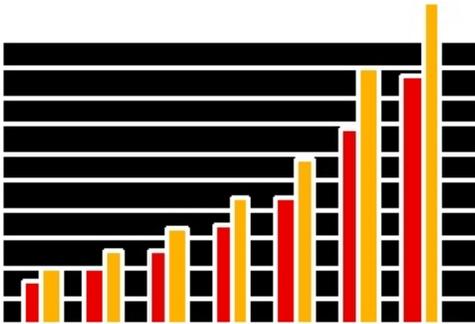


What your licensing board doesn't want you to know
about running your private practice....

BUSINESS SEMINARS FOR MENTAL HEALTH PROFESSIONALS



*Register for one session, all sessions,
or just those sessions
which address your needs and interests.*

Register Now

Alternate Fridays, 9-10:30 a.m.
138 N. Brand Blvd., Ste. 300, Glendale
(818) 551-1714 www.JJDeSantis.com

The Business of Mental Health

Like it or not, your private practice is a business. Unfortunately, small businesses fail at a phenomenal rate every year.

Today's mental health professional faces the challenges of an increasingly competitive marketplace and potential changes coming in health care legislation. Plus, the isolation of practice can feed inertia about growing a profitable business.

Historically, professionals were prohibited by the traditional canon of ethics from advertising and other forms of self-promotion available to most other business ventures. Too often, our graduate education did not cover how to develop a private practice at all, so it's probably fairly easy to do better at marketing than most of your colleagues.

Many methods of business development are available to the professional that are not only effective but also adhere to the highest ethical principles, cultivate collegial respect, preserve clinical autonomy, and increase patient access to quality care.

Your business can thrive when built upon proven principles, innovation, and persistent goal-directed activity. Success requires formulating business goals, identifying profit centers and target markets, assessing competitors, articulating your unique message, and designing ethical, effective promotional strategy. Why just guess?

The enlightened entrepreneur seeks to satisfy real human needs by offering products and services of genuine value. So does the enlightened therapist. The best business agenda maximizes not only profit and financial security but also professional fulfillment and a sense of well-being.

The 60-Second Self-Test

Take just 60 seconds right now to evaluate yourself.

Our seminar is appropriate for those who are:

- Pre-licensed and under supervision.
- Recently licensed and wanting to enter practice.
- Relocating to a new geographic area.
- Re-entering private practice after time away.
- Shifting from public sector to private practice.
- Want to expand from part-time to full-time.
- Want to increase net practice income.
- Want to change the mix of clients.
- Want to reduce dependence on insurance.

Seminar Format

Our format is a biweekly 90-minute facilitated small group discussion on selected topics. You may register for one session, all sessions, or just those sessions that address your needs and interests.

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No CEU's are permitted for these events, because regulatory agencies do not recognize business education as a part of professional development.

Sessions with insufficient enrollment will be cancelled at the discretion of the consultant, with prior notice and with a full refund.

What Professionals Are Saying

"Thought-provoking." "Expanded my horizons."
 "Helped me think more flexibly and playfully about business." "I enjoyed the balance of practical information and philosophy-centered discussion." "His suggestions are awesome." "Directly applicable and just all-around fabulous!"

"Kept me focused, challenged, and inspired." "I always leave uplifted." "I enjoyed his personality and presentation style, too." "Humor, upbeat, personal good vibe."

"This was very helpful in developing my identity as a business woman. I feel much more confident about running and managing my practice as a result."

"It is the kick in the pants I have been needing!" "I really enjoyed this, would recommend it to others, and have done so."

"For those of us who were never aware, we now hear the opportunity when it arises, and it arises everywhere."

About the Consultant

Jim De Santis, Ph.D., earned his bachelors degree in psychology from the University of Southern California, magna cum laude, Phi Beta Kappa, and his masters and doctoral degrees in psychology from the California School of Professional Psychology. He has been licensed as a psychologist thirty years and is a life issues consultant in full-time independent private practice.



Dr. De Santis is president of the Glendale Area Mental Health Professionals Association and the East San Gabriel Valley Mental Health Professionals Association. Jim is publisher of [The Group List](#) and [The Assessment List](#). Jim has authored two books on the subject of marketing and has given lectures and run workshops on business & marketing to mental health professionals for fifteen years.

2018 Reservation Form

Business Seminars for Mental Health Professionals

Seating is limited. First come, first served. We will reserve your seat upon receipt of this form accompanied by your tuition. Indicate your choice of sessions from the schedule.

Enrollee Information

Name	
Office Address	
Phone	
E-Mail	

For more than one participant, attach a separate sheet with contact information on each enrollee.

Payment Options

Standard Option	Tuition for each session is \$50.
Bundle Discount	Pre-pay for 3 or more sessions, pay only \$40 per session.
Group Discount	Pre-pay for three or more people in one session, pay only \$40 per person.

Pay by cash, check, or credit card. Make checks payable to "Jim De Santis." Credit card payments can be made online using PayPal at www.JJDeSantis.com under the "Services" tab.

For questions or further information, contact Jim De Santis, by phone at (818) 551-1714 or by e-mail at JJDeSantis@aol.com.

Session Date & Time	Session Topic	# Seats	Total \$
Friday, February 16, 9-10:30 am	Do's and Don'ts of Brochures, Fliers, and Other Promotional Materials		
Friday, March 2, 9-10:30 am	Create Your PsychologyToday.com Internet Directory Profile		
Friday, March 16, 9-10:30 am	Building a Solo Practice Website: Where Do I Start?		
Friday, March 30, 9-10:30 am	Telehealth Services and Consents for the Beginner		
Friday, April 27, 9-10:30 am	Incoming! Turning Inquiries into First Appointments		
Friday, May 11, 9-10:30 am	Financial Agreements, Fee-Setting, and Our Sensitivities About Money		
Friday, May 25, 9-10:30 am	Advertising by US Mail: Make the Phone Ring with Vistaprint		
Friday, June 8, 9-10:30 am	Designing, Advertising, & Launching Therapy Groups: A High-Profit Niche		
Friday, June 22, 9-10:30 am	Effective Networking at In-Person Events: The Shy Therapist's Primer		
Friday, July 6, 9-10:30 am	E-Mail Marketing: How Not to Spam, Spam, Spam Alot		