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- Use a hardwired Internet connection
- Restart your computer/device

Still having issues?

- Call 866-782-9924 (M-F, 8 AM-8 PM ET)
- Email customerservice@OccupationalTherapy.com

continued

Starting a Private Practice - Part 1

Barbara Kornblau, JD, OT/L, FAOTA

continued

Learning Outcomes

1. Identify 4 factors to consider in planning to start a private practice
2. Explain how societal trends, evidence, and reimbursement can influence private practice
3. Describe the role of licenses, technical issues, and needs assessments in developing a private practice.

continued

Definition of Private Practice

- According to Merriam-Webster:
 - a professional business (such as that of a lawyer or doctor) that is not controlled or paid for by the government or a larger company (such as a hospital);
 - practice of a profession (as medicine) independently and not as an employee

Private Practice [Def. 1 & 2]. (n.d.). In Merriam Webster Online, Retrieved from <https://www.merriam-webster.com/dictionary/private%20practice>.

3

What is Occupational Therapy?



Photo by Fathurrahman on [Unsplash](#)

- Occupations....
- Meaning
- Quality of Life
- Purpose
- A Gift
- Meeting Society Needs
- People
- Tasks
- Environments

4

continued

Social Trends

- Demographic shift
- Living longer
- Staying healthy longer
- More diverse population
- Increase in immigrants
- Treating the Baby Boomers
- Millennials



<https://pixabay.com/en/elderly-woman-female-senior-old-811756/>

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continued

Scientific & Technological Trends

- Genetics
- Health information technology
- Telemedicine
- Comparative effectiveness research
- Personalized medicine



National Human Genome Research Institute, National Institutes of Health. (2015). Double Helix. <https://www.flickr.com/photos/nihgov/20468181866/in/photo-stream-www.genome.gov>

6

continued

continued

Cultural Trends/Cultural Diversity

- Making treatment meaningful, understandable, and relevant to all.
- Making occupational therapy practitioners aware of the needs of diverse populations.



CC BY 2.0 Barnacles Budget Accommodation. (2012). Fun in Galway. <https://www.flickr.com/photos/baranclesdublingalway/7420292294/>



Nate. (2006). Nyc. <https://www.flickr.com/photos/nate/293730630/sizes/l>



Library of Congress, 1939 LC-USF35-604

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continued

Professional Trends



CC BY 2.0 Campbell, Sean. (2009). Obama's Health-Care Remarks. <https://www.flickr.com/photos/thecampbells/3904957361/>

- Medicare's Quality Payment Program
- Medicaid expansion
 - But not everywhere
- Primary Care's changing models
 - (ACO's Health Homes)
- Workforce issues
 - Pressure for Doctoral level entry
- Technology
- Patient Engagement
- Opioid Restrictions

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continued

continued

Consumer Health Trends



CC BY 2.0 Nora's Photo. IMG_6279 (2011). https://www.flickr.com/photos/nora_sweat_photos/6317770925/sizes/l



Autism Spectrum-Neurodiversity	Returning Vets
Obesity	Asthma
Emerging infections	Low vision
Autoimmune disorders	Diseases of meaning
Chronic Pain	Age-related changes

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continued

Public Health Approach

- Treating populations
- Focus on health, wellness, and prevention
- Social determinants of health



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continued

Economic Trends



- People have disposable income
- They spend it
- Two family working households
- Baby Boomers have money

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Future of Occupational Therapy

- Unlimited opportunities
- Creative programs
- Meeting Society's needs
- Role changes - attitude changes
- Alternative sources of income
- Shift to non-medical model & prevention programs
- Non-health insurance driven



Photo by Kace Rodriguez on Unsplash
<https://unsplash.com/photos/6qSv-H7JJRg>

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continued

Is Private Practice For Me?



<https://pixabay.com/en/woman-black-businesswoman-young-868522/>

- What is the occupational therapy dream I want to pursue with my skills?
- What is my expertise and experience as an occupational therapist?
- What are my skills? What am I good at?
- Can I practice independently?
- What do I need to learn?
- Do I know referral sources or can I develop them?
 - Can I “sell” my services?

