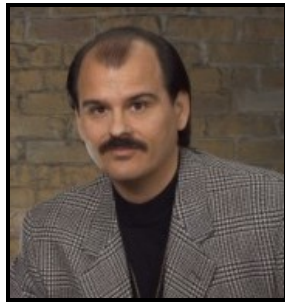




**Presents**

**MANAGED CARE:**  
**ARE YOU CATCHING IT OR IS IT CATCHING YOU??!!**  
**Marketing Your Practice to Success**

- ⚡ **How to Get Into Closed Managed Care & Behavioral Healthcare Panels!**
- ⚡ **How to Attract the Client of Your Dreams**
- ⚡ **Strategic Marketing Tips**



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*"...accessing the resources to enrich your practice."*

**MANAGED CARE: ARE YOU CATCHING IT, OR, IS IT CATCHING YOU??!!**  
**MARKETING YOUR PRACTICE TO SUCCESS!**

What you must know by now is that Managed Care is not going away! In order for your practice to be successful, you're aware of the need to access & master critical strategies & success factors so that you not only survive but thrive in the Mental Health Field this day & age. **The Bottom Line: YOU MUST GAIN MASTERY & TAKE MASSIVE ACTION!**

Specific Action with Master Strategies needs to be taken to ensure success in Private Practice. Just opening your doors to the public once you have received your License/Certification will not cut it today. A Marketing Strategy with a Proven Market, Proven Product & Action Steps is crucial & critical. Some believe that involvement with Preferred Provider Organizations, along with Health Maintenance Organizations, Managed Care Companies/Panels & Employee Assistance Programs are required to establish your practice as a leader in your field & in your area.

At one time, only you, the provider, determined what you earned. Now, if you depend solely on managed care, you must accept, just about, whatever you are offered. A sad state of affairs, isn't it? As a Provider you have probably learned that the \$40-\$70 per hour, on occasion even \$30 per hour, is not enough to successfully operate a private practice in mental health, needless to say, pay yourself what you are worth (or even your bills for that matter). Someone once said to me, "the days of the sole practitioner are gone, managed care has made this so". I thought about it & denied it, but now, I realize exactly what they meant. You must be smart & you must have strategies to be successful in a market/field that's in major transition & dependent on a middle man, Managed Care, for success.

The provider must now **Take Massive Action...** just to keep up with MC, Managed Care, or BH, Behavioral Healthcare, & earn a meager existence. You must *make your break & breakthrough* by obtaining a keen business mindset & MindFrames of Success for the management of your private practice. Practice Management & Practice Building Strategies are more critical than ever. It is imperative that you acquire the necessary strategic marketing skills & put them to work for you immediately if you are to continue to gain your measure of success.

## **You may say, HOW!**

***How do I make what I want happen? These are tough times.***

***First, my friend, just as in any area of life, You Must Have A Vision of Success & a Plan of Action.***

- What do you see, hear & feel yourself doing with your practice?
- What do you do best & what are your best services you really like to provide?
- What do you deserve to be paid for providing these services?

***Find your PASSION! Don't overlook the Passion Factor.*** Whatever you are passionate about, people see, hear about it or they can feel it. They find it attractive & want to experience it for themselves. This sells itself. You must find a way to get this *Passion* to the public, so they will know you are available & willing to assist them in getting what they want in life too. Just as passionately as you do, they will too benefit from this sense of determination, drive, confidence, desire, strength & conviction.

## **MANAGED CARE & BEHAVIORAL HEALTHCARE: *The Down & Dirty!!***

**FACT: *Managed Behavioral Healthcare does pay & is here to stay!***

What are you going to do about it should you decide to “get in the game?”

**GOAL:** Join as many MC Panels & Behavioral Health Panels as you can in the next 30-90 days. Be selective; choose those that can earn you up to \$70-\$125+ per hour. Which ones are these?

Preferred Provider Organizations, PPOs, as well as the large, National & Multistate MC companies who serve as gatekeepers for MH care services in your area. There are still a few.

### **Preferred Provider Organizations & their benefits!**

As an in-network provider of a PPO you get a higher fee. Why not go ahead & join these PPOs instead of working for less. The PPOs will pay an out of network rate, but, you are certainly not guaranteed payment & sometimes you just do not know if you will get paid or what you will get paid. It is easy to join a PPO, sometimes without any paperwork, it just makes sense. Sometimes all it takes is making a call to the Network Manager & providing them a letter or resume. You can do this with your eyes shut. Look at this as a piece of cake & *Take Action to join these PPOs.* Like they say, “*It's a No Brainer.*”

***Decide to make PPOs work for you today.*** Contact PPOs servicing your area/community & request to become a provider. If you can't get on the PPO, at least find out what they pay out of network so you will know what you will get paid & what your client's obligation will be when they come to see you, if there is a deductible & what specific co-pays they may have. You will get clients who are on PPOs & you will need to know this information.

*Sometimes, it is just as good to be an out-of-network provider.* You may say to yourself, "that surely contradicts what was just stated in the above paragraph", & you'll be right. Out-of-network providers may be reimbursed at a higher rate than in network providers, depending on the company/PPO. You'll need to check this out before joining a PPO blindly. Ask them what the in network rate is & what the out of network rate is on average. Make a determination, by finding out the facts as to whether it would behoove you financially to join the PPO or not. Remember, the client may have to pay more to see you, a higher deductible & possibly a higher co-pay percentage. Think about it!

*Why join?* Well, as an in network provider, client's will choose you more often & you will end up reaching more people on their client base through the PPO/provider directory. Your name will appear under your specialty & you will get calls from clients you never even expected to get. This is a nice surprise to you. The PPO works for you, pays you more because you get more clients. Your client benefits too because they have no or less of a deductible & a smaller percentage co-pay to make, therefore, motivating them to choose you as their provider. A win-win for you & them.

*Are you convinced yet?* If not, think about this. Many large employers & Insurance Companies are using PPOs & their panel providers. They rent them so they don't have to build them. If you're not on the PPO/Provider network you won't even be considered as someone who can provide services to the employers, their employees or the insurance company & their participating clientele. Again, all PPOs are not insurance companies. There are PPOs just in the business of forming provider networks so they can sell the Network's services & provider availability. It has become big business across the country. You can't resist or reject this opportunity. Some may charge you to join. Weigh the benefits of each & go ahead & make a decision. The sooner the better. These are not IPAs, Independent Practitioner Associations, but PPOs.

If you join a PPO in your area & establish yourself as a good provider for the PPO, physicians, employers, employees/participating clients, you will be looked to for advice, for services & your products. You'll gain a position & a hold in this productive market area. So, *Go for it!*

**Self Insured Employers/Corporations:** For an Employer or a Corporation to be self-insured (they pay all medical expenses incurred) they must have a minimum (actually a large) number of employees for it to make economic sense. Meaning, they have to be big. This is good for you... a large base of potential clients. Warning! Don't adopt the mentality, especially if you are a Licensed Professional Counselor or not a PhD or LCSW, MD, that you'll be excluded from the Self Insured market.

Corporations can choose who they want to include & exclude. Not all of them exclude the LPC, PH.D., etc. Many are fair in determining their provider base & will pay for your services. You must know this market better in the future as it is a growing one. Many large Corporations are entering into this area due to its attractiveness & the control they gain over their healthcare dollars.

When a client with Self Insured Coverage presents themselves to your office, contact the Third Party Administrator, TPA or PPO they are using, if they are using one, & ask questions. **Ask:** What licensures do you cover? Is my licensure covered specifically? What is the reimbursement rate for this licensure? If you are not covered because of the policy they have written, then, you must abide by this policy. They can choose what services & providers they will cover. Restrictions must be determined before you see a client or you may not get paid. Again, look at this area/market as opportunity. Do not take the exclusion mentality before you even check it out. *Take Action to check it out first.*

**Indemnity Plans: The good ole' indemnity plan.** They do still exist, believe it or not. When you do receive a client with this type of coverage, remember that you must still verify if you are a covered provider for their plan. Sometimes there are exclusions depending upon the state that you are working in. In certain states LPC's & Certified counselors are not covered under Indemnity Plans.

Call to verify if you are a covered provider, & at what rate you are paid. Make sure you do get the name of who you talked with & document well, because, it may be that you will need to fight for your money, especially if you work with an out-of-state plan. This is when the Insurance Company is based out of state & the plan covering the client is written out of state. You may appeal their decision but don't hold your breath or count your money.

Just because you provide services in, for example, Florida, who may require your licensure to be covered, doesn't mean they have to go by Florida Law. Although, legislation is being lobbied for nationally that will require insurance companies to reimburse providers who are qualified, not allowing discrimination on the basis of licensure, to provide Mental Health Care.

By the way, experience teaches, the indemnity plan payer is the most lucrative payer. Rates in excess of \$75-\$150 are paid. Do your research in your area & find out what insurance the major employers & the small to mid-sized employers carry & whether they have Indemnity Insurance coverage. You may want to market them directly, the employer & their employees. If they have indemnity coverage or a PPO you are on that they access... **Take Action NOW!** You may even want to target specific companies to market even when the company has an HMO or Managed MH Care. It's best if you keep a running log of these payers to know your client base/targeted markets & gear Practice Marketing efforts to them strategically.

