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**PRIVATE PRACTICE**  
**SERVING AGES 3-6**  
REBECCA L. JARZYNSKI, M.S. CCC-SLP



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**CHILD TALK SPEECH THERAPY,  
L.L.C.**

- ✓ Small Private Practice (15 visits/week)
- ✓ Sole Owner & Practitioner
- ✓ Toddlers and Preschoolers
- ✓ Services provided in homes, daycares, office
- ✓ Private Pay & Insurance

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**OVERVIEW**

- ✓ Why Private Practice?
- ✓ Business Planning
- ✓ Marketing
- ✓ Documentation
- ✓ Billing and Coding
- ✓ HIPAA

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## WHY PRIVATE PRACTICE?

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## WHY PRIVATE PRACTICE?

- QUALITY SERVICE DELIVERY
  - Caseload size
  - Frequency & duration of sessions
  - Service delivery model

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## WHY PRIVATE PRACTICE?

- RELATIONSHIPS
  - With motivated parents
- MARKET DEMAND
  - Insurance coverage of preschoolers
  - Flexibility in service delivery

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## WHY PRIVATE PRACTICE?

### WORK – LIFE BALANCE

- Productivity
- Flexibility

### PERSONAL GROWTH

- Challenging
- Empowering

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## BUSINESS PLANNING

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**“ A BUSINESS PLAN IS AN ESSENTIAL ROADMAP  
FOR BUSINESS SUCCESS. THIS LIVING  
DOCUMENT GENERALLY PROJECTS 3-5 YEARS  
AHEAD AND OUTLINES THE ROUTE A COMPANY  
INTENDS TO TAKE TO GROW REVENUES**

<http://www.sba.gov/writing-business-plan>

## BUSINESS PLANNING

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## ADDITIONAL RESOURCES

- Independent Clinician:  
www.IndependentClinician.com
- Social Media
  - SLPs in Private Practice Facebook Page
  - ASHA Member Community
  - Linked-in

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## BUSINESS PLANNING

- ✓ What goals do I have for my private practice?
- ✓ What will my private practice look like?
- ✓ Is this feasible?

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## BUSINESS PLANNING: WHAT ARE MY GOALS?

- ✓ Supplemental income
- ✓ Meeting a market need
- ✓ Relationship-based, quality services

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## BUSINESS PLANNING: WHAT WILL IT LOOK LIKE?

- ✓ Target population
- ✓ Location of services (home/daycare or office)

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## BUSINESS PLANNING: IS THIS FEASIBLE?

Market analysis:

- ✓ What services are available in your area?
- ✓ What needs exist?
- ✓ Do the needs that exist match your target population and skill set?

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## BUSINESS PLAN: IS THIS FEASIBLE?

START UP COSTS

- Professional liability insurance
- Registering your business with your state
- Marketing & communication
  - Website – Go Daddy
  - E-mail – Go Daddy
  - Fax - Sfax

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## BUSINESS PLAN: IS THIS FEASIBLE?

START-UP COSTS:

- Assessment tools
  - Informal assessment
  - Language, articulation/phonology
- Therapy Materials
  - Toys
  - iPad
- Laptop, printer

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## RATE

### RATE CONSIDERATIONS:

- ✓ Target income
- ✓ Target caseload
- ✓ On-going costs
  - Supplies
  - Mileage/Drive time and/or Office
  - Paperwork & admin time
  - Cancellations, vacations
  - Health Insurance

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## RATE

### CONSIDER:

- ✓ Medicare Fee Schedule

<http://www.asha.org/practice/reimbursement/medicare/feeschedule/>

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## RATE

### CONSIDERING:

- ✓ Target caseload
  - Frequency & duration of visits
- ✓ Expenses
- ✓ Rate

### TRY OUT A RATE

- ✓ Modify variables as needed to meet target income

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## IS THIS FEASIBLE?

- ✓ TARGET POPULATION
- ✓ MARKET NEED
- ✓ TARGET CASELOAD
- ✓ RATE AND COSTS

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## BUSINESS PLANNING – PUTTING IT IN MOTION

- ✓ Business structure
  - Consult accountant/lawyer
- ✓ Register business with the state
- ✓ Research need for occupational license in city/county
- ✓ Obtain liability insurance
- ✓ Set up a plan for taxes

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## MARKETING & NETWORKING

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## MARKETING AND NETWORKING

### Tools:

- ✓ Website – GoDaddy.com
- ✓ E-mail – GoDaddy.com
- ✓ Business Cards
- ✓ Facebook page
- ✓ Linked-In
- ✓ Fax – Sfaxme.com

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## MARKETING AND NETWORKING

- ✓ Professional colleagues
- ✓ Physicians
- ✓ Parents

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## PROFESSIONAL COLLEAGUES

- ✓ Speech- language pathologists
  - Schools
    - ✓ Public
    - ✓ Private
  - Outpatient clinics
  - Acute care hospitals
  - University clinics
  - Private Practice

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## PROFESSIONAL COLLEAGUES

- ✓ Occupational and Physical Therapists
- ✓ Specialists
  - Autism services providers

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## PHYSICIANS

- ✓ Pediatricians
  - Direct mail
  - Fax
  - Meetings
  - High Quality care
    - Documentation!

