

# GROWING AND SUSTAINING A PRIVATE PRACTICE: OPPORTUNITIES ARE WHERE YOU FIND THEM AND WHERE YOU MAKE THEM

Presenter: Steven Walfish, Ph.D.

**Friday, January 29, 2016 ♦ 1:30 p.m. – 4:30 p.m.**  
**Fort Lauderdale, Florida**

There are forces that impinge on the ability to develop a successful independent practice. These include lack of training in the business of practice, cognitive distortions on the part of clinicians on how a practice “has to be,” and a lack of recognition of possible practice opportunities that utilize the doctoral-level clinician’s entire skill set. This workshop will focus on the process of creativity, and how entrepreneurial thinking can shape a thriving private practice. Numerous examples will be presented on how mental health professionals may consider expanding their current practice patterns beyond providing traditional psychotherapy services in their offices.

## PROGRAM OBJECTIVES

Participants will be able to:

- Discuss three concepts from entrepreneurship that relate to the expansion of a clinical practice
- Explain three potential practice areas based on data-based research
- Describe one Standard from the APA Ethics Code that relates to the developing new practice areas

## ABOUT THE PRESENTER

**Steven Walfish, Ph.D.** is in private practice in Atlanta, GA, and is a founding partner at The Practice Institute, LLC and a clinical professor in the Department of Psychiatry and Behavioral Sciences at the Emory University's School of Medicine. He has previously been in clinical practice in Tampa, Florida and Edmonds/Everett, Washington. He is the editor of *Earning a Living Outside of Managed Care: Fifty Ways to Expand Your Practice*, co-Editor of *Translating Psychological Research into Practice*, co-author of *Financial Success in Mental Health Practice: Practical Strategies and Ethical Practice* and *Billing and Collecting for Your Mental Health Practice: Effective Strategies and Ethical Practice* and co-author of *The Ethics of Private Practice: A Practical Guide for Mental Health Clinicians*. He has published more than 60 papers in peer-reviewed journals primarily in the areas of substance abuse, professional training and practice, weight loss surgery and crisis intervention. He has served on several editorial boards of journals and was the editor of *The Independent Practitioner*, the newsletter for APA Division 42 (Psychologists in Independent Practice). He is the inaugural editor of *Practice Innovations*, a Division 42 journal that will be published by APA beginning in 2016. In 2012, Dr. Walfish served as President of APA Division 42 (Psychologists in Independent Practice). He is a Fellow of APA, and in 2014 was elected as a Distinguished Practitioner of Psychology by the National Academies of Practice.

## PROGRAM AGENDA

1:00 p.m. – 1:30 p.m.	Registration and refreshments
1:30 p.m. – 2:30 p.m.	Identification of three concepts from entrepreneurship that relate to the expansion of clinical practice
2:30 p.m. – 3:30 p.m.	Discussion of potential practice areas based on data-based research
3:30 p.m. – 4:30 p.m.	APA Ethics Code standards that relate to developing new practice areas

## PROGRAM LOCATION

Nova Southeastern University  
Carl DeSantis Building (Huizenga School of Business and Entrepreneurship)  
Knight Auditorium – Room 1124  
3301 College Avenue  
Ft. Lauderdale, FL 33314

For maps and directions to the Carl DeSantis Building, please visit our web site at <http://www.nova.edu/cwis/campusmaps/maincampus.html>. Telephone directions to the main campus are available 24 hours a day by calling (954) 262-1563.

**For additional information on continuing education policies, please visit our web site at <http://psychology.nova.edu/continuingeducation/index.html>**

## CONTINUING EDUCATION INFORMATION

**Psychologists:** Nova Southeastern University's College of Psychology is approved by the American Psychological Association to sponsor continuing education for psychologists. Nova Southeastern University maintains responsibility for this program and its content.

**Clinical social workers, mental health counselors, and marriage and family therapists:** Nova Southeastern University's College of Psychology is approved by the state of Florida's Board of Clinical Social Work, Marriage and Family Therapy, and Mental Health Counseling to offer continuing education. Provider number: BAP# 330, Exp. 03/31/17

**School psychologists:** Nova Southeastern University's College of Psychology is approved by the state of Florida's Board of Medical Therapies/Psychology, Office of School Psychology, to offer continuing education. Provider number: SCE# 11, Exp. 11/30/17.

Nova Southeastern University's College of Psychology is approved by the National Association of School Psychologists to offer continuing education for school psychologists. Nova Southeastern University maintains responsibility for this program and its content. Provider# 1024

**Professional counselors:** Nova Southeastern University's College of Psychology has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 4548. Programs that do not qualify for NBCC credit are clearly identified. Nova Southeastern University's College of Psychology is solely responsible for all aspects of the programs.