### ***NOW! What's next?***

#### **We have established that:**

- 1) Managed Behavioral Healthcare is here to stay.
- 2) You want to get paid what you are worth.
- 3) You must Take Action to get paid what you're worth.
- 4) You must have a Vision (with Passion) & a Strategic Marketing Plan of Action.
- 5) You must have Specific Knowledge of your "Proven" markets & a proven product to offer.
- 6) You must work with all the players to get higher returns for your private practice efforts.

## ***What Else? Oh YES!***

### **ATTRACTING PRIVATE PAY CLIENTS**

***The client always, always, has the choice to see who they want & to buy what they want!***

- They are the customer & they are the consumer!
- They can see you & pay for your services themselves!

**Critical Success Factor:** Do not overlook the client who makes their own choice as to who they will allow to provide their Mental Health Care. This means clients can see anyone they wish as long as they're willing to pay for the services. Make sure you market & make yourself visible to this client regularly.

You may establish yourself in your market as a professional expert in your skills & techniques... allowing you to receive & to even command specific clientele who seek you out for the services you offer. You must specialize & provide "Niche" products, services & information.

**The KEY:** Get the word out to the Target Market that you provide these desired services/products & that you contract directly with clients at reasonable rates they can afford. Negotiate with them fairly & they'll choose you/your product or service directly & bypass the system, so to speak. Take initiative & expand your marketing efforts.

Now, this may not happen on a wide scale, but, if it does happen enough, because you generated it, you will more than likely be earning what you're worth.

*You are now in control of what you earn instead of MC who will no longer dictate the rates for mental health & control exactly what you get paid.*

**CAUTION:** *Don't undercut yourself!* A wise negotiator once said... "Don't negotiate with yourself."

Simply put, tell the client the cost of your services & let them come back with their offer. You may adjust your fee then. Don't give them a rock bottom price upfront. We've heard of counselors providing services for \$25 per hour. No, they weren't crying over the phone when they told us that, but when we finished talking to them, they realized that they had let all this MC stuff get to them & affect their Self-Esteem & confidence. Maintain your sense of worth & definitely ask for what you feel is right for you as a fee. Your client will appreciate & respect your position as a business person & a therapist.

## ***What to do to get more clients who pay a fair fee for your services & products?!***

1. *Get rid of the Doubt & FEAR mentality.* Power up & get busy marketing & getting the word out that you are in town & that you offer excellent & compelling services to help people make their lives better.
2. Get out there & keep getting out making your practice & yourself visible.
3. Adopt the Abundance Mentality! There is an abundance of business & people who need assistance or guidance in improving their lives. You, as a therapist or teacher, have something they want & you are willing to deliver.
4. Focus on your client, not on what you don't like to do... like marketing & do it often. Look at it like you are meeting & greeting potential new clientele or creating business opportunities. ***Of course!***
5. Use all the free publicity you can get! Call the newspaper, the weekly, the chamber & even the TV stations about anything that is newsworthy about your practice. Free talks, upcoming training you are attending, events in MH, whatever your office is offering that people may want to know about. Send out press releases regularly. PR is free!
6. Network with other professionals. Don't be an island. If you don't have much going on one day or afternoon, get on the horn & make contact with other professionals in your area. Brainstorm & come up with ideas to make money & build your practice & theirs.
7. Make contact with all kinds of organizations, clubs, associations & chambers of commerce. Go to meetings & functions & shake hands & meet people. Word of mouth advertising will pay off like crazy if you do enough of it. Counselors are notorious for not doing this.
8. Revisit any referral source that has referred to you in the past. Review your files & keep track of where you've gotten referrals from & then call them or write them or take them to lunch. You already have a friendly & receptive referral source... so let them know you are still in business & looking to work with them! This is marketing at its best & is essentially effortless. Use the soft sell approach & reap the rewards!
9. Join the Chamber of Commerce & get their Directory of businesses in your community or area. Some even have mailing labels, do mail-outs (cheap) & have internet sites up & running.
10. Believe it or not... The telephone book Yellow Pages (Everything Pages in our area) do work! Place ads that describe your services in interesting & informative ways.
11. Make use of online referral directories too. Psychology Today and many others are very affordable sites to make contact with potential clients.



## ***What about selling products?!?! HMMM! Can you do that? YES! You can!***

I do mean products too. Some therapists/counselors overlook, extremely, the products they can provide to the public, i.e. Education, Training, Groups, written materials, eBooks, books, cd's/dvd's, .mp3's, subscription programs, etc. It is a good thing to offer clients products that will help them or assist them in reaching their goals & well-formed conditions of success. They very well may need products like an audio-system, a book or a .pdf/handout on emotional control or relationship success skills, motivation or personal leadership. *What are you to do then?!*

Well, seek & search & have these products available for them when they are in need. Identify products your practice may need to acquire & deliver to your client what they require to be successful. Advertise them in your own office waiting areas, etc.

How many times are you asked, "Do you know of a good book I can read between sessions?", or, "Do you have any information on Anger Control or Communication or Assertiveness?" Or, "Do you know of a group on that topic?" Or, "Do you know of anyone offering education on how to make a relationship work?" Think about it. What if you had something available for them then? Could you... would you... DO You?

*Ask yourself the next time you hear a client asking you to help them find products or resources to assist them, HOW COULD I PROVIDE THAT PRODUCT TO THEM? Right away!*

*You are your business.* You decide what you will do with your practice. It is, or can be, a part of your business/practice to have ancillary products that will benefit your client & your business too. *It is called the Up-Sell! You can do it.* Again, just identify products & make a small investment to purchase what you know you need to have available & then offer it to the client at a fair price when they ask you for it.

It seems that this asking usually takes place at the end of the hour... conveniently situated around the same time you are collecting co-pays. So, makes sense that while they are seeking self-help materials that you offer them your success products that will help them achieve their goals & desires. You can even get products drop shipped directly to your client without buying any products & still make profits in the process. Or, you can become an affiliate that markets products created by others in your field many of which are available online as downloads.

## ***ATTRACTING THE CLIENT OF YOUR DREAMS!***

How about the client you hardly ever see. Those that every counselor, private practitioner is competing for, the one that has the best insurance coverage & who is able to afford your products & services you thoroughly enjoy offering along with therapy? How do you attract them to your practice?

**FACT: They will not come if you don't build it! YOUR UNIQUE IDENTITY!**

You must establish you or your practice/company as a unique Identity in your Target Market/area. Develop & implement a marketing plan that informs & educates the public on what you do best, on what you have a passion for & on what they definitely want that you have to offer. ***Then Deliver it with skill!***

**Watch this screencast on “Communicate Your Identity”**

<http://www.screencast.com/t/QotRrWNq>

### ***Do this by:***

#### **1) Advertising to your Target Market/Desired Client Base**

*Advertise in the yellow pages.* Spend a little money & these little or big ads will work for you. Our experience has been, the bigger the better. But, you must make sure you do inform the potential client of your services & what you have to offer them clearly & with brevity. Hone your ads well. Take the time to scale what you do into a few strategic words that catch their eye & hold it, that makes them think that they very well may want to come to see you for their counseling or educational needs.

*Advertise in weeklies, newspapers in your community that most people do enjoy reading.* Also, advertise in the community section of your local newspaper. A good size display ad is great if you are marketing a seminar or a specific service of interest that you provide. A catchy & attractive image/logo is always helpful as they will remember it & look for it too.

Another good source of advertising success is through *direct mail to the client base* you wish to serve. Identify your market & do mail-outs to them. The key is to do this regularly. Target companies in your area that you may want to contract with for Employee Assistance Services, i.e. EAP's or Individual Case Management or Drug-Free Workplace design & Development. Send them out a newsletter or a letter informing them of your services. They are most likely receptive. They may even be looking for someone who provides the services you provide & they don't even know it. Counselors are notorious for assuming that the public knows about their services & benefits. Many don't have clue. Nor do they know what you do. If you don't tell them yourself, how will they know?

## 2) Networking within your community/Target Market

*Shake hands & get to know people. Get out there!* Take the time to form long-lasting relationships. Get involved with your Chamber of commerce, your civic clubs, your Business After-Hours meetings. Go ahead & make an investment in your community & it will return the favor. People will know you are a part of the community & will see you “going & doing”. They will know you on a personal & professional basis. Many will want to come to you because they know of you & what you stand for.

*Make a presence for yourself & your company.* You will not be denied... when you give, you will receive. Be aggressive & jump all over opportunities to speak to the public regarding mental health, stress management, relaxation, relationship, communication & team building. Volunteer your expertise as a Mental Health Professional.

You may have already found that it is very well respected & sought after in your community. When you deliver you reap the reward. You will note that referrals will be a plenty when you are out there meeting & greeting more people, more companies, more networks & markets. GO & DO... whatever it takes, WIT. With WIT, you'll make it happen!!

