Kentucky Association for Marriage and Family Therapy Division Conference
“The Business of Therapy: Expanding MFT Practice Strategies”
February 23 and 24, 2012
St. Matthews Baptist Church, 3515 Grandview Ave., Louisville, KY 40207

Thursday, February 23 (8.5 total CEUs/9.5 CEU’s for supervisors* attending lunch time session)

Program Agenda: 7:15 - 8:00 Registration/Conference Packet Pick-up  11:45 - 12:45 Lunch (provided)
8:00 - 9:30 Opening Plenary  11:45 - 12:45 KY Law (*See Note)
9:30 - 9:45 Break  12:45 - 2:45 Afternoon Workshop
9:45 - 11:45 Morning Workshop  2:45 - 3:00 Break
11:45 - EXHIBIT HALL OPENING  3:00 - 6:00 Ethics

8:00 – 9:30 Opening Plenary (1.5 CEUs)

The Business of MFT: Past, Present & Future, Eli Karam, PhD, LMFT and Donna Russow, MSSW, President, KAMFT. This plenary will focus on the historical, current, and future context of the practice of marriage and family therapy. Technological advances in marketing and service delivery expansion have changed the way we practice psychotherapy. Believing that this will work is both a relational art and a business endeavor; this address will also highlight how AAMFT has focused on understanding current trends in social media and advertising in order to both aid in professional identity and individual member practice development.

9:45 – 11:45 Morning Workshops (2 CEUs)

AM#1: Starting an Insurance Based Private Practice, Michael Taylor, MDiv, LMFT. This workshop provides basic information on starting a part-time or full time private practice using insurance and fee-for-service payor sources. The workshop reviews CAQH applications, individual insurance company information and contacts as well as, tasks related to establishing a private practice including, developing standardized documentation, practices for initial sessions, handling insurance issues, etc. Review of the importance of self-care in private practice is included.

AM#2: Surviving Graduation to Licensure & Beyond, Patricia Sheldon, LCSW, LMFT; Sandy Miller, LCSW, LMFT; and Amanda Dishon, CSW, Marriage and Family Therapy Associate. Presenters will review steps needed to move from Student to Marriage and Family Therapy Associate to Licensed Marriage ad Family Therapist and beyond. Presenters draw upon their experience as former students; associates; licensed professionals; and professors to inform attendees as to how to solicit supervision; navigate paperwork; network with other professionals; prepare for exam; apply for licensure; and grow professionally.

AM#3: EAP 101 for the MFT, Ed Jones, LMFT, CEAP and Brenda Marshall, LCSW, LMFT. There are many Marriage and Family Therapists in Kentucky and Southern Indiana who serve on Employee Assistance Program panels. In this unique role MFTs are more often called upon to promote services in areas where their individual training may be limited. This training session will provide awareness of the core technologies and standards specific to Employee Assistance Professionals, and insights into promoting/marketing oneself to EAP companies.

*NOTE: There is a supervisor training workshop, during the lunch hour, on both Thursday and Friday. Non-AAMFT supervisors, can attend both lunch time workshops to obtain the 2 CEUs needed each year in supervision to maintain status per 201 KAR 32.035, Section 2 (A non-AAMFT approved supervisor shall complete two (2) hours of continuing education in supervision every year, to maintain board-approved supervisor status). AAMFT approved Clinical Supervisors, need only attend the Thursday lunch time session to obtain the 1 CEU needed in Kentucky Law to maintain status per 201 KAR 32.035, Section 2 (An AAMFT approved supervisor shall complete one (1) hour of continuing education every year in Kentucky law governing the practice of marriage and family therapy, to maintain board-approved supervisor status).

11:45 – 12:45 Lunch (provided). Exhibit Hall opens for attendees. The exhibitors appreciate your interest. Visit them, ask questions, and help them to know how they can better serve KAMFT individual members. We appreciate our vendors and their enhancement of the Division Conferences.

Register Now! After January 23, 2012, the cost to register increases significantly. In addition, early registration makes it more likely the session you want to attend will be available. The seating in each session is limited. To register, go to www.kamft.org and click the event tab or detach and complete the registration form opposite this page and mail to KAMFT, P.O. BOX 6627, LOUISVILLE, KY 40206.

