



How Associate Therapists Can Help Build Your Private Practice

by
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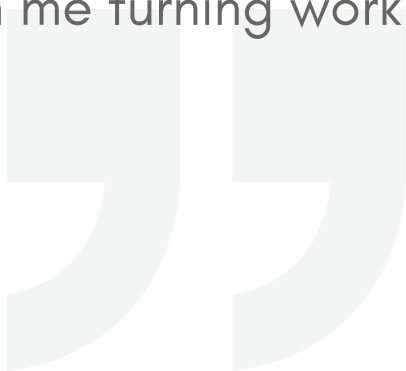
About Me

Hi, I'm Heather,

I'm a Cognitive Behaviour Psychotherapist based in Barnsley, South Yorkshire and I started working in private practice six years ago.

I am the Director and Founder of Yorkshire Psychotherapy Ltd. In addition to providing one to one therapy, coaching and supervision, I also manage a team of self-employed, associate therapists who work under the umbrella of Yorkshire Psychotherapy Ltd.

I started in Private Practice on my own and initially had no intention of having associates. As my business started to develop, past colleagues contacted me asking about what I was doing. They had a range of different skills and interests and it made sense for them to come and work alongside me as I realised that demand for private therapy was higher than my ability to provide it which was resulting in me turning work away.





I quickly came to the conclusion that it would be a good idea to have other people work alongside me.

I now have a team of 18 associate CBT Therapists, Psychologists, EMDR practitioners and Specialist Nurses, managed by our amazing office manager.

The journey has not been an easy one and we've made lots of mistakes along the way, but having associate therapists has helped my practice grow, develop and given me the chance to branch out in other areas (such as training, workshops and supporting other therapists in starting in private practice) that I would not have been able to do if seeing clients full time.



Heather



Why Having Associates Can Help You Build Your Practice



This guide covers the different elements to consider if you are thinking of taking the leap into growing your team.

We will explore:



- * What associates are.
- * What benefits they can bring to your practice.
- * What benefits they can bring to you personally.
- * How they can help you to increase referrals and open new doors.
- * How associates can help with your financial security.
- * How they can help with reducing isolation.

We will also look at the downsides to taking on associates and things that you need to consider before expanding.



What is an associate?

An associate is a self-employed therapist who you refer clients to and they work under the business name. Your associates pay a fee for the referrals you provide them with and the work they do for you.

What are the benefits of having associates?

- * Taking on associates means that your practice can offer a broader range of skills and specialisms. You can't be an expert in everything but you can choose associates that have different skills/specialisms to you.
- * Having more associates means you can take on more work which in turn equals increased income.
- * You can develop Service Level Agreements with businesses/organisations/charities and become an approved provider for local authorities and feel confident that when a referral is made by them you can offer them timely interventions.
- * You can become the market leader in your area.
- * Having associates increases financial security. If you are ill or unable to work, associates can continue to work and offer you an income.
- * If you have a team of associates it means you don't have to have a waiting list. Clients can be seen quickly and flexibly and as a result do not take their business elsewhere.

- * Running your own private practice and taking on associates means that you can choose to work the days and hours that suits you. If you don't like working evenings and weekends, ask new associates if they can offer appointments at these times.
- * Taking on associates can help build your practice's image by showing that you are a team as opposed to 'flying solo' which some clients find more reassuring.
- * You can ask your associates to set up online profiles with referral companies that drive traffic to your website.
- * If you become unable to work for a prolonged period of time you can offer your clients the opportunity to be passed to an associate to continue their treatment.
- * As associates are self employed, it means you are not responsible for paying any tax, NI contributions, pensions, sick pay etc. You are not expected to provide them with a set amount of work unless this is something you choose to offer.
- * Working alongside associates reduces isolation and allows for increased sharing of useful resources.
- * Having more associates means you can take on work for a wider age range of clients; Children, Adolescents & Adults.



What are the downsides to having associates?

In my experience the positives of having associates far outweighs the negatives. However, in hindsight I was naive regarding the things that I needed to consider before I took the plunge. I could have saved myself a lot of unnecessary time and expense by considering the following.....

Things to consider before taking on associates.

- * How will you manage the work load and referral process?
Do you need to employ someone to do this or will you set time aside to do this yourself?
- * How will you keep up to date with associate availability and distribute work accordingly?
- * How will you ensure you are GDPR compliant? Where will clinical records be stored?
- * The associate will be working under your company name and representing your business;
Do you have shared values?
How do you know that they are reliable?
- * How will you gain feedback from clients to ensure the work of associates is of a high standard?

- * Who will the client pay?
- * How will you communicate with your associates?
- * Do your associates work anywhere else? – If so, consider how this will impact on their ability to provide work for your business.
- * How will you decide associate fees to ensure you both get the amount you want/need?



IMPORTANT!

Having GDPR Compliant Policies & Procedures is vitally important when running any practice, but it is especially important when you are taking on associates. You must ensure that you are all working towards the same values and standards.

To take all the leg work out of writing GDPR Compliant Policies and Procedures you can purchase fully customisable templates here:
<https://yorkshirepsychotherapy.co.uk/product/private-practice-document-toolkit/>



I do hope you have found this guide useful. If you are considering taking on associates, it helps to really consider all the pros and cons and put systems in place to make your business run smoothly.

As I've said previously, I could have saved myself a great deal of time, money and stress if I'd had the opportunity to have some guidance on developing an business that incorporates associates .