### *Managing your company's identity...*

***is probably the single most critical success factor.***

You must have a ***Vision of Success*** & a ***Sequence of Success*** for your practice to thrive not just survive. You & I both know, it is not always easy helping others with their “problems”, facing other's life's challenges each & every day. Go ahead & make yourself happy & satisfied. ***Take action, massive action!***

Get it going... “deep & wide”, I like to say! Become a Marketeer! Know thy Outcome & put the keys to a success-full practice to work for you. Work your Marketing plan & program. Communicate with your Target Markets & take action daily/weekly/monthly to unfold the success sequence. ***You will be successful, more than you ever dreamed.***

***AND DON'T FORGET...***

***The Power of Word of Mouth & Client Referrals***

**....AND BY THE WAY**

Do you know of someone whom you feel would benefit from our **Life enrichment Services.** If you do, please use the space below to jot down their name, email, address and phone number. We will be happy to furnish them information on the programs and services we provide... and they will likely appreciate your thoughtfulness in suggesting it. Should someone you suggest attend a seminar or training within one year, you will receive either a **discount** on one of **Training Programs!**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

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

Email \_\_\_\_\_

Remarks \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

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

Email \_\_\_\_\_

Remarks \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

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

Email \_\_\_\_\_

Remarks \_\_\_\_\_



## ***EVEN MORE MARKETING IDEAS for Community Visibility***

Speak at community clubs & organizations weekly.

Inform clubs & organizations of topics you will speak on.

Prepare announcements/releases on upcoming talks to clubs/organizations & send/deliver to newspapers identifying date location, topic. Make sure it gets to the right person & get their commitment on run time and length.

Speak to schools, teachers/counselors, pastors/churches, PTA. Determine PTA heads & other personnel to contact with topics to speak on & send letters with marketing material to them directly.

Speak to Pre-schools & daycares on motivation, Parenting, etc.

Write in newsletters, newspapers and magazines. Make the material pertinent & timely.

Develop calendar of events & distribute them regularly & consistently.

Mail out letters of introductions often & distribute marketing information

Advertise in as many sources as possible targeting dates, deadlines & developing various ads to place with specific outcomes designated. Classifieds do work. Don't be bashful, they are inexpensive. Try it out!

Do articles to place in newspapers, journals & other publications. Do a stockpile of them so they are readily available when they are asked for or needed.

## **STRATEGIC MARKETING STEPS**

1. IDENTIFY TARGET MARKET OR GROUP
2. GENERATE MARKETING TOOLS OR TECHNIQUES
3. TAKE ACTION AND DELIVER
4. EVALUATE RESULTS
  - Referrals generated
  - Business acquired
  - Awareness of services
  - Establishment of rapport
  - Needs elicited
5. FOLLOW-UP WITH CONTACT/GET FEEDBACK
6. MAKE ADJUSTMENTS AS NEEDED
7. SET NEW GOALS AND OUTCOMES

## **HOT MARKETING TIPS**

### **Weekly activities**

1. In-person contacts distributing marketing materials and newsletters.
2. Presentations or lectures to all sources of referrals.
3. Mail (or email) out marketing materials to targeted referral sources or businesses.  
Mail (Snail mail) marketing pieces still have impact – Believe it
4. Phone contacts with referral sources or businesses to set appointments or inform of services.  
Speak to decision makers
5. Conduct follow-up contacts per guidelines reinforcing outcome set for contacts.  
Be consistent and reliable
6. Lunches with referral sources identified weekly.  
Outcomes to be determined directly related to services to be offered.
7. Develop action plan targeting marketing activities for next week setting weekly outcomes.
8. Keep and review marketing record reports and contacts.

## **MARKET & NETWORK with**

PHYSICIANS & HOSPITALS – INCLUDING PSYCHIATRISTS  
COUNSELING CENTERS & PRIVATE PRACTICES  
COUNSELING ASSOCIATIONS  
ALL COUNSELORS IN YOUR COMMUNITY  
MANAGED CARE COMPANIES/EAP's/PPO's/HMO's

## **BUSINESSES**

TARGET LIST FOR COUNTIES YOU SERVICE  
SCHOOLS/TEACHERS CHURCHES/CHAMBERS COMMERCE  
CONSIDER PROVIDING EMPLOYEE ASSISTANCE SERVICES

### **PROVIDE BUSINESSES WITH INDIVIDUALIZED & TAILORED**

CLINICAL CARE & EAP SERVICES  
EDUCATION & TRAINING  
STRESS MANAGEMENT & STRESS REDUCTION SERVICES  
HABIT CONTROL STOP SMOKING WEIGHT LOSS  
TIME MANAGEMENT RELATIONSHIP & TEAM BUILDING

## **IDENTIFY IN YOUR AREA**

GOLF AND COUNTRY CLUBS MAJOR HOUSING DEVELOPMENTS  
RECREATION FACILITIES/SPAS YMCA/ORGANIZATIONS/CLUBS  
COLLEGES CHURCHES

## **ALL DEPARTMENTS**

REHAB NURSING PSYCHIATRY PSYCHOLOGY  
SOCIAL WORK COUNSELING EDUCATION

## **MARKETING MATERIALS you need!**

CARDS LETTERS BROCHURES FLYERS  
NEWSLETTERS POSTERS (AT EAP COS.)

## **ADVERTISING ideas!**

BLOG TELEPHONE BOOK (Still used frequently) NEWSPAPERS  
NEWSLETTERS MAGAZINES FLYERS WEEKLIES  
SHOPPERS

## **CREATE ARTICLES for**

BLOG EMAIL NEWSLETTERS NEWSPAPERS  
NEWSLETTERS MAGAZINES WEEKLIES

## **MARKET SERVICES, GROUPS & TRAININGS**

***With the tools & the know how to make what you want happen take Action!***

***GO FOR IT!***

***Call us at LEARN USA if you have any questions. 813-221-5466***

***We are pleased to be of assistance to you on your quest!***

***Thank you & keep LEARNING!***

## **MANAGED CARE TIPS – CASE MANAGEMENT**

### **Just a few ideas/suggestions/tips:**

- 1) Set specific times you are available for Case Managers to recontact you and be available at those times. E.g. 9-12 in the a.m.
  - Inform the case managers of these times
  - Some of the case managers/MC companies use "voice mail" whereby you leave case info on the vmail and they will just return message you with # of authorizations approved
- 4) Track your sessions well! On your appointment book note the session numbers so it is extremely obvious when to get more authorizations, e.g. 1 of 3, 4/4. Then contact the Managed Care (MC) Company prior to the last session of the approved authorizations. This allows you to avoid the "last minute rush" for authorizations.
- 5) Reviewing Case information: Only you can provide the detailed information that the case manager requests and it streamlines the review process because you know exactly what they need to know.
- 6) Many MC companies don't require a full review. You provide a written report. They will either a) send you a written authorization or give you an authorization number approving sessions.
  - Always provide a copy of the written authorization. This allows the billing clerks to know that your claim is authorized and will definitely accelerate payment of your claim. Follow-up within 30-45 on all claims personally and determine if there is more information needed or if it is in line to be paid. Collections should be at about 30-45 days. How you follow up effects how you get paid!
- 8) Several MC companies are now requiring a follow up contact to the Case Manager after the first visit, usually EAP companies (nationally). Make this contact a) for marketing purposes to get your name/company to TOMA (top of mind awareness), b) ensure you are authorized and will be appropriately paid.
- 9) Be prepared when you do contact the CM. Have your information in front of you including DOS, Diagnosis, Symptoms, plan/interventions. Develop a system for this.
- 10) Be friendly to MC/CM. They will contact you quicker and the review will be easier. Establish a solid and friendly working relationship with some MC companies/EAP companies so that they refer directly to you in your area. If you can visit them at their headquarters in different areas of the country to introduce yourself. It is well worth the investment. You establish a trusting relationship.
- 11) Be organized and ordered. Make your contacts routinely and consistently. There will be a rhythm and rhyme to your communication efforts. The CM will begin to look forward to your reviews. You may even establish a specific and scheduled time to do reviews weekly, biweekly, etc. Whatever your caseload requires. Some MC companies are better at the review process than others. Some have CM's that cover for others and some don't have enough CM's. You have to be more persistent with these by "keep doing" what you know will work. Be persistent, call back. This is where your administrative assistant may help you tremendously. Have them contact the CM, leave a message & set a specific time to review or when they do reach the CM, make yourself available in a "great state of mind".