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continued

Can I Think Outside the Box?



Photo by Nikita Kachanovsky on [Unsplash](#)

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continued

continued

Self-reflection

- Do I have intellectual curiosity?
- Do I have an entrepreneurial spirit?
- Do I have a a mentor or is there someone I can develop a mentoring relationship with?



<https://pixabay.com/en/personal-woman-self-talk-mirror-2923048/>

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continued



Photo by [Ian Schneider](#) on [Unsplash](#)

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continued

continued

Payment for Services



Photo by [rawpixel](#) on [Unsplash](#)

- Dealing with insurance can be expensive and time consuming
- Baby Boomers have disposable income
- People are willing to pay for things that are important to them. Occupation is powerful
 - Examples...

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continued

People spend \$\$ on things they value



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CC BY 2.0 [Steven-L-Johnson](#) (2012). Happy #dog at end of her first day at doggie day care <https://www.flickr.com/photos/stevenljohanson/7169211625/>

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continued

continued

Implications for New Occupational Therapy Programs

- Think of sources other than health insurance
- Non-health insurance carriers
- Remember our gift
- Occupation is Powerful
- Outcomes & evidence
- Foundations & Grants
- Previously untapped markets



Photo by Peter Fogden on Unsplash

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continued

“Can an Essay a Day Keep Asthma & Arthritis at Bay?” - Written Emotional Disclosure

- Studies have found health benefits in expressive writing or WED for many different conditions. For example:
- Two groups – 3 days of writing exercises
 - one wrote about the most stressful events in their lives;
 - the other (control) about emotionally neutral daily plans.
 - Reevaluated 4 months later and:
 - Asthma groups
 - Experimental group showed significant improvement in lung function – control group = no change
 - RA groups
 - Experimental group showed a 29% reduction in disease severity, - control group = no change.
 - “So writing helped patients get better, and also kept them from getting worse.”

CC BY 2.0
Rich Bowen
(2002) Pens



(Smyth, Stone, Hurewitz, & Kaell, 1999)

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continued

WED Success With Other Populations

- WED - Expressive writing has been studied and evidence found it beneficial to, among many others:
 - People with elevated blood pressure, (McGuire et al., 2005)
 - “Cancer patients” (Zakowski, Ramati, Morton et al., 2004)
 - People with psychological distress, such as:
 - Victims of sexual assault, (Kearns et al., 2010)
 - Individuals with major depression (Krpan et al., 2013), and
 - PTSD (Hirai et al., 2012).
 - Women with breast cancer had reduced doctor visits (Stanton et al., 2002)



Photo by [Green Chameleon](#) on [Unsplash](#)

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WED – More Evidence

- Several of the more recent studies moved writing sessions to home and online, with disclosure at home showing more positive effects. (e.g. Hirai, 2012; Frattaroli, 2006)
- Studies reveal that WED helps thinking about stressful or traumatic experience by reducing emotional inhibition and increases the acceptance of events (Acar & Dirik, 2019).
- A more recent study looked at whether writing about traumatic events in the *third person*, might be more beneficial than writing in *first person*. (Andersson & Conley, 2013).
 - Third person approach resulted in
 - greater perceived benefits and positive, long-lasting effects, and fewer days of activity restriction due to illness.
 - This study suggests third person expressive writing may be a good intervention for recovery from traumatic or highly stressful life events.

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Niche Marketing

- What is your idea?
- Who is your potential audience?
- What do people need?
- What do people want?
- How do you reach them?



Photo by [Slava Bowman](#) on [Unsplash](#)

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Treating the Baby Boomers



Photo by [Esther Town](#) on [Unsplash](#)

- Where will we treat them?
- What will treatment look like?
- Some are also in the sandwich generation...
 - What are their needs?

