

# Registration Form

- Saturday, September 9, 2017** (Members: \$119 • Non-Members: \$139)  
Skokie DoubleTree • 9599 Skokie Blvd. • Skokie, IL 60077 • Room: Vienna
- Friday & Saturday, December 1-2, 2017** (Members: \$179 • Non-Members: \$239)  
Crowne Plaza • 2875 N Milwaukee Ave • Northbrook, IL 60062 • Room: Senate
- Saturday, March 10, 2018** (Members: \$119 • Non-Members: \$139)  
NIU Naperville • 1120 E Diehl Road • Naperville, IL 60563 • Room: 166
- Friday & Saturday, June 1-2, 2018** (Members: \$179 • Non-Members: \$239)  
Loyola Chicago • 25 E Pearson • Chicago, IL 60611 • Room: TBA

## Payment Options:

- Check enclosed payable to:** Illinois Mental Health Counselors
- Credit Card** (Master Card, VISA, AMEX, Discover)

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

License # \_\_\_\_\_

Phone Number ( ) \_\_\_\_\_

Email Address \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ V-Code\* \_\_\_\_\_

Signature \_\_\_\_\_

(\*MC/Visa/Discover: Last 3 Digit# on signature panel on back of card)

(\*American Express: 4-digit# above account # on face of card.)

Groups of 2 or more call 815.787.0515 to receive a \$10 discount per person.

## Registration Options:

- Online:** [www.IMHCA.org](http://www.IMHCA.org) **By Phone:** (815) 787-0515
- By Mail:** P.O. Box 706 **By Fax:** (815) 787-0505  
DeKalb, IL 60115 **E-mail:** [myimhca@gmail.com](mailto:myimhca@gmail.com)

**Continuing Education Hours:** This program is recognized as providing 6.0 CE Hours for: LPC/LCPC and LSW/LCSW (IDFPR license # 159-000650) LMFT (IDFPR license # 168-000148) and Lic Psychologist (IDFPR license # 268-000009).

**Confirmation/Directions:** Upon receipt of the registration form we will email confirmation letters and a location map. Maps are also available on our website. <http://www.imhca.org>

**Refund policy:** Registrations, cancelled before seven days prior to the workshops, can be refunded minus a \$20 administration fee. No refunds can be made seven days prior to the workshops. Workshops may be cancelled or rescheduled due to inadequate registration or other circumstances beyond our control. If IMHCA cancels a workshop due to inadequate registration, you will receive a full refund. IMHCA is not responsible for any loss or damage as a result of substitution, alteration, or cancellation of an event. IMHCA shall assume no liability whatsoever in the event that a workshop is cancelled, rescheduled or postponed due to fortuitous event, Act of God, unforeseen occurrences or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. IMHCA will make every effort to offer a substitution event in the case IMHCA cancels because of a fortuitous event or Act of God.

**Proof of IMHCA Membership:** To receive the member discount you need to be a current member of ICA and the IMHCA division. If you are unsure, please call and we can verify your membership status.

**Registration Deadlines:** Registrations must be received by the IMHCA office one week prior to the workshop. Space is limited in each workshop.

Non-Profit Organization  
U.S. Postage Paid  
Illinois Mental Health  
Counselors Association

Illinois  
Mental Health  
Counselors

P.O. Box 706  
De Kalb, IL 60115

Private Practice

Be Your Own Boss. Start a New Career. Boost your Practice.

# Starting, Maintaining and Expanding a Successful Private Practice: Surviving or Thriving?

## Seminars offered:

- Sep. 9, 2017 • Skokie, IL • 6 CE's
- Dec. 1-2 2017 • Northbrook, IL • 10 CE's
- Mar. 10, 2018 • Naperville, IL • 6 CE's
- June 1-2, 2018 • Chicago, IL • 10 CE's

Sponsored By:



Illinois  
Mental Health  
Counselors

For further information:

T 815.787.0515 • F 815.787.0505 • [myimhca@gmail.com](mailto:myimhca@gmail.com) • [www.IMHCA.org](http://www.IMHCA.org)



# Program Schedule

Sep. 9, 2017 • Dec. 1-2, 2017 • March 10, 2018 • June 1,-2 2018

Sign In	8:30 a.m.
Workshop	9:00 a.m. - 12:00 p.m.
Lunch (on your own)	12:00 p.m. - 1:00 p.m.
Workshop	1:00 p.m. - 4:00 p.m. (Dec 1-2 and June 1-2 workshops end at 3:00 p.m.).