## **HOW TO GET INTO CLOSED MC & BH PANELS!**

### **Have your client request that you're added to the panel!**

- 1) Identify clients you have worked with in the past or are seeing in therapy that have chosen to participate in an HMO/PPO that you have not been able to join!
- 2) Write them & request that they write the HMO/PPO & request that you be added as a provider of Mental Health Services. You may even send them the following letter:

TO: Network Manager/Provider Relations Manager

FROM: Client's Name & SS#

EMPLOYER & PLAN#

I am currently an insured with HMO/PPO. I am requesting that you add my provider of Mental Health Care, YOUR NAME/CREDENTIALS, as I have benefited greatly from the service HE/SHE has provided to me. I choose to continue receiving counseling services from HE/SHE for continuity of care & to maintain the current gains I have received. I am aware that YOUR NAME, is not a provider at this time but, would respectfully request that you provide HIM/HER with an application to become a member of our provider panel. I am also requesting that temporary privileges be given for HIM/HER to continue seeing me for counseling to be covered by our plan. Thank you in advance for mailing YOUR NAME the provider application to YOUR ADDRESS. Respectfully,

### **HAVE THE EMPLOYER, HR OR PERSONNEL REPRESENTATIVE REQUEST THAT YOU'RE ADDED**

Employers purchase insurance coverage by paying big money for the services. They have the power because they have the premium dollars! Put this power to work for you.

- 1) Contact the HR director/Personnel Representative.
- 2) Develop a relationship or just ask up front for assistance.
- 3) Inform them that you provide services to their employees & that you want to be added to their panel.
- 4) Request that they write a letter/call the Network/Provider Relations Department Head on your behalf.

**You may provide them the following letter:**

Dear Network Manager/Provider Relations Manager,

I am requesting that YOUR NAME be added the provider panel as a Mental Health Provider. HE/SHE has frequent contact with our employees & is a leading provider in our area/community. Please send HIM/HER an application to YOUR ADDRESS or contact HIM/HER directly at YOUR PHONE. Please inform me of your response & the status of this request. It is very much appreciated that you do consider this request promptly. I look forward to hearing from you regarding your positive response.

Sincerely

EMPLOYER PLAN #      PHONE #      ADDRESS

- 5) Follow-up with the HR Director/Personnel Representative directly regarding their efforts & thank them with a letter, lunch or offer to do something for them or their employees, e.g. Free Talk/Training, consults
- 6) Contact the Network Manager/Provider Relations Director & determine the status of the application. You may even send a copy of the letter from HR/Personnel with your own letter requesting an application/access to the network.

**HAVE A PRIMARY CARE PHYSICIAN/YOUR CLIENT'S PHYSICIAN ASK FOR YOU TO BE ADDED TO THE PROVIDER PANEL!**

The same process as above will work for you with the Physician. Make a note in the letter that continuity of care, rapport & services are already being provided by you & that the client wishes to continue seeing you. The physician may also agree to note that they prefer your services & request that an application be sent to you directly. Just make sure you have provided the Physician with good communication & teamwork, sending in your initial reports & follow-up communications along with closure information regarding completion of care for their patient. This is imperative.

You must establish yourself as a thorough & conscientious provider offering quality care for their patient. Takes the pressure off the physician regarding whether or not the Mental Health Care is being managed & they begin to view you as a crucial part of the Healthcare Delivery Team.

**Can you do this? You know you can. Put the plan into action & remain committed to breaking through Managed Care/Provider Barriers. *It'll work for you if you do!***

**MORE HOT TIPS!      *When to go for addition to Provider Panels!***

1) When you are a provider for a company who buys another company providing managed care/panel services.

Contact that company to make sure you are a provider now with the new company they purchased. Make sure the new company knows you are. Call them & send them your provider packet directly. Follow-up & ask for referrals & ask them to check the computer to make sure your name & specialties appear listed on their computer.

2) When your company merges with another company.

Frequently, the smaller companies are purchased because they have been successful in establishing a presence or gaining a market share of business. You will benefit by mergers because you can now become a provider for the larger company. Call them & do the same as above. It will benefit you to do so.

3) When a client either:

- A) Changes Plans to a new HMO/PPO/MC
- B) Returns to see you & they have new benefits

Have the client request you as a provider due to continuity of care process. Get that application sent to you & fill it out immediately. Send it back to a specific contact person, Network Manager/Provider Relations Director, by Express Mail or Return Receipt Requested. Make sure you act expediently.

4) Market the Employer directly & it's HR/Personnel Department. Develop a Long-term commitment to you as a provider in your area/community. Then have the HR/Personnel Representative request your addition to the provider panel/network.

***With the tools & the know how to make what you want happen GO FOR IT!***

Call us at Elvis Lester at **LEARN USA** if you have any questions. We are pleased to be of assistance to you on your quest! We provide Private Practice Mentoring to counselors just like you. Thank you & keep **LEARNING!** **813-221-5466**

**CHECK OUT OUR PRACTICE PRODUCTS:**

**<http://www.learnusa.com/privatepracticeproducts.php>**

## ***Catch the Wave!~~~ Go For It! NOW!***

### ***RECOGNIZE & REALIZE...***

#### ***MANAGED CARE ISN'T A WAVE OF THE PAST BUT OF THE FUTURE TOO.***

Several years ago our practice group realized that managed care was to become the single most critical success factor of progressing the practice & its referral flow. So, we began to seek & search, just like you are. What we uncovered was uncharted territory. No guides, no clues, as to how to make it happen from a standpoint of gaining contracts & agreements with Managed Care Companies. We did realize that if we did not (make it happen) we would not be as successful as we were determined to be. So, here we are... several years later with, most likely, the most comprehensive listing of organizations managing care in the Mental/Behavioral Healthcare Industry (what was known as the Hot List). Again, let me point out to you, it did not start out that way, but, now we can pick & choose what referral sources we will accept referrals from & what type of "problem"/issues we will address.

Managed Care did end up sweeping the country, so to speak, & we were ready & willing to ride the wave. By joining over 65 managed care programs we received as many referrals as we could handle. As a matter of fact, in the beginning, it was hard to say no, because we knew establishing a relationship by taking the referrals we were given was the best way to service the MC organization. The referrals did come full force & strong. We were prepared.

Now, being a part of Managed Care has not become novel for many counselors in private practice or group practices, but, a NECESSITY... the rule rather than the exception. Many millions of USA residents are enrolled in PPO/HMO/MANAGED CARE/EAPs... & the numbers are still rising. Prepare yourself now. Join MC organizations & PPO/HMOs that provide you the opportunities you seek. *Your share of referrals will follow!*

Don't get discouraged with a few rejections! ***Power UP!*** Prepare yourself to take your measure of SUCCESS! Chart new territory for your practice & to boost your income to the Next Level!

***BECAUSE YOU CAN! TAKE ACTION NOW! STRATEGIC ACTION!***

***You'll be glad you did!***

***It is simple & easy!***

**1. Contact the companies involved in managed that are National first!**

Search the net for panels and provider networks, 800#'s, website portals (applications) and also headquarters for administrative offices responsible for development of providers. Make personal contact whenever possible to begin to get on their radar and establish relationships directly. Let them know who you are and how you conduct business.

**2. Then, contact those that are Multistate to find out if they are in your area! Next...**

**3. Contact the companies in your state! And then focus on the local networks.**

**4. Request & make application to every company that has an open network that you consider to be a potential successful referral source.**

You can then pick & choose who you will work with! If, by chance, you get a rejection... *Take more action!* Keep contacting them periodically as the networks do expand & change! Keep asking for an application & providing them with information about your specific skills & abilities as well as your interest to become a provider for them. You never know when the network may open up & begin taking applications. They won't be calling you unless you call them first. Be the first in line to apply & to get accepted! Remember...

***Managed care & the Insurance industry is in the business of making a profit.  
They will expand as often as possible. Be there & be ready when you need to be!***

## The Players

### WHAT IS A PPO?

An excellent opportunity for you to earn what you are worth. A PPO, Preferred Provider Organization, allows the patient to choose who they want to see for healthcare from a preferred provider panel. Higher premiums are paid for this choice of either using the preferred provider panel providers or for out of network providers. If they choose an in network provider they usually pay a small deductible, or none at all, & a reasonable copay. The percentage for which the PPO reimburses the provider is usually higher. This benefits the patient by saving them money & by having access to pre-qualified providers already approved by the PPO. If they go out of network, patients usually pay a deductible/higher deductible & usually a higher copay/percentage. It makes good sense for you to get on these panels. You will receive referrals directly from the PPO handbook (with your name published in it) which is provided to the participants... &, you will be delightfully surprised when you do receive your fee, because, it will most likely be an equal or greater amount than you receive anywhere else. Fees are usually \$70-\$100 per hour. These are usually determined by your areas "usual & customary" rates.

Make sure you do pursue becoming a provider with these panels. Many MC companies, PPOs & HMOs use PPO networks owned by other companies to bolster their network to make it a national network. This is a good thing, as you can join one PPO & be included on another plans insurance as a result of that Insurance Company, HMO, MC company renting/accessing a PPO for which you are already a provider. **Take action now!** Contract with as many PPO companies as you can. This will establish your network on a national level. It sometimes is confusing & difficult to keep track of which network interacts with another but a great opportunity exists for the practitioner who is committed to maintaining a thriving practice by joining as many PPOs as possible.