No refunds for registrations postmarked after February 14, 2011
Afternoon Workshops (2 CEUs)

**PM#1: A Recipe that Works: The InnerView on the Business of Private Group Practice, Mark A. Parrish, M.Ed., LMFT and James D. Clines, M.A., LMFT.** This workshop takes participants through initial startup, growth, development, and future goals of a multidisciplinary systemic private group practice. Participants will learn about the InnerView business model for private practice that’s multi-faceted, collaborative, and built for growth and expansion. Information will be shared regarding how the group was formed, the partner/associate/consultant models of participation, the role of retreat and self-care, and how day-to-day operations are managed from initial paperwork to termination.

**PM#2: Enhancing Marketability & Strengthening Relationships with Health Care Providers, Jamie Osborne-Brodarick, MFT.** Marriage and Family Therapists will receive valuable suggestions for growing their business and successfully developing relationships with key referral sources, particularly health care providers. Market research identifying common obstacles and challenges MFTs may encounter in marketing attempts will be shared, as well as innovative and creative solutions for overcoming barriers. Implications for developing a successful marketing campaign will be reviewed, including growing and expanding their private practice, capitalizing on networking opportunities, and enhancing your reputation within the community.

**PM#3: Choosing a Business Entity & Retirement Planning for Your Practice, Lisa Archer, CFP; Constance Mueller Rawlings, CPA; and Connie Eyle.** Presenters will review different business entities available to small business clinicians including Sole Proprietorships, Partnerships, Regular Corporations, Sub-chapter S Corporations, and Limited Liability Companies. Factors to consider when evaluating the best fit for one’s practice will be discussed including legal liability. Presenters will review retirement planning options available to the clinicians including SEP-IRAs, SIMPLE-IRAs, 401(k)s, Profit Sharing, Defined Benefit, and Traditional and Roth IRA Plans. Discussion includes factors to consider as well as opportunities and drawbacks of the various options.

**3:00 – 6:00 Ethics (3 CEUs) The Ethics Behind The Business of Therapy, Casey Truffo, MS, LMFT**
Special challenges can arise for clinicians in private practice. This presentation will address ethical issues in areas of:
* Ethical and Effective Marketing and Advertising - skills and specialties
* Finances - What do we do if the client doesn't pay? What do we do if we have countertransference about how the client spends their money?
* Client Termination - What do we do if we no longer WANT to treat a client?
* Digital and Online Ethics – Can or should we Google our Clients? What do we do about Facebook? Online Therapy?

Learning Objectives: Participants will be able to: (1) State 3 things NOT to put on your website in order to stay out of trouble with ethics boards, (2) Describe how collecting money for treatment can actually create a dual relationship, and (3) Discuss 2 ethical issues that arise as therapists use the Internet for connection and communication w/clients.

**Friday, February 24 (6.5 total CEUs/7.5 CEUs for non-AAMFT supervisors* attending lunch time session)**

Program Agenda: 7:15 - 8:00 Registration/Conference packet pick-up
8:00 - 8:25 KAMFT Annual Board Meeting – All members are invited to attend
8:30 - 12:15 Keynote, Casey Truffo (with break)
12:15 - 1:15 Lunch (provided)
12:15 - 1:15 Continuation session for non-AAMFT supervisors (*See Note preceding page)
1:15 - 4:30 Keynote continues, Casey Truffo (with break)

**KEYNOTE: Casey Truffo, MS, MFT.**

Workshop Description: There are lots of avenues to a successful private practice: Increase your income. Build your practice with more cash-paying clients. Create multiple streams of therapy income. Or maybe go big and become a thought leader in your niche. The choice is yours and in this workshop Casey Truffo will share a 5-step plan to design and up-level your therapy business. Join us and move from feeling confused or overwhelmed to feeling excited and comfortable in knowing you have a process to build your business.

Workshop Objectives: Participants will be able to: (1) Discuss the 5 "filtering questions" designed to identify the best marketing activities for their personality and community, (2) Describe how to create a marketing map (their “personal framework”) so they have a plan and know what marketing activities to do each day, (3) Discuss how old issues with money may affect earning potential, and (4) Describe the differences (and usefulness) of online & community marketing.