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Evidence-Based Ideas for Adults



Photo by rawpixel on Unsplash

- Several studies have shown that
 - participation in leisure activities is associated with a reduced risk of dementia, even after adjustment for baseline cognitive status and after the exclusion of subjects with possible preclinical dementia (e.g. Verghese et al., 2003)

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Evidence-Based Ideas for Adults

- Studies have also show that leisure-time physical activity at midlife is
 - Associated with a decreased risk of dementia and Alzheimer's disease later in life, even after adjustments for
 - "age, sex, education, follow-up time, locomotor disorders, APOE genotype, vascular disorders, smoking, and alcohol drinking."
 - The associations were more pronounced among the APOE ε4 carriers.



Photo by John Moeses Bauan on Unsplash

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Knitting: The Evidence



Photo by Imani on Unsplash

- Online survey of 3,545 knitters worldwide from a virtual community of knitters. (Riley et al., 2013; BritishJOT)
 - Results show a significant relationship between knitting frequency and feeling calm and happy. More frequent knitters also reported higher cognitive functioning. Many reported less stress.
 - Knitting in a group had a significant impact on perceived happiness, improved social contact and communication with others.
 - Concluded that knitting has significant psychological and social benefits, which can contribute to wellbeing and quality of life.

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The Power of Knitting

- 1000 knitters surveyed by Knit for Peace (2017)
 - 70% believe knitting improves their health:
 - 86.8% reported knitting relaxes them,
 - 31.4% it reduces anxiety,
 - 26.1% it reduces blood pressure,
 - 21.4% it relieves the pain of arthritis, and
 - 10.7% it helps cope with chronic pain.
 - Also reported it increases sense of wellbeing, reduces loneliness and isolation, and Increases sense of usefulness and inclusion in society



<https://pixabay.com/en/arniston-fishing-village-old-ladies-2020547/>

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continued

Social Prescribing



CC BY-SA 2.0 [Jeff Eaton](#) (2011) Doctor



CC BY 2.0 [Adam Bautz](#) (2015) #hiking

- The practice of medically prescribing non-medical treatments to improve social determinants of health, such as loneliness, despair, and poverty.
 - Vermont docs are prescribing hiking and time with nature to improve mood, energy, stress, general well-being, and physical health
 - American Academy of Pediatrics has launched the Park Rx Initiative, prescribing visits to local parks
 - Prescription for healthy eating (coupons)
 - Plus exercise, social interaction, walking, gardening, cooking in groups, or taking up artistic hobbies such as painting or knitting. (Brean, 2018; Mishori, 2018)

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continued

Social Prescribing



Kevin Pho, M.D. @kevinmd · Nov 26

Prescribe exercise like you prescribe medicine buff.ly/2mD1VyX



CC BY 2.0 K-State Research and Extension (2013) orange yarn and knitting needles

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continued

Interventions for Older Adults

- Elder assistance services
- Home assessments to promote aging in place and prevent falls
- Helping Elders Cope
 - Geriatric Case/Care Management
 - Traditional case management vs. geriatric case management
- Healthy aging



CC BY 2.0 [COD Newsroom](#) (2014) College of DuPage
Hosts Age Well. <https://www.flickr.com/photos/codnewsroom/13700535553/>

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they need.*

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continued



South Florida Rehab Consultants, Inc.

Offers group exercise classes for persons who have been discharged from a formal therapy program and would like to maintain their function, strength, and flexibility.

We also offer group classes for The Elderly.
Exercise classes supervised by Qualified Personnel.