### WHAT IS AN HMO?

An HMO is a Health Maintenance Organization formed to provide inexpensive insurance coverage. These are formed by many of the larger Insurance Companies, Blue Cross/Blue Shield, Aetna, Prudential, Cigna, etc. Patients generally pay little to no deductibles but a sizable co-pay for their visits/sessions. Patients *must use* the participating network providers & physicians/hospitals only. You will want to contract directly with HMO's, if possible, either by bidding for the whole group of

enrollees/participants (if you have a large group practice or provider network) or by becoming a provider for the HMO directly or for the Managed Care/Mental Health Group that provides services to them. It is a valuable area to pursue. You will have access to referrals you otherwise would not even be aware of & will probably be very busy depending on the number of enrollees in your area. Call the HMO's yourself & determine what area the HMO services & who provides the Mental Health Services. Ask for the phone numbers & contact person's name of the Managed Care/MH Provider. They'll usually give it to you because they want their service area to be covered by competent professionals like you! Then you can call this person up & ask to become a part of their network as an affiliate provider (not an employee of their company, but an independent contractor). Some may not need more providers as they may do most of the counseling in-house at their offices depending upon the size of the contract(s). If they are contracted with a large HMO, they will need help & will most likely be looking for good providers who are friendly to Managed Care & know Brief Therapy well. Fees are usually \$40-70 per hour. A little lower, but usually excellent payers.

### ***WILL SOMEONE PLEASE TELL ME... WHAT'S THIS THING CALLED MANAGED CARE?***

Hopefully, you already know the answer to this question. If not, simply put, it is managed mental or "behavioral" health care delivered by contracted providers usually supervised by a Mental Healthcare Company who is serving as the middle man, reviewing authorizations or pre-authorizing sessions/care for participants. A Managed Care Plan is established between the insurer & the employer/purchaser. A Mental/Behavioral Healthcare Company, contracted by the Managed Care Organization, then carries out the plan authorizing & reviewing the Mental Health services you provide. You may receive valuable input from the MC "Case Manager" or you may be asked a lot of questions aimed at containing costs & care. Whichever, you are best served, & so is the participant, by fully cooperating with MC & remembering to do your reports in a timely fashion (at least a week before you need another authorization), get authorizations & follow MC Care directives. For MC to continue to refer to you, confidence in your services must be maintained. Be prepared & ready to communicate effectively with goals/objectives in hand when doing reviews.

There are National & Multistate MC companies that maintain active National & Multistate networks you can join. This means that there are innumerable opportunities for you as a provider in this industry. You must look through a MindFrame of Success & Take Action Now to establish your National Network for *your* practice. Contact as many of the National & Multistate companies to determine opportunities in your area/state.

Even if they are not in your area, *YET*, go ahead & ask for an application & get on the network. You will be quite pleased when you are the first provider they look to when their network expands, they purchase a company in your area, they merge with one already in your area or an employer in your area purchases their services. Once you establish an alliance with a MC company & do good work for them... you will receive referrals & gain in financial stability as a result. Target the top 30-50 MC companies of interest to you (National & Multistate & local companies too) & send out a letter or call them directly & ask for an application or both. *Jump all over these!* It will be worth your effort. Fees are usually \$40-\$80/hr. Remember, you must factor in how much it costs you to run your practice when you are negotiating a fee with MC companies. Believe it or not, you really can't operate a profitable practice earning only \$40 per hour! Ask for what you know you require to make a living that is to your standards. Or, just don't sign up for the MC companies that pay so low & they will eventually get the message!

CAUTION: Don't take the "I've fallen & I can't get up" attitude that "all the MC companies in your area are closed & I can't get on their network". *This is a failure frame of Mind & will not work for you.* If you don't even make the initial effort to check it out or apply/reapply, you won't even know what you may be missing, opportunity-wise! It may just take you a phone call or a letter to achieve an agreement with MC companies. Simply put... there's nothing to it! *Be Consistent & Persistent!* Keep calling & Keep applying. Sometimes it may take a few months & even a year or two, but you will eventually make a *breakthrough & gain a new referral source.* When you finally do, & it is a good one, it can be very rewarding, mentally, financially & professionally.

### **WHAT IS AN EAP, EMPLOYEE ASSISTANCE PROGRAM?**

These are programs designed & sold directly to employers providing counseling & assessment to their employees. They have been around for years, and now, most all of the National, Fortune 500 & larger employers have an EAP. Many small to mid-size companies also have EAPs. You can provide care to their employees in your area by directly contracting with National, Multistate & local EAP Providers who service them. EAP Providers hold contracts either on the National level, Multistate or Statewide/local level. National means that they either have employers who have a national presence (have companies across the USA) or that the EAP does business/maintains a provider network in most of the US. The Multistate designation indicates that the organization operates in more than one state. Many EAP companies operate on a statewide or local basis only. It would behoove you to contact as many of the EAP companies as you can. This is the great sleeper of MC. You will most likely enjoy EAP business & be reimbursed at a rate equal to what MC



offers or higher with less paperwork. You may also expect quite a bit of business from National EAP Providers & some loyalty as well, once they start referring to you.

Of course, you must provide thorough assessment & effective Short Term treatment or referral to their employees/enrollees, including personalized networking/referral assistance. Brief Therapy skills & crisis management strategies are crucial, along with Substance Abuse experience & knowledge of referral resources in your geographical area. Make sure you do know your area well & its providers.

Employees usually receive several free visits paid for directly by the EAP Provider or their employer. Anywhere from 3-10 on average. This is not through their insurance plan & really does save the company/corporation money from the savings off their insurance premiums & lost time at work or lowered employee productivity. Remember, the EAP model is an Assessment & Brief Therapy model. This means, you'll probably only have from 3-8 sessions to work with clients & must begin with the end in mind. Meaning, keep it clear that you are to assist by assessing & referring. *DO NOT* make the mistake of looking at the counseling as a long-term model. You will regret it down the line when you have to shift gears back to the EAP model, short term & referral based. Sometimes, the EAP Provider will allow you, as the provider, to continue seeing the client, giving you an internal, no-cost marketing opportunity & built-in referral base. Determine with each EAP Provider if this is their policy. Fees are usually \$40-\$70 up to \$80 per hour for MA level counselors.

By the way, YOU CAN establish your own EAP contracts with employers & initiate an EAP for them yourself. Call **LEARN USA** to get **EAP SUCCESS PRODUCTS, EAP Practice Setup Kit**. It includes all you need to set up your own EAP practice in your area. You get a USB (containing all the information) &/or Manual with forms, procedures, marketing materials & client worksheets, etc. Or, you can purchase the digital download version immediately. *It's great!* It'll save you 50-100 hours in downtime developing an EAP product.

### ***FEE FOR SERVICE ANYONE?***

A fee for service, EAP model can be established *by you* with any employer in your area for which you wish to provide mental health care, employee assistance services or Individual Case Management, ICM. You must set the fee you are willing to provide service for & then contact the employer & inform them that you are open to seeing their employees on an individual case basis for assessments & crisis/brief therapy, including Substance Abuse Assessments, referral or treatment. This is an excellent opportunity for you as a provider because you will have direct access to the employee base & can then become a front-line or preferred provider directly with this company's

employees. The first thing you must do if you are interested in this approach is to determine what the insurance coverage is & whether you are a provider for the PPO/HMO they have. You must also check out the insurance coverage to determine what type of providers are covered & if your licensure is covered or not.

If MC is involved, or a PPO/HMO, you will want to apply to them & get on the network first. Then you can offer that employer/employee a continuity of services. This is attractive & cost-effective to the employer. They will have more peace of mind knowing that you, as their provider, are available & willing to assist them in coping with their issues & difficulties caused as a result of Mental Health or Substance Abuse problems. You are serving as the front-line provider they will call in case of an emergency, crisis situation, or in the face of an accident, Alcohol/Drug issue, etc. This is worth its weight in gold to an employer when they really need help quickly & you respond with quality & effective service in a timely fashion which is close to home. They don't mind paying for services when they are above normal standards. Fee for service rates can range anywhere from \$40-125 per hour of service delivered. You can also offer training & education for Supervisors/Managers & the company's employees on various topics & skills. General training rates: \$75-150/hour.

Training Ideas: Supervisor Training for a Drug-Free Workplace, Stress & Time Management, Optimum Performance, Relationship Skills & Communication Strategies. The fee for service or ICM model may create potential opportunities for you to become a preferred provider for the company's MC, PPO or HMO as well

### **WHAT IS AN INDEMNITY PLAN?**

An Indemnity Plan is one of the first & foremost insurances still offered today. Pays well to you. The patient can see anyone they wish to see & usually only have to pay a 20-30% copay with a reasonable deductible. If the employer/employee has an Indemnity Plan, your best approach is to first make sure your licensure is covered under the plan. Some plans may exclude you if you are not a Psychologist, Psychiatrist, Licensed Clinical Social Worker or Master Nurse Practitioner.

