

Business Mastery

§3 *Exploring Career Paths*

*An Insider's Look at Private
Practice Settings*

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An Insider's Look at Private Practice Settings

What to Expect

Commercial Office Space

Home Office

Primary Care Provider's Office

Fitness Centers and Health Clubs

Practitioner for a Celebrity or Athlete

Corporate Wellness Programs

On-Site and Outcall Settings

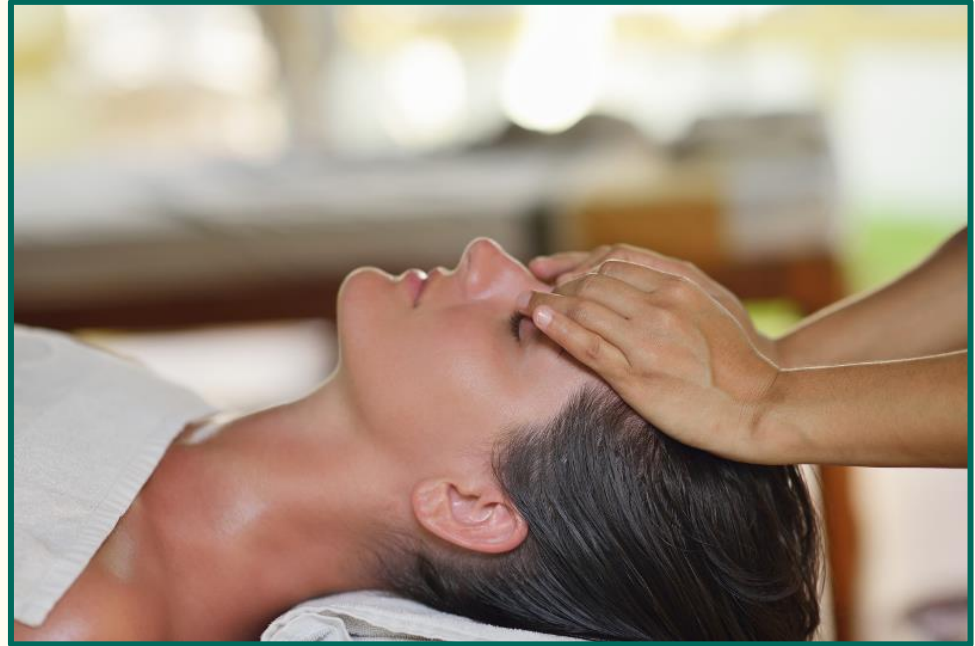


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KEY

Terms

- ❑ Commercial Office Space
- ❑ Corporate Wellness Programs
- ❑ Fitness Center
- ❑ Health Club
- ❑ Home Office
- ❑ On-Site
- ❑ Primary Care Provider (PCP)
- ❑ Private Practice
- ❑ Professionalism
- ❑ Return on Investment (ROI)
- ❑ Safety
- ❑ Zoning

An Insider's Look at Private Practice Settings

As a small business owner, you need to develop a solid base of business knowledge and understand the advantages and disadvantages of various practice setting

- To help you establish your ideal business, this chapter looks at career options such as private practice in a home office, business setting, or on an outcall basis.

Private Practice Settings

- Commercial Office Space
- Home Office
- Room in Another's Practice
- On-site or Outcall Settings
- Corporate Wellness Program
- Salon, Day Spa, or Dental Spa
- Fitness Center, Gym, or Health Club
- Hospice
- Personal Practitioner for a Celebrity or Athlete