*Cost: \$55/month
for two classes per week.*

Currently Being Held At:

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continued

More Ideas for Older Adults




- Medical Bill Management
- Foster Care
- Respite care programs
- Adult day care
- Elder Hostel
- Caregiver training
- Brain exercises
- Social Engagement Activities

Photo by [Jacqueline Munguía](#) on [Unsplash](#)

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continued



STEVE
MARCIA'S
SON

MARCIA
HOME AFTER
HIP REPLACEMENT

LAURA
OCCUPATIONAL
THERAPIST

hugo

0:35 / 7:37


Occupational Therapist Home Visit - Fall Prevention

<https://www.youtube.com/watch?v=OeBcetc1Aeo>

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continued

Caregiver Training & Support



CC BY 2.0

www.cerillion.com/Product
s/SaaS/Cerillion-Skyline
2017

- Skills needed to serve as a caregiver
- Support for caregivers (physical activity)
 - Study RCT of family caregivers of people with dementia
 - Enhanced Physical Activity Intervention (EPAI) group vs.
 - Caregiver Skill Building Intervention (CSBI)
 - Results: caregivers in the EPAI significantly increased their overall and total moderate physical activity and showed a positive interaction between the intervention and time for positive affect at both six and 12-months
 - Improved positive affect may help caregivers feel better about themselves and their situation, and better enable them to provide care for their family member for a longer period of time at lower risk to their own mental health. (Farran et al., 2015)

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Social Engagement Activities

- Several studies have looked at social engagement among older adults and found social engagement
 - Lowered scores on depression scales (Glass et al., 2006)
 - Decreased depressive symptoms (Choi et al., 2015)
 - Activity may confer survival benefits through psycho-social pathways. Social and productive activities that involve little or no enhancement of fitness lower the risk of all causes of mortality as much as fitness activities do.
(Glass et al., 1999)
- Social engagement plays an important role in mental health as people age

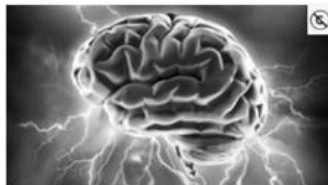


Photo by Andrew Leu on Unsplash

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Brain Exercises

- Not a lot of evidence but....
 - a Systematic Review of the Clinical Significance of Commercially Available Computerized Cognitive Training in Preventing Cognitive Decline showed
 - 7 programs were studied in 26 studies, including follow-ups
 - Only two, Posit science and Cognifit met criteria for Level I evidence (multiple well-designed RCTs)
 - Cogmed, Brain age 2, and My brain trainer met criteria for Level II evidence (at least one high quality, well-designed RCT).
 - Dakim and Lumosity met the criteria for Level III evidence (some supportive research, but moderately designed RCT). (Shah et al., 2017)



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Brain Exercises

- Tested two memory games on young adults.
 - All took initial round of cognitive tests to determine baseline working memory, attention, and intelligence and got an electro-encephalogram, or EEG, to measure brain activity.
 - The group that used the **dual n-back test** showed a 30% improvement in working memory, nearly double gains made by the group practicing the **complex span**.
 - Also showed changes in brain activity in the prefrontal cortex, the region responsible for decision making and complex cognitive skills such as planning. (Lanks, 2017)



CC BY 2.0 Hey Paul Studios (2012) Brains!

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More Ideas With Older Adults



- Driver safety evals
- Guardianship evals and management
- Transition to retirement
 - Emerging practice vs. traditional role
- Fall prevention-shoe assess
- Pack 'n go movers
- Adjusting to widowhood
 - Bereavement groups (Segal, 2001)
- Low Vision

40

Pediatric Programs

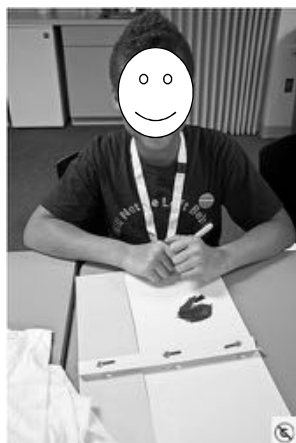
- Baby Gym
- Better bodies after & before babies
- Adapted dance, karate & gymnastics classes
- Whirl & Twirl
- Today's Teen Training - kid coaching



Photo by [Thiago Cerqueira](#) on [Unsplash](#)

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More Pediatrics



- Exercise classes
- Day Care for the medically fragile
- Baby sitting training/ respite care training for caring for children with disabilities
- Respite care
- Social skills training - groups
- Handwriting helper
- End the homework hassle

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Homework House
A Division of FELLER & ASSOCIATES, INC.

