNest

https://theranest.com/vs/psychology-today-sessions/

How does TheraNest Telehealth compare to Psychology Today's "Sessions"?

BlueJeans by Verizon

https://www.bluejeans.com/use-cases/telehealth

Video Conferencing For Telehealth

Step Twenty Compassion Satisfaction, Compassion Fatigue, Burnout

CompassionFatigue.org

https://www.compassionfatigue.org/pages/resources.html

Resources

ProQol.org

https://progol.org/progol-1

Take the test