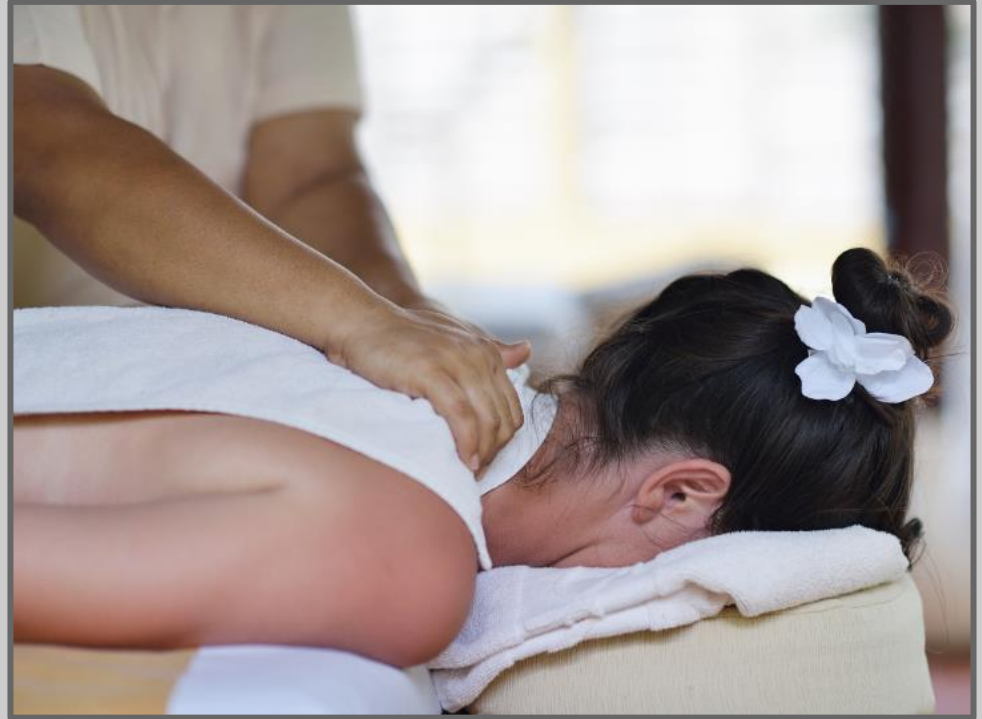


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What to Expect

- The main reason people start a private practice is control.
 - They can choose when, how, and with whom.
 - A private practice provides freedom and flexibility.



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Success Tips for Private Practice Settings

- Find mentors and trusted advisors with whom you can consult.
- Network! Attend at least 1 networking event each month.
- Hire someone to handle time-consuming business tasks.
- Take safety precautions. Don't hesitate to end a session immediately if you encounter inappropriate comments or behavior.
- Keep good records in an easy-to-use system that works.
- Allot ample time each week to focus on marketing tasks.
- Create a reserve account for purchasing high-ticket items.
- Develop clear policies.
- Schedule efficiently.
- Make lifelong learning a priority.

Commercial Office Space

- Having a private office space in a professional building gives you the freedom to decorate the office according to your taste.
 - Conveys professionalism
 - The building in which your office is located impacts the atmosphere you wish to create.
 - You can also add to your revenue by maximizing the usage of your square footage.

Specific Success Tips for Commercial Office Space

- Choose an office space reflecting your image.
- Find a space target markets can easily access.
- Make sure other businesses in the building are compatible with your practice.
- Review the lease with an attorney before signing.
- Introduce yourself to the neighboring businesses and do cooperative marketing.
- Set up a safety protocol for when you're alone in the office.



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Home Office Space

- Many have home offices as their main business site.
 - **Benefits:** More economical than a commercial office; provides tax deduction; can accomplish household tasks; spend more time with your family; no commute.
 - **Disadvantages:** Some are less productive at home, family members may not respect boundaries, and zoning restrictions.
 - Convey professionalism by considering privacy, sounds, cleanliness, and environment.

Specific Success Tips for Home Offices

- Ideally, create a separate entrance and waiting area.
- Soundproof room as much as possible to block outside ambient noise.
- Keep personal items (e.g., photos, trinkets) to a minimum.
- Set office hours.
- Create written boundaries with household members.
- Keep family members and pets out of the office space.



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Primary Care Provider's Office

- May rent a room in the office of a primary care provider (PCP), *e.g.*, a chiropractor, medical doctor, naturopath, osteopath, or a physical therapist.
 - May have a good source for new clientele from referrals.
 - Can share marketing expenses, have a sense of community, and share reception or office help.
 - Make sure everyone who works at the office experiences your services.

Specific Success Tips for Working in a Primary Care Provider's Office

- Negotiate a clear agreement for your role, marketing, scheduling and use of office staff.
- Set expectations for referrals from the PCP.
- Familiarize yourself with contraindications for medical conditions and medical terms.
- Keep good client records.
- Market yourself appropriately and abundantly.