**CREATING INDEPENDENT LEARNERS
ENDING THE NIGHTLY HOMEWORK BATTLE**

- ④ Homework gets done while students learn how to plan, prioritize and manage their time
- ④ Assistance is provided by trained facilitators
- ④ All the supplies needed are here.
- ④ Buy hours & use as needed Monday through Thursday from 3:30pm - 7:30pm
- ④ Only \$15.00 per hour

Call (305) 969-6990 or drop by after school for a FREE TRIAL SESSION

Visit us April 28th & April 29th at the S. F.I. Parenting Block Party at Sunset Place

We are located in:
South Park Plaza
12651 South Dixie Highway, Suite #307
Pinecrest, FL 33156
(Eastlinger, Wooten Maxwell building)

Call Now!!! Summer workshops for Reading, Writing, and Math

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continued

More Pediatrics

- Pet Therapy
- Home visits for asthma home modifications (adults too)
- Home visits for child proofing/safety
- Pediatric Wellness- Kid fitness
- Preschool screenings/assessments
- Mommy or Daddy and me



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continued

ADA Compliance Services



CC BY-SA 2.0 [Karen Chichester](#) (2008) Writing Class 2

- Services provided:
 - reasonable accommodations consulting
 - assessments & consultation
 - litigation support
 - sensitivity training
 - functional job descriptions
 - pre-placement screening
 - accessibility audits
 - job interviews
 - training of front line managers

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Workers' Compensation

- Services Services provided
 - development of restricted duty programs
 - job analysis
 - provision of reasonable accommodations
 - ergonomics assessments



Photo by [Fancycrave](#) on [Unsplash](#)

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Workers' Compensation



Anders Sandberg (2008). Lift correctly.

- worksite modifications
- injury prevention programs
- back schools
- body mechanics training
- case management with injured workers

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Private Rehabilitation

- The Rehabilitation Community: What is it?
- Alphabet soup
 - CDMS, CCM, CVE, CRC, certifications
 - Certifications boards
- Services provided
 - Workers' Comp rehab/case management
 - Long Term Disability
 - Rehab Case Management
 - placement
 - acquisition of equipment



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continued

Psych/DD



Photo by [Aarón Blanco Tejedor](#) on [Unsplash](#)

- Homeless shelters
- Forensic OT
- Organizing group homes for people with chronic psychiatric impairments/ head injuries
- Pain Management
 - Work simplification
 - Joint protection
 - Energy conservation
 - Body mechanics
 - Redo my kitchen
 - Put it on wheels
 - Knitting

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continued

More Psych/DD/Autism

- Social Skills Training
- Transition from high school to college
- Transition to Adulthood
- Mentoring through transition
- Executive Functioning – Core Life Skills (Center on the Developing Child at Harvard University, 2016)
- Job Coaching
- Critical Incident Stress Debriefing



CC BY 2.0 [Alain Elorza](#) (2007) GERARD, frenchBoy autistic

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continued

General Wellness



CC BY 2.0 [Carlos Ebert](#) (2015). Water aerobics

- Water aerobics
- Time management
- Life Skills coaching
- Health Coaching
- Corporate Training
- Budgeting
- Lymphedema in the home

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More General Wellness



- Complementary & Alternative Medicine (CAMs)
- Smoking cessation –
 - “Knit to quit”
- Well exercise programs
- Exercise following a disability programs
- Personal training - individuals with disabilities
- Stress Busting

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Other/Misc.

- Programs for the clinically obese
- Personal Training for individuals with Disabilities
- Incontinence
- Balance
- Adaptive Web site development



Steve Baker (2011), Obesity runs rampant in Indiana.

53

More Misc.