Be specific as to your Licensure & always verify the insurance first, before you start seeing the client. Set your fee yourself & you will probably receive what is "Usual & Customary"... meaning, what the going rate is for your geographical region, on average \$75-\$125 per hour. Decisions regarding fees are sometimes arbitrary & somewhat unreasonable. Do not be afraid to bill them for what you think you're worth & to call them up when they haven't paid you what you billed & haggle with them.

Sometimes they may “assume” they can take a discount & do. Hesitate to let this slip by you. Make a follow up contact & earn more per hour by gathering the information you need to get your full fee.

PS: Think about marketing companies who do have Indemnity Plans directly for their business. You will find that it is rewarding to be strategic in your marketing efforts this way. It will generate higher per hour fees & a more steady referral flow from those clients that MC will not have access to & that your competitor may be focusing on.

### **WHAT IS A TPA?**

A TPA is a Third Party Administrator who acts as a third party in managing or paying claims. You will want to network with them to become associated so that you are someone they will pay by being a part of their associated PPO or their own preferred provider panel.

### **WHAT IS AN IPA?**

An IPA is an Independent Practitioners Association. These are established by private for profit companies. Charges to join can be enormous or very little depending upon what services are reportedly offered. **BEWARE!** Some of these associations promise a lot but deliver very little. You are able to market yourself better than anyone else to an Insurance Company, PPO, HMO, MC organization or & EAP. Someone else will need to be taught & told what services you offer, what you are interested in doing as to business desired & will need to be kept informed on a regular basis of your practice status. Point is... *You are your best agent!* Invest in improving your skills & expertise & expanding your network personally. The reason you will get referrals is because of you, your professionalism, the rapport you establish with MC & the quality of services you provide. Chances are you may get on a few networks with an IPA, but there is no guarantee they will have referrals in your area, nor any guarantee that the money you invest is going to return you a profit. No reason for you to pay a middle man part of your fee & offer your services at an even more discounted rate! If you’ve joined an IPA & it is not paying off... ask for your money back in writing. If you’re considering joining one... tell them to...

***“SHOW ME THE MONEY” they’re helping others earn before you join!***

## **ADVANTAGES TO MANAGED CARE**

- 1) More referrals**
- 2) Less advertising expense**
- 3) Steady Income flow**
- 4) Access to clients**
- 5) Easier Collections**
- 6) You thrive vs. survive**
- 7) Ability to focus your efforts at building practice income & do work you enjoy!**

Come One Come All... Join Them ALL!?

Not bad advice when you are starting out. Apply to PPO/HMO/MC/EAP organizations that are active in your area. Get on the essential panels & on newer ones as well & then *YOU can decide* who you wish to service & develop a working relationship with.

Do not exclude any one company. Because, next month or next year, they may sign the largest employer/insurer in your area. Remember, contracts change constantly & MC, along with PPO/HMO/EAPs, expand on a regular basis. You will want to keep abreast of these changes so you can sign up with the new players/payers in town. They will be arriving soon!

***Initiate your Managed Care Marketing Strategy NOW!***  
***Your competitor likely has already!***

## **WHY MANAGED CARE WILL CHOOSE TO WORK WITH YOU!**

- You are able to keep the costs for Mental/Behavioral Healthcare down, low cost care
- You provide a wide range of services & Specialties (Addiction, Abuse, and Crisis Mgmt.)
- You are available for up to 20 hours of therapy per week (a frequently asked ? on applications.)
- Hours that are highly accessible to your clients, e.g. evening appointment & weekends
- You provide excellent assessment & quality treatment alternatives, i.e. Brief Therapy approach & Solution-Focused Treatment, & Cognitive-Behavioral Therapy
- You are reachable & available in times of crisis & offer urgent /emergency care
- You are trained to deal with intense issues, i.e. Substance Abuse, Domestic Violence, Trauma, Workplace Crisis, Critical Incident Debriefing, Grief/Major losses/life events
- You're Managed Care Friendly... you know what they want & are willing to deliver!
- And, of course, your care for the client helps them improve the quality of their lives!

***These are critical success factors for your private practice to thrive!***

## 8 ACTION STEPS TO SUCCESS!

### 1) Identify your first 30-50 target companies

### 2) Prepare your Provider Packets with the following:

An introductory letter stating: You are friendly to MC, provide cost-effective care & that you possess qualities listed on previous page, "Why MC Will Choose To Work With You!"

Copy of your Resume/Curriculum Vitae, including Memberships to Professional Organizations

Copy of your Professional License/Certification

Copy of your Professional Liability/Malpractice Insurance Cover Sheet

Make sure you have a minimum of \$1/3 million coverage

Copy of your General Liability Insurance Cover Sheet

Copy of your Undergraduate & Graduate Diplomas

Copy of your Hospital Staff/Appointment Privileges

Copy of your Certifications, e.g. NBCC/MAC or any other specialty certification

Establish who you will receive references from now & notify them directly regarding using them as a reference. Make sure they are aware of your areas of expertise. You may even ask for up to 3 written references to be provided directly to you. These need to be firm references... because, they will be called.

Copy of your Continuing Education Log designating education you have received

Brief Therapy, Substance Abuse & Crisis Debriefing Trainings are very attractive to MC!

Copy of Picture ID. *Look your best.* Makes it personal & friendly!

Brochures & Business Card. Make sure your brochure is Managed Care Friendly!

You may need to add additional information specifically requested by the MC Provider

Organization! Do so promptly at all times. Quickness & Efficiency is a prerequisite to Success!

### 3) Create your Letter of Introduction informing as to: (See sample letters end of this section!)

What you have enclosed in your packet

Your Practice location & service area (State, County, City) & any satellite office location

Brief Therapy Focus & Cost-effective Mental Healthcare Delivery

Your desire to provide quality service to your community through their network

### 4) Call the provider relations/network development department:

Identify your contact person & the provider relations manager

Request an application to become a provider or the Online Application Portal address

Ask time it takes to process applications so you'll know when to follow up – what's next step?

### 5) Complete applications entirely & return it ASAP with the signed Contract!

Panels do close and open quickly... so, act immediately when you receive word of an opening or that the MC Company is taking applications.

Make a copy of the application & the contract... always. If it is misplaced you'll have copies!

### 6) Follow up with your contact/provider relations manager biweekly to determine status.

Be persistent but not annoying. Ask if there is anything missing from your application packet or if additional information is required. Delays result due to lost documents, incomplete information & references not received. Make sure they have everything they need & more!

### 7) Receive Acceptance Letter & copy of signed Contract.

### 8) Begin Strategic Marketing Plan!

Contact the employers on the MC Client list directly & offer education, free or for a fee, & notify them of your availability as a provider to their company. See our **Private Practice Products for SUCCESS** (Complete Practice Kit for forms, Brief Solution Therapy Model friendly to MC, a marketing plan, letters, & ideas & much more). Call **LEARN USA at 1-877-LEARN87** for a Practice Consult on Advanced Practice Building Strategies.

## ***If, initially, your application is denied:***

- 1) Request specific information as to why you were denied & ask how else you can become a provider!
- 2) Address specific reasons you were denied to determine if you can overcome the objections!
- 3) Take action to overcome these objections. Don't give up! Resubmit... but don't quit!
- 4) Identify colleagues who work with that particular PPO/HMO/MC/EAP company or Clients/HR directors/Employers/Primary Care Physicians you have worked with who will write to the Managed Care company, call directly on your behalf or give you a contact person you can call yourself. Have them serve as a reference or give you a recommendation or directly request that you be added to their panel of providers. You may even provide them with a pre-prepared letter to be mailed. Primary Care Physicians & major employers are especially powerful because Managed Care must listen to them & their recommendations. *They're controlling & purchasing care.* HR directors may request you directly... an excellent way for you to get an application, even if the MC companies say they are closed.
- 5) You may also begin, if you haven't already, to network or market MC directly by attending Conferences, joining associations involved in MC or EAP business. Most of all... **DO SOMETHING!**

## ***WHEN YOU DO CALL COMPANIES***

### **MAKE SURE TO GET THE FOLLOWING INFORMATION FROM THE PROVIDER RELATIONS DEPARTMENT:**

- 1) Provider Relations Manager's Name or the contact person for your area. Keep it handy!
- 2) Who their parent company is or are they a subsidiary of any larger company, or, are they affiliated with any other PPO, MC, EAP or Behavioral healthcare company, Nationally or in your area. You will want to know this as you may be able to network & get information about other MC/PPO/HMO/EAPs operating in your area. Always be looking for more opportunities!
- 3) Any name change/recent mergers with other PPO/HMO/Managed Care/EAP Cos.?
  - a. Get the names of the companies that joined together so you can update your files & contact them re: your services & availability. *This is critically important* as you'll need to know who's doing business in your area & who purchased or merged with who. They'll need to know what services & specialties you offer & that you are eager to serve their enrollees in your community/area. Besides, you may already be on one of their networks & just need to market

them a little more to start getting referrals. Contracts with employers/insurance companies may increase in your area & you may be able to serve more people through your practice.

