

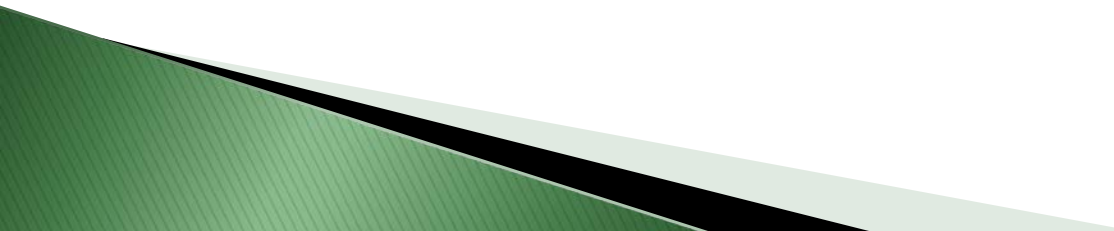
# PCIT in Private Practice

Toto, we're not in Kansas anymore!




Leslie Whitten, LMFT  
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# Clients: A horse of a different color

- ▶ **High Expectations:** treatment, results, child's behaviors, etc.
  - ▶ **Multiple Participants:** mom, dad, grandparents, nanny, etc.
  - ▶ **Legal Issues:** parental consent, etc.
  - ▶ **Need to Screen Well:** some have motives other than treatment
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# Clients: A horse of a different color


- ▶ **Behaviors with Different Origins:**  
to ends of the spectrum: neglected vs over indulged
  - ▶ **Consequences:** less responsive to loss of privileges, not as likely to end the session prematurely, etc.
  - ▶ **Different “Sell”:** parental motivation varies
  - ▶ **Anticipate and Prevent Attrition:**  
meet needs
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# Business Smarts: If I only had a brain . . . for legal jargon, marketing, technology, tax law, etc.

- ▶ **Marketing:** web site, therapist listings, print ads, networking, etc.
  - ▶ **Business Taxes**
  - ▶ **Commercial Leases**
  - ▶ **Bookkeeping**
  - ▶ **Insurance Billing**
  - ▶ **Protecting your Bottom Line:** asking for payment, addressing no-shows, etc.
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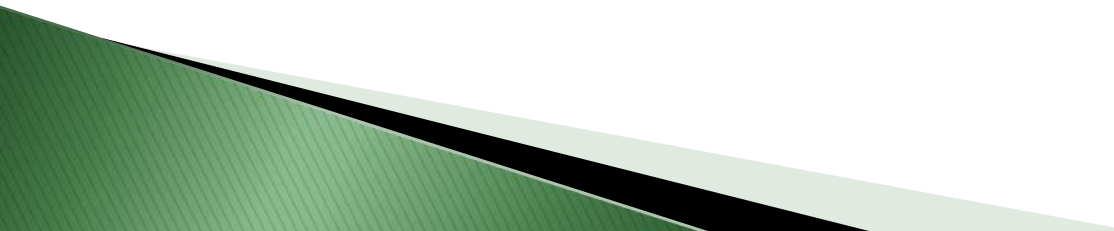
# Office Space:

## There's no place like home

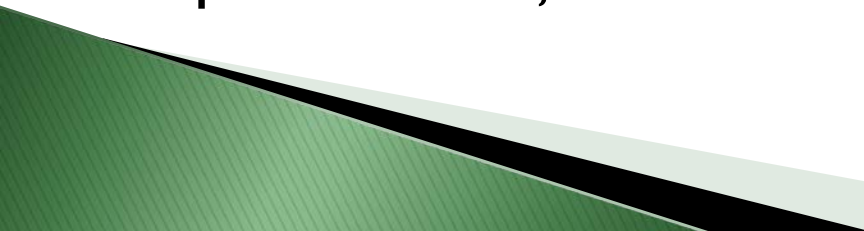
- ▶ **Lease:** by yourself, with others, or from others
  - ▶ **Office Layout:** will it work?
  - ▶ **Home Visits:** is it risky?
  - ▶ **Happy Neighbors:** inside and outside of your office suite
  - ▶ **Like-Minded Neighbors:** beware of who's leasing in your building
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# Get Connected:

## Build your own yellow brick road

- ▶ **Maintain Contacts for Consult:** PCIT therapists, list serve, conferences, etc.
  - ▶ **Legal Support:** CAMFT offers free legal consultation as part of membership
  - ▶ **Develop Referral Sources:** for cases not appropriate for your services– too old, internalizing behaviors, etc.
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# Financial Considerations: The Emerald City isn't cheap

- ▶ **Equipment:** fm transmitters, walkie-talkies, bluetooth & cell phone, motorcycle headsets, ?
  - ▶ **Traditional Set-Up:** 2 rooms=extra overhead, mirror installation and removal at end of lease, etc.
  - ▶ **Materials:** behavior measures, handouts, toys, etc.
  - ▶ **Business Costs:** advertising, business phone line, business cards
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# Thank You!

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