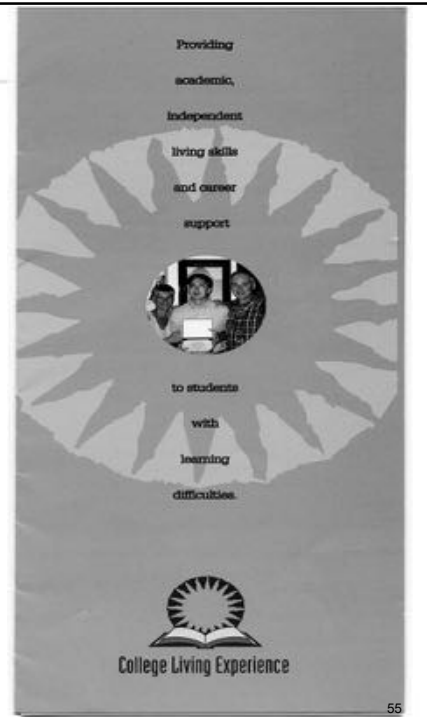


- Reorganizing kitchens
- Adaptive cooking classes
- Messies Anonymous
- Organize your Life
- Packaging
- "Fit for Golf"
- Consult with architects & interior decorators
- Consult with contractors
- Working with non-profits

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Other Misc.

- College living experience
 - Support for autistic college students and others who may need support



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More Misc.

- Consult to attorneys
 - Expert Witness
- Consulting to Airlines
- Life care plans
- Lawyers Victims of violence (church funded)



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Create Your Own YouTube Channel

CROAT Create your Google Account

One account is all you need
One free account gets you into everything Google.

G M

Take it all with you
Switch between devices, and pick up wherever you left off.

Download This Guide
Read about the 3-step process that will accelerate your options education.
offers optionsbeed.com

Name
First Last

Choose a Google username
@gmail.com

I prefer to use my current email address

Create a password

Confirm your password

Birthday
Month Day Year

Gender

Mobile phone

How To Make A YouTube Channel! (2018 Beginners Guide)
<https://www.youtube.com/watch?v=b38ef8n1p4U>

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Needs Assessments

- “Need” refers to the gap or discrepancy between a pre-sent state (what is) and a desired state (what you think or want should be). **The need is neither the present nor the future state; it is the gap between them.**

$$\begin{array}{l} \text{Desired Results} \\ \text{(What should be)} \end{array} - \begin{array}{l} \text{Current results} \\ \text{(What is)} \end{array} = \text{Need}$$

- What is or current results
- Current Practice
- Current Knowledge and skills
- Current Dream

GAP between
what is and what
you want it to be

- Desired Results or What Should Be
- Successful Dream Practice with desired population & interventions

Anthony J. Jannetti, Inc., (2012), U.S. Department of Education, Office of Migrant Education, (2001)

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Needs Assessment

- Traditional Needs Assessment for business: Ex: Should we build a new apartment building or shopping center?
 - SWOT analysis:
 - Opportunities – data?
 - Cost of investment? Population growth? Rent or own? Etc.
- Personal Needs Assessment – occupational therapy
 - Personal SWOT analysis
 - All about you and what you have to offer
 - What skills do you have and what do you need?
 - What do you have to offer?
 - What do you need to do develop a private practice
 - Resource: MindTools Content Team. (2019). Personal SWOT analysis: Making the most of your talents and opportunities. Retrieved from https://www.mindtools.com/pages/article/newTMC_05_1.htm

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Personal SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • What is the occupational therapy dream I want to pursue with my skills? • What is my expertise and experience as an occupational therapist? • What are my skills? What am I good at? 	<ul style="list-style-type: none"> • Can I sell what I want to do? • Can I speak in front of people? • Can I convince others to believe in me and my occupational therapy dream? • Can I ask people to pay me for what I do? • Do I need to learn more about business?
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Which societal needs or trends does my occupational therapy dream meet? • How can I use my existing network and referral sources, and build upon it? • How can I take advantage of social media? 	<ul style="list-style-type: none"> • What obstacles do I face? • Do I believe in myself? • What obstacles do I see? • Do I have intellectual curiosity? • Do I have an entrepreneurial spirit?