**All mental health professionals will receive 3 continuing education credits for the workshop. Full attendance is required. No partial credit will be awarded. Check your licensing state's rules and regulations for more information regarding your continuing education requirements.**

Nova Southeastern University is committed to making its programs accessible to all prospective attendees. Let us know if you have specific requirements due to a disability.

## ABOUT THE SPONSOR

Nova Southeastern University's College of Psychology is dedicated to providing high-quality training, education, research, and service its students and to the community. The college offers two American Psychological Association (APA)-accredited doctoral programs (Ph.D. and Psy.D. in Clinical Psychology); a specialist and a doctoral program in school psychology; master's degree programs in mental health counseling, school counseling, counseling, forensic psychology, experimental psychology, and general psychology; and bachelor's degree programs in psychology and behavioral neuroscience. The College of Psychology has two APA accredited doctoral internship programs, the South Florida Consortium Internship Program and the Psychology Services Center Internship program.

## NOTICES OF ACCREDITATION, MEMBERSHIP, AND NONDISCRIMINATION

Nova Southeastern University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number 404-679-4501) to award bachelor's, master's, educational specialist, and doctoral degrees. The university is chartered by the State of Florida. The College of Psychology Doctor of Philosophy (Ph.D.) program is accredited by the Commission on Accreditation of the American Psychological Association. The College of Psychology Doctor of Psychology (Psy.D.) program is accredited by the Commission on Accreditation of the American Psychological Association. The College of Psychology has two APA accredited doctoral internship programs, the South Florida Consortium Internship Program and the Psychology Services Center Internship program. Questions related to the programs' accredited status should be directed to the Commission on Accreditation: Office of Program Consultation and Accreditation, American Psychological Association, 750 1st Street, NE, Washington, D.C., 20002-4242, Phone: (202) 336-5979, Email: [apaaccred@apa.org](mailto:apaaccred@apa.org), Web: [www.apa.org/ed/accreditation](http://www.apa.org/ed/accreditation). The college's master's degree program in school counseling and specialist and doctoral programs in school psychology are approved by the Florida Department of Education. In addition, the specialist program in school psychology holds the designation of National Recognition by the National Association of School Psychologists (NASP). The College of Psychology offers two programs, (1) the M.S. in School Counseling and (2) the Psy.S. in School Psychology, for practitioners in P-12 schools that have been accredited by the National Council for Accreditation of Teacher Education (NCATE). The accreditation for these programs is awarded to the university through the Fischler School of Education as follows: The Fischler School of Education at Nova Southeastern University is accredited by the National Council for Accreditation of Teacher Education (NCATE), [www.ncate.org](http://www.ncate.org). This accreditation covers initial teacher preparation programs and advanced educator preparation programs at all university locations and online. However, the accreditation does not include individual education courses that the institution offers to P-12 educators for professional development, relicensure, or other purposes.

Nova Southeastern University admits students of any race, color, sex, age, nondisqualifying disability, religion or creed, sexual orientation, or national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school, and does not discriminate in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school-administered programs.

## Registration Form

**GROWING AND SUSTAINING A PRIVATE PRACTICE: OPPORTUNITIES ARE WHERE YOU  
FIND THEM AND WHERE YOU MAKE THEM**

**Friday, January 29, 2016**

NAME: \_\_\_\_\_ DEGREE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE (work): \_\_\_\_\_ TELEPHONE (home): \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Please email me about future workshops:     yes     no

### CHECK ALL THAT APPLY:

psychologist     school psychologist     mental health counselor

social worker     marriage and family therapist

other \_\_\_\_\_

License # \_\_\_\_\_ State \_\_\_\_\_

### NSU COLLEGE OF PSYCHOLOGY:

faculty     adjunct faculty     part-time core faculty     full-time staff

doctoral student     master's student     specialist student     CPS alumnus

### WORKSHOP FEES:

**Advanced Registration** (*by January 20*)     **Regular/On-Site Registration** (*after January 20*)  
\$45.00    \$60.00

check/money order payable to Nova Southeastern University

**TO REGISTER WITH A CREDIT CARD, PLEASE VISIT OUR WEBSITE AT  
<http://psychology.nova.edu/continuingeducation/index.html>**

### MAIL CHECKS TO:

Nova Southeastern University College of Psychology  
ATTN: Suzanne O'Sullivan  
3301 College Avenue  
Fort Lauderdale, Florida 33314-7796

**REFUND AND CANCELLATION POLICY:** A full refund or a full credit for another program will be issued for cancellations received no later than one week prior to each workshop date. Credit toward another program will be awarded for cancellations after that date. The university reserves the right to cancel the program due to low registration.