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## PARENTS

- ✓ Daycares – offer free screenings
- ✓ Moms' groups – offer free talks
- ✓ Blog
- ✓ Write for a local publication – age expectations
- ✓ Leave business cards at places moms will be
- ✓ Provide high quality services; develop relationships

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## DOCUMENTATION

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## DOCUMENTATION

- ✓ Service Delivery Documentation
  - Prior to evaluation
  - Treatment documentation
- ✓ Business Documentation

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## PRIOR TO EVALUATION:

### Prior to evaluation:

- Intake form
  - ☐ Name, DOB, Diagnosis
  - ☐ Parents & contact information
  - ☐ Presenting concern
  - ☐ Medical & educational history
  - ☐ Allergies & medication

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CHILD TALK SPEECH THERAPY, LLC INITIAL INTAKE FORM	
CHILD NAME:	CHILD DATE OF BIRTH:
CHILD DIAGNOSIS:	CHILD KNOWN ALLERGIES:
CHILD PHYSICIAN NAME:	PARENT E-MAIL ADDRESS(ES):
PARENT(S) NAME(S):	PARENT MAILING ADDRESS(ES):
PARENT PHONE NUMBER(S):	ADDITIONAL CONTACT INFORMATION (OPTIONAL):
HOME:	
CELL:	
WORK:	

Would you like your insurance billed for speech/language therapy? **Yes/No** **YES** If so, please complete the below insurance information; **NO**, skip to next page.

INSURANCE INFORMATION	
INSURANCE 1	INSURANCE 2 (IF APPLICABLE)
INSURANCE COMPANY NAME:	INSURANCE COMPANY NAME:
INSURANCE BENEFITS PHONE NUMBER:	INSURANCE BENEFITS PHONE NUMBER:
POLICY NUMBER:	POLICY NUMBER:
POLICY HOLDER AND/OR GROUP ID:	POLICY HOLDER AND/OR GROUP ID:
PATIENT IDENTIFICATION NUMBER(S) (CHILD):	PATIENT IDENTIFICATION NUMBER(S) (CHILD):
HEALTH INSURANCE SPONSOR (PARENT WHOSE NAME IS ON THE PLAN):	HEALTH INSURANCE SPONSOR (PARENT WHOSE NAME IS ON THE PLAN):
HEALTH INSURANCE SPONSOR ADDRESS:	HEALTH INSURANCE SPONSOR ADDRESS:
Is this the same as parent address above? Yes/No	Is this the same as parent address above? Yes/No
If no, specific address for health insurance sponsor:	If no, specific address for health insurance sponsor:
HEALTH INSURANCE SPONSOR (PARENT) DATE OF BIRTH:	HEALTH INSURANCE SPONSOR (PARENT) DATE OF BIRTH:
HEALTH INSURANCE SPONSOR (PARENT) PLACE OF EMPLOYMENT:	HEALTH INSURANCE SPONSOR (PARENT) PLACE OF EMPLOYMENT:

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# PRIOR TO EVALUATION

- Informed Consent

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Sponsor's Name: \_\_\_\_\_ Sponsor's D.O.B: \_\_\_\_\_

Sponsor's Address: \_\_\_\_\_

Sponsor's Phone: \_\_\_\_\_ Employer: \_\_\_\_\_

Insured's policy group number: \_\_\_\_\_ Member ID: \_\_\_\_\_

I consent to necessary examination procedures and/or treatment for my child by Rebecca L. Jarzynski, M.S., CCC-SLP.

I authorize the release of any medical or other information necessary to process claims. I also request payment of benefits to Child Talk Speech Therapy for services provided and claimed.

I understand that insurance payment of speech and language therapy services is not guaranteed by Child Talk Speech Therapy. I understand that I am responsible for coinsurance, copayments and/or any services not covered by my insurance.

Parent signature: \_\_\_\_\_ Date: \_\_\_\_\_

I have been given a copy of Child Talk Speech Therapy, L.L.C. Notice of Privacy Practices, will review it, and keep it on file.

Parent signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## PRIOR TO EVALUATION:

- If billing insurance...
  - Physician's orders\*
  - Insurance information form
  - Consent to bill insurance and receive payment
  - Notice of Privacy Practices\*
  - Release of Information Form\*

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RELEASE OF REQUEST FOR INFORMATION

Client's