4) What states, counties & even the cities or employer groups they service! It changes frequently. Don't be afraid to ask for their employer list that you may be serving in your area. Get this & then make direct contact with those companies & their Human Resources or Personnel representatives to inform them of your availability & excellent services.

5) If the organization is not a Mental Health Managed Care Company, but is a PPO or HMO, **Ask:** Do they contract with a MC or Mental/Behavioral Health Service Provider or network.

**If so, also ask:** What specific network do they utilize? Request the contact person with their toll free phone numbers. Then hang up & call that contact person & request an application to become a provider immediately.

**Or ask:** Do they handle their own MH/Behavioral Healthcare within their own Network? If they have their own network, you definitely pursue an agreement with them by making application, sending the necessary materials they request & following up regarding your status within 2-4 weeks.

## **ONCE ACCEPTED, YOU'LL WANT TO ASK THE FOLLOWING QUESTIONS**

### **ARE YOU/YOUR COMPANY, ON THE COMPUTER AS A PROVIDER FOR YOUR AREA?**

Under what specialties do you appear? Note *specifically* your areas of expertise & types of referrals you wish to receive. This helps intake counselors make appropriate referrals to you. Be careful not to be too narrow in your specialties. The major classifications are Depression, Anxiety, Marital/Couples Counseling, STRESS, workplace issues & Substance Abuse. Make sure they have this right on the computer/referral list. It could mean the difference between good referral flow & none!

### **HOW TO GET REFERRALS STARTED? WHO TO SPEAK TO DIRECTLY?**

GET CASE MANAGERS or INTAKE SPECIALISTS that handle referrals in your area.

You will want to contact them once you are on the network to inform them regarding the type of care you provide, your approach, specific areas of expertise & what you do best. You will also want to let them know that you are very eager to get started with new referrals. Ask them directly when you can expect for them to start referring to you directly. Inform them of how they can contact you directly to make a referral. Take the first referrals yourself, speaking to the case managers yourself... this will solidify their confidence in you & your company. Make it easy for them. Use the ref4svc.doc (located



in Private Practice Products Kit!) to take the info down easily & smoothly. Be sure to ask when & if they want to follow up with you after your first session/assessment. Do it when they ask you to.

**IS ANY INFORMATION NEEDED SO YOU CAN BEGIN RECEIVING REFERRALS?**

***Don't be shy! ASK FOR THE REFERRALS. BE ASSERTIVE!***

**AFTER YOU HAVE BUILT A RELATIONSHIP AS A PREFERRED PROVIDER** for the organization, you may also want to request a list of specific companies for which they provide services... client lists. Some companies will automatically send you this when you become an approved provider. This is a very valuable list & is important to your practice building efforts! You want to know where to market your practice strategically as you can contact companies where the employees work to do introductory/free talks at their place of employment or advertise to them directly. You may also want to market your other services, i.e. trainings/seminars.

***LET THE GAMES BEGIN!***

***Being a seasoned Marketeer... you know full well it is now time to  
Take Action & really begin communicating what it is that you do want.  
Name & Claim your Desires!***

## **HOT TIPS!**

- **Jump all over it!... to get accepted & when you get accepted!**

Don't be bashful. Let them know you want their business!!! *ASK FOR IT! Say: IT'S MINE!*

- Do not overlook PPOs or HMOs.

They are probably the fastest growing component of managed care. Even though it may seem that other, larger Mental/Behavioral Healthcare Companies are contracting with HMOs directly, (which is, by the way, a sign) you need to either get an agreement with the PPO or HMO yourself or with the Company who is managing/providing the Mental/Behavioral Healthcare for them.

- Remember, Employers choose Healthcare plans/coverage yearly.

***This business changes hands regularly making this an Opportunity for you!***

Once you have worked with one employee from a company, you can then request to be added to that company's Managed Care provider panel. You may do this by requesting that the employee request you be added to their panel or HR can do so for you as well. Identify the major employers in your area & determine what PPO/HMO/MC/EAPs they do use... then, contact all of these companies to make application for providership. When your client's insurance, MC co. changes, ***Go for It!*** Get yourself or your center added as a provider with your client's assistance!

- When you join a Managed Care Panel & they merge with or purchase another company, your client base may double or triple! Excellent payoff for making your move early on or by getting on even with the small guys... who get bought out by the bigger players in the market. Keep up on mergers & buyouts.

- **The Application is pivotal. Present yourself attractively to MC.**
  - Efficient & expedient claims processing
  - Limited hospital admission/stays
  - Short-term & Brief Therapy focus
  - Average therapy hours per week between 20-30
  - Offer initial appointment within 24-48 hours
  - Emergency appointments available quickly
  - Adequate Liability insurance- \$1/3 million
  - Willing to refer to in-network providers/hospitals
  - All around good provider, friendly person & willing to work with them

***GO FIRST! TAKE ACTION NOW! DO IT NOW!***

***Sample Letters  
For  
Managed Care  
&  
Provider Application***

DATE

TO:

Re: Application for provider status

Dear

Thank you for the sending the application requested. I have completed the application and have enclosed YOUR ENCLOSURES. I hope that this will provide you sufficient data to approve my application for provider status.

I look forward to hearing from your organization soon and to establishing a relationship to provide quality and cost-effective Mental Health Care to YOUR CITY/STATE area residents.

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

DATE

To: PROVIDER RELATIONS DEPT.

From:

Re: New Provider opportunities in YOUR CITY, STATE

Please allow me to introduce myself. I am YOUR LICENSURE/CERTIFICATION practicing in YOUR CITY, STATE. I currently operate a private practice at YOUR ADDRESS. I am writing to you to determine the opportunity that may exist, in the near future, to become a provider for counseling and psychotherapy services in CITIES OF INTEREST TO YOU.

I am quite encouraged that we may be able to discuss developing a working arrangement and relationship to best benefit YOUR CITY residents in obtaining quality Mental Health Care that is timely and cost-effective.

I have enclosed my resume, brochure and a card along with a copy of proof of liability insurance, degrees, license as YOUR LICENSURE/CERTIFICATION. Should you require additional information, I welcome a call at your convenience.

I look ahead to further contacts with you in assisting the residents of YOUR CITY in improving the quality of their lives & the lives of their loved ones.

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

DATE

To: Provider Relations

Re: Provider application for YOUR CITY/STATE

Dear

I recently spoke to you regarding the possibilities of becoming a provider of Mental Health Counseling to the residents of YOUR CITY/STATE. I was informed that there is an opportunity at this time for entrance into the network and am quite interested in discussing options and possibilities of becoming associated with \_\_\_\_\_ in providing quality and cost-effective Mental Health Care in this area.

As we discussed, I have previously applied and gone through to the Clinical Interview process and my status is as a "potential" provider in the network. As you requested, I have enclosed my resume, proof of liability coverage, copies of my degrees, along with a brochure and card. I hope that this information will provide you with the necessary information to reconsider me for provider status. Thank you for considering my application. I look forward to contact with your organization in the near future.

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

DATE

Re: Provider application for YOUR CITY area

Dear

Please allow me to introduce myself. I am a YOUR LICENSURE/CERTIFICATION practicing in YOUR CITY. I currently operate a private practice at YOUR OFFICE ADDRESS. I am writing to you to determine the opportunity that may exist to become a provider for counseling and psychotherapy services in YOUR CITY/COUNTY. I recently spoke to \_\_\_\_\_ regarding the possibilities and am quite encouraged that we may be able to discuss developing a working arrangement and relationship to best benefit YOUR CITY residents in obtaining quality Mental Health Care that is timely and cost-effective.

I have enclosed YOUR ENCLOSURES. Should you require additional information, I welcome a call at your convenience. I look ahead to further contacts with you and \_\_\_\_\_ in assisting the residents of YOUR CITY/STATE.

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

DATE

To:

From:

Re: New Provider opportunities in YOUR CITY/STATE

Please allow me to introduce myself. I am a YOUR LICENSURE/CERTIFICATION practicing in YOUR CITY/STATE. I currently operate a private practice at YOUR ADDRESS. I am writing to you to determine the opportunity that may exist, in the near future, to become a provider for counseling and psychotherapy services in YOUR CITY/STATE.

I am quite encouraged that we may be able to discuss developing a working arrangement and relationship to best benefit YOUR CITY residents in obtaining quality Mental Health Care that is timely and cost-effective.

I have enclosed YOUR ENCLOSURES. Should you require additional information, I welcome a call at your convenience.

I look ahead to further contacts with you in assisting the residents of YOUR CITY/STATE in "accessing the resources to enrich their lives".

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE



DATE

To: Provider Relations Manager

From: YOUR NAME, CREDENTIALS

Thank you very much for the prompt reply and request sent for completion to obtain Preferred Provider Status. Your assistance is much appreciated. Please find enclosed information I have submitted for your review:

- \* completed provider application
- \* resume
- \* proof of liability coverage
- \* copies of my degrees
- \* copies of license

I hope that this will complete the process for approval as a preferred provider for your company. I look forward to providing Quality and Cost-Effective Mental Health Services to your clients in the future in YOUR CITY/STATE.