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Fitness Centers and Health Clubs

- Working at a fitness center, gym, or health club requires tailoring services to your client's health concerns and interests.
 - Can gain valuable experience if you're new.
 - Can be fun and rewarding to work with regular clients and witness progress in their efforts to reduce stress, heal from injuries, and enjoy good health.
 - Utilize a comprehensive intake form.
 - You need to market yourself.

Specific Success Tips for Fitness Centers and Health Clubs

- Market yourself appropriately and abundantly.
- Network with other local wellness providers who work in similar settings.
- Take classes and exercise at the facility.
- Make sure that everyone who works at the facility experiences your services.



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Practitioner for a Celebrity or Athlete

- Working at a fitness center/health club can lead to a job as a personal practitioner for a celebrity or athlete.
- May hear of these opportunities through personal or professional contacts.
 - Often physically demanding and require a great deal of flexibility in terms of scheduling and adapting to travel and lifestyle issues.
 - If you work for a client who is on tour, you may be on the road for 6-8 months.

Specific Success Tips for Working with a Celebrity or Athlete

- Attain legal advice to review the terms of your agreement.
- Document how travel expenses will be handled.
- Outline logistics of leaving home for extended periods of time.
- Consider lifestyle issues.
- Maintain excellent boundaries.



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Corporate Wellness Programs

- For every \$1 employers spend on wellness programs, they save \$3 in healthcare expenses.
 - **Benefits:** Reduced absenteeism, sick days, and healthcare and workers compensation costs; increased productivity.
 - May include on-site seated massage, table massage, acupressure, chiropractic care, fitness classes, smoking cessation, nutritional consulting, meditation, and yoga.
 - Contact local businesses, hospitals, colleges, and universities about wellness programs.

Specific Success Tips for Corporate Wellness Programs

- Get to know other local wellness professionals and network.
- Contact local businesses about wellness programs for employees.
- Show ROI benefits for employers.
- Offer wellness presentations to businesses and their employees.
- Negotiate with employers to pay all or part of the costs.



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On-Site and Outcall Settings

- Many wellness practitioners prefer to go to a client's home or office.
 - **Benefits:** Very low overhead, no rent, convenient for clients.
 - **Disadvantages:** Lugging around heavy equipment and driving a lot.
 - Keep distractions at a minimum.
 - Safety can be an issue.



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Specific Success Tips for On-Site and Outcall Settings

- Keep safety concerns foremost.
- Set up your session area in a comfortable space.
- Set good boundaries and schedule wisely.
- Set a price that takes into consideration driving, setup, and breakdown times.
- Give a discount for more than 1 client per location.

Highlights

As a private practitioner, you may work out of a home office, commercial office space, or on an outcall basis.

Private practice or independent contractor work settings may include day spa, salon, fitness centers, hospice, corporate wellness program, or personal practitioner for a celebrity or professional athlete.

Private practice allows for freedom and flexibility since everything is under your control, provided it is legal, ethical, and moral.

Highlights (*cont.*)

If renting a commercial office space, consider the adjacent businesses and the atmosphere they will create for your business.

If a home office is desired, maintain separation between the two as to keep a professional appearance.

If you're new in business and rent space in a primary care provider's office, it's preferable to base your rent on the number of client sessions. For instance, you would pay a percentage of each client's fee toward the rent. Thus, you only pay when you see clients.

Highlights (*cont.*)

If you enjoy working with athletes or clients with sports injuries, building a practice at a fitness center, gym, or health club can be a good way to gain valuable experience.

Private practitioners for a celebrity or athlete often work on an independent contractor basis. These types of jobs are often physically demanding and require a great deal of flexibility. You may encounter oddball schedules, frequent travel, and lifestyle issues.

Highlights (*cont.*)

Corporate wellness programs may include on-site seated massage, table massage, acupressure, chiropractic care, fitness classes, smoking cessation, nutritional counseling, and yoga classes.

Opportunities are also plentiful at upscale retirement communities. In most of these settings, practitioners work as independent contractors.

Mobile practices are growing in popularity. Many busy executives and time-pressed clients enjoy the convenience of receiving wellness sessions at their home or workplace.