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
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
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.
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
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.
Financial Considerations: The Emerald City isn’t cheap

- **Equipment**: fm transmitters, walkie-talkies, buletooth & 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
Thank You!

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