MindTools Content Team. (2019). Personal SWOT analysis: Making the most of your talents and opportunities. Retrieved from https://www.mindtools.com/pages/article/newTMC_05_1.htm

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PEST Analysis

- Helps you analyze the Political, Economic, Social (which include local demographics), and Technological changes in that may affect your practice. Are they opportunities or threats?

POLITICAL	ECONOMIC
<ul style="list-style-type: none"> • Laws & regulations that may affect practice (Licensure law, ACA, Telehealth regulations, etc.) 	<ul style="list-style-type: none"> • How is the economy? Do people have disposable income to pay for what I want to do?
SOCIAL	TECHNOLOGICAL
<ul style="list-style-type: none"> • Is the population I want to serve growing? Will the local culture accept the services I plan to provide? Can social media play a role? 	<ul style="list-style-type: none"> • How can I take advantage of technology in providing my services? • Is there high speed Internet in the communities where my clients live?

MindTools Content Team. (2019). PEST Analysis Identifying "Big Picture" Opportunities and Threats. Retrieved from https://www.mindtools.com/pages/article/newTMC_09.htm; Weisberg, A., Suber, L., (2018, October 9). How to conduct needs assessment Part 2: PEST analysis. (Blog) North Carolina State University Industry Expansion Solutions. Retrieved from <https://www.ies.ncsu.edu/blog/how-to-conduct-needs-assessment-part-2-pest-analysis/>

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What do you need?

- A Mentor
 - SCORE (Senior Core of Retired Executives) www.score.org
- Business advice and business acumen
 - SBA (Small Business Administration) www.sba.gov
 - 10 Tips to start your business
 - How to prepare a business plan
 - Free business counseling with locations across the country
- Mentoring – Training – Support
 - The Academy of Private Practice – Scott Harmon
Twitter handle - @ScottHarmon7

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Legal & Technical Issues

- Licensure law requirements:
 - How is occupational therapy defined in your state?
 - Will you be “practicing occupational therapy,” according to the licensure law?
 - Does your state require a prescription or referral to practice occupational therapy?
- What type of insurance will you need?
- Are you renting space? Share space?
- Can you work out of your home/garage?
- Are you working in the client’s homes?

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Marketing

- A 2015 study in the UK of 40 independent occupational therapists looked at how they market themselves. The top 5 answers were

1. Word Of Mouth (100%)
2. Networking (100%)
3. Website (80%)
4. Linkedin (80%)
5. Email marketing (30%)



<https://pixabay.com/en/secret-whispering-ear-woman-lips-3650080/>

- Only 25% used social media – probably more today

Inclusion.Me Ltd (2015) Starting out: Tips on being an independent occupational therapist. Retrieved from <https://www.inclusion.me.uk/files/pdfs/independent-OT-tips-072015.pdf>

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Service Specific Marketing

- Who is paying you?
 - Disability insurance carrier?
 - Workers compensation carrier?
 - Attorney?
 - Client or family member?
- What outcomes are they looking for?
- Social prescribing as a referral source from physicians