Thank you for your consideration and assistance. I remain,

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

DATE

PPO/MC/EAP/HMO  
ADDRESS

Dear ,

Thank you very much for the prompt reply and application you sent for completion to obtain Preferred Provider Status. Your assistance is much appreciated. In response to your letter I have submitted the following for review:

- \* completed subcontractor survey
- \* completed W-9
- \* emergency contact and backup plans
- \* signed contract
- \* resume
- \* proof of liability coverage
- \* copies of my degrees
- \* copies of licenses
- \* brochure
- \* card

I hope that this will complete the process for approval as a preferred provider for THEIR COMPANY. I look forward to providing Quality and Cost-Effective Mental Health Services to your clients in the future.

Thank you for your consideration and assistance. I remain,

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

DATE

TO:

FROM:

Dear,

Thank you for acceptance into your preferred provider network. We are very pleased to be of service to your organization and look forward to serving your customers. Please note the following information regarding the services provided at YOUR COMPANY. Should you have questions regarding any of the services, please contact us at your convenience.

As a provider for your network I believe it is very important to keep you informed of the services offered at YOUR COMPANY. As you are aware, I am a YOUR LICENSURE/CERTIFICATION. My areas of specialty are as follows:

### YOUR AREAS OF EXPERTISE

My approach to counseling is decidedly YOUR FOCUS. The client is assisted in determining desired outcomes and identifying action that can be taken to obtain them. A dynamic, motivational influence is directed at assisting the client in taking action to achieve the outcomes they set for their future and relieving themselves of unproductive ways of living and dealing with problems. Support, encouragement & positive feedback are utilized to assist the client in improving the quality of their lives.

### IF SUBSTANCE ABUSE QUALIFIED MAY USE: Substance Abuse

The twelve-step model is utilized to assist clients in designing effective recovery plans to put into action in their lives. Encouragement and motivation are provided towards maintaining sobriety and coping with problems in more productive ways. Self-management and empowerment is achieved through identifying effective strategies and coping skills and patterns. Clients are very active in the discovery process along the path to life enrichment and away from negative acting out through substance abuse and chemical dependency.

I hope that this overview of the services offered at YOUR COMPANY is helpful to you in making referral for your clientele and organization. If I can be of assistance, please contact me at your convenience. I have enclosed a list of education/training opportunities along with more information regarding our services as well as a card with contact information/brochures and cards for your file. I look forward to hearing from you soon and welcome the opportunity to be of service. I remain,

In cooperation,

YOUR NAME, CREDENTIALS  
TITLE

TO:

FROM:

RE:

DEAR PROVIDER RELATIONS:

My name is \_\_\_\_\_. I am an insured under your PPO/HMO/MANAGED CARE plan & I am writing to request that you add my therapist, NAME OF COUNSELOR/THERAPIST, TITLE OF COUNSELOR/THERAPIST to your provider network.

I have been seeing NAME OF COUNSELOR/THERAPIST, in therapy & would like to continue receiving counseling from him/her for continuity of care purposes. It is my opinion, & the opinion of my therapist, that it is imperative that I do not have to change therapists at this point in my care as it may elongate my therapy & interfere with my progress to date.

Please send my therapist, NAME OF COUNSELOR/THERAPIST, an application or provide temporary privileges, so he/she can continue seeing me according to our current therapy plan. The application can be mailed directly to my therapist at COUNSELOR/THERAPIST ADDRESS.

Thank you very much for your consideration & prompt assistance in this matter. My therapist will be in contact to follow up regarding status of the application. I remain,

In cooperation,

CLIENT'S NAME  
CLIENT'S EMPLOYER  
CLIENT' PLAN #  
CLIENT'S SSN  
CLIENT'S DOB  
CLIENT'S ADDRESS

TO:  
FROM: EMPLOYER NAME, HR REPRESENTATIVE'S NAME  
PLAN #:  
RE: EMPLOYEE NAME  
SSN:  
DOB:

DEAR PROVIDER RELATIONS:

I am HR/PERSONNEL REPRESENTATIVE'S NAME, the TITLE OF PERSON SENDING LETTER, from NAME OF EMPLOYER. I am writing to request that you add NAME OF COUNSELOR/THERAPIST, TITLE OF COUNSELOR/THERAPIST, to our PPO/HMO/MC panel as he/she is treating an employee of our company, NAME OF EMPLOYEE for Mental Health issues. This employee has personally requested to see/or has been seeing NAME OF COUNSELOR/THERAPIST. It is my recommendation that he/she be allowed to continue treatment with this counselor/therapist.

Please send an application & a contract to NAME OF COUNSELOR/THERAPIST so that he/she can become a provider in our network. The application/contract can be sent to: NAME OF COUNSELOR/THERAPIST, ADDRESS. You may also contact the counselor/therapist at PHONE # OF COUNSELOR/THERAPIST.

Thank you in advance for your cooperation on this matter. I will be in contact with you regarding this matter personally within # OF DAYS TILL YOU FOLLOW UP. I remain,

In cooperation,

NAME OF HR/PERSONNEL REPRESENTATIVE  
TITLE

TO:  
FROM: NAME OF PHYSICIAN  
RE: CLIENT NAME  
SSN:  
DOB:

DEAR PROVIDER RELATIONS:

I am a primary care Physician writing on behalf of my patient, NAME OF PATIENT. I am a provider of services under your PPO/HMO/MC plan & would like to respectfully request that NAME OF COUNSELOR/THERAPIST, TITLE/LICENSURE OF COUNSELOR/THERAPIST be added to our provider panel.

My patient, NAME OF PATIENT, has reported that NAME OF COUNSELOR/THERAPIST has helped him/her substantially & has offered effective & quality Mental Health Care to her. I have also worked with NAME OF COUNSELOR/THERAPIST before & would like to recommend him/her personally for addition to our provider network.

Please do send NAME OF COUNSELOR/THERAPIST an application at ADDRESS OF COUNSELOR/THERAPIST. You may contact him/her personally at PHONE # OF COUNSELOR/THERAPIST. I will be in contact regarding this request & look forward to hearing from my patient soon of the addition of the NAME OF COUNSELOR/THERAPIST to our PPO/HMO/MC network.

Thank you in advance for your cooperation & assistance in this matter. I remain,

In cooperation,

NAME OF PHYSICIAN  
TITLE

## PROVIDER ORGANIZATIONS – MC LINKS OF NOTE

These are just a few important links to the websites of organizations in managed care or providing coverage for mental health services. Contact me personally for more information on how you can access over 500 different organizations through our HOT LIST developed directly in marketing private practices. We are in the process of updating our lists for EAP, PPO, MC, Insurance Companies, etc. Call 813-221-5466 for more information or to receive coaching on how to build your practice.

- National Provider Identifier (NPI)  
<https://nppes.cms.hhs.gov/NPPES/Welcome.do>
- The Council for Affordable Quality Healthcare (CAQH)  
<https://upd.cagh.org/oas/>
- Aetna Application Request:  
[https://www.aetna.com/about-aetna-insurance/contact-us/forms/doctors\\_hospitals/bh\\_form.html](https://www.aetna.com/about-aetna-insurance/contact-us/forms/doctors_hospitals/bh_form.html)
- Anthem (BC/BS)  
<https://www.anthem.com/health-insurance/home/overview>
- APS Healthcare  
<http://www.apshealthcare.com/>
- Ceridian Provider Solutions:  
<https://www.ceridianprovidersolutions.com/Pages/CeridianWelcome.aspx>
- Cigna:  
<http://apps.cignabehavioral.com/home.html>
- ComPsych:  
<http://www.compsych.com/>
- Human – Military:  
<http://www.humana-military.com/provider-education/become-a-tricare-provider.asp>
- LifeSynch:  
[http://www.lifesynch.com/providers/join\\_our\\_network/](http://www.lifesynch.com/providers/join_our_network/)
- Optum: Provider Express  
<https://www.providerexpress.com/>
- Magellan Provider Network:  
[https://www.magellanprovider.com/MHS/MGL/provnet/join\\_network/index.asp](https://www.magellanprovider.com/MHS/MGL/provnet/join_network/index.asp)  
<https://www.magellanprovider.com/MagellanProvider/do/LoadHome>
- MHN:  
<https://www.mhn.com/>  
<https://www.mhnetprovider.com/providerPortalWeb/appmanager/mhnet/extUsers>
- Value Options:  
<http://www.valueoptions.com/providers/ProContacts.htm>  
<http://www.valueoptions.com/>

Call us at *LEARN USA* if you have any questions.

We are pleased to be of assistance to you on your quest!

*Thank you & keep LEARNING! Elvis Lester, Owner/President*

*Check out our Practice Building Products at:*

<http://learnusa.com/privatepracticeproducts.php>



**Call Elvis Lester at 813-221-5466 for  
Coaching to Build Your Practice now!**

<http://www.learnusa.com>