## Outline

### I. Introduction

- Making the shift to a business paradigm
- Addressing business anxiety – going towards the roar
- Opening closed doors

### II. Start Up and Practice Expansion

- Eight step method to increasing referrals
- HIPAA basics
- Multiple Income Streams- other sources of revenue
- Business Consulting- apply counseling skills to business
- Business Entities
- Finances
- Breaking Through to the Next Level
- Other Considerations

### III. Office Procedures

- Accessing clients to your practice
- Informed Consent
- Documentation and electronic medical records
- Insurance and verification
- HIPAA compliance
- Transfer Plan
- Fees – setting and collecting
- Client and insurance billing options
- How to Work Effectively with Third Party Payers
- Back Door Method for Getting on Closed Panels

### IV. Marketing and Advertising

- Print Material – what it communicates
- Marketing Plan – a two prong approach
- Prospecting Referral Sources
- Social Media
- Networking
- Publishing
- Public Speaking
- Cross pollination of referral sources

**Dasenbrook Consulting** is a consulting practice dedicated to the success of licensed mental health professionals in private practice. Over three decades of private practice experience, strategic relationships with print and web designers, billing and software vendors, attorneys and political action committees that keep us up to date on the latest trends, niches and legislation that impact private practice, makes Dasenbrook Consulting uniquely qualified to help your practice thrive.

**The Complete Guide to Private Practice for Licensed Counselors** Workshop Participants will receive a \$20.00 discount at the conference for purchase of the guide. It can also be purchased at [www.Counseling-PrivatePractice.com](http://www.Counseling-PrivatePractice.com). Use Discount Code CGPP10 to save \$10.00.

**Learn more:** 1-815-877-0399 or visit [www.Counseling-PrivatePractice.com](http://www.Counseling-PrivatePractice.com)

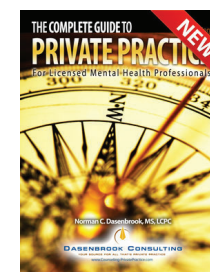
# Program Description

The landscape of private practice for mental health professionals is ever changing. The thriving practice must adapt, change, and continue to redefine its relevance to clients and referral sources. For the mental health professional just starting, to the large group practice, thriving practices take risks and differentiate themselves from the competition.

This practical, nuts and bolts seminar will present tried and true practice building strategies to begin a practice from the ground up and to expand an existing practice to the next level.

### In this informative workshop the participant will learn:

- Business paradigm development
- Start a practice on a shoestring
- Take an existing practice to the next level
- Eight step method to increase referrals
- Three essential components of a marketing plan
- Develop multiple “income streams”
- Social Media
- Streamline office, billing and fee collection



## Presenter: Norman C. Dasenbrook, MS, LCPC



**Norman C. Dasenbrook, MS, LCPC** is a Licensed Clinical Professional Counselor who has over 30 years' experience in the fields of mental health, consulting, teaching, business and alternative dispute resolution processes. Norm is Past President of the Illinois Mental Health Counselors Association, served on the Governing Council for the Illinois Counseling Association and winner of the Distinguished Service Award. He served as a consultant to the American Counseling Association on Private Practice Issues. He and Robert Walsh launched ACA's Private Practice Initiative. He is a member of the American Counseling Association, American Mental Health Counselors Association, Illinois Counseling Association, and

Illinois Mental Health Counselor Association.

Norm has been providing practice coaching services and presenting his workshop, “Starting, Maintaining and Expanding a Successful Private Practice: Surviving or Thriving?” nationally for over 18 years. He has authored the leading book on private practice, “The Complete Guide to Private Practice for Licensed Mental Health Professionals” He has just released his latest book, “After 40 Years in Therapy: What Have I Learned? Why We Do What We Do & What To Do About It!” 2017 Crysand Press ([counseling-privatepractice.com](http://counseling-privatepractice.com)).

Norm also co-authored “Harnessing the Power of Conflict: Leading, Learning and Living” 2003 Crysand Press.” He serves as an executive coach for improved performance and interpersonal skills for organizations ([crysand.com](http://crysand.com)).

Norm has extensive experience consulting for businesses, industry, and health care. Lecturer, teacher and consultant, Norm is a clinician who maintains a private practice in individual, marriage and family counseling in Rockford, Illinois.

# Dec 1-2, 2017 & June 1-2, 2018

These two day private practice workshops are designed for the clinician who is planning to start a practice within the next year or those who have started a small practice and wish to expand. Given the two day format, participants will be able to explore more in depth the essential components of startup, business entities, money management, billing, office procedures, social media, public speaking, advertising and marketing that each participant needs to develop a plan to start or expand a practice with actionable steps with proven techniques. Get all your questions answered. Do it right the first time. Most small businesses fail in the first year. Don't let that be you.

These workshops are the only 2 day workshop available in the Midwest that will function as a group consultation. Most practice consultants charge \$175.00 or more per hour. For far less than the cost of two hours of consulting you get ten hours of consulting tailored to you and your practice! Seating will be limited.

These workshops are from 9:00AM -3:00PM on both days.

## Program Objectives

1. Learn how to work effectively and profitably with insurance companies.
2. Implement the business strategy of “value added” to differentiate your practice from the others.
3. Incorporate additional income-generating sources to a practice.
4. Differentiate effective and non-effective strategies for marketing, social media and building your private practice.
5. Learn the essential features of informed consent, transfer plan, documentation, social media, and HIPAA compliance.
6. Identify cost effective support services to streamline office procedures for a thriving practice.