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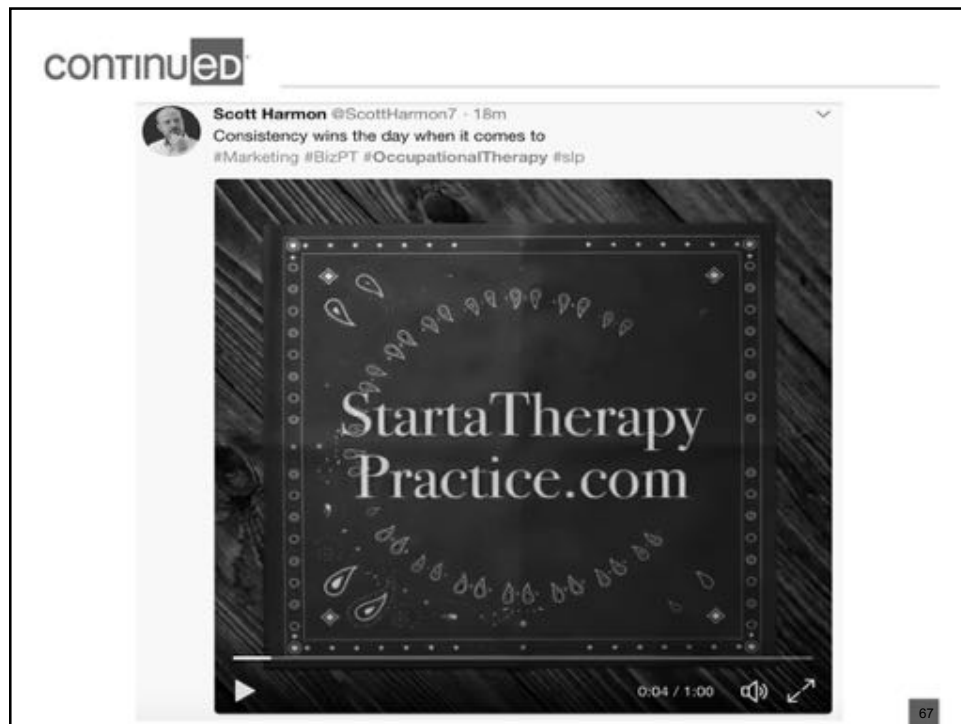
65

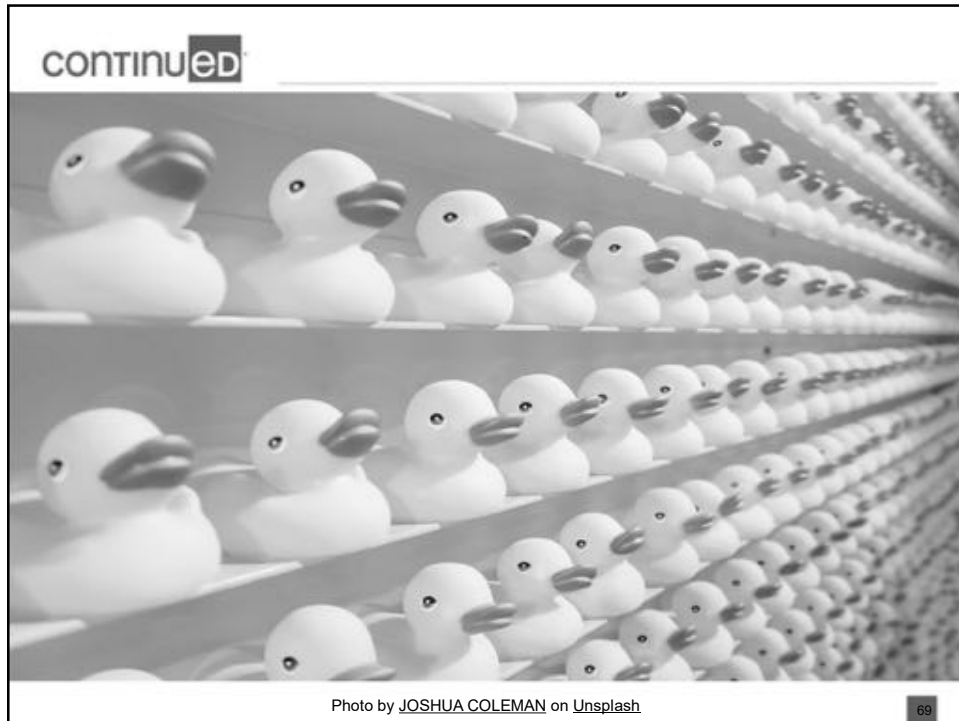
Marketing

- Networking can include:
 - Speaking at and/or joining the Rotary Club or other service organizations
 - Speaking at religious organizations/houses of worship
 - Join Toastmasters to improve your speaking skills while networking
 - Speaking at
 - PTA meetings
 - Women in Insurance
 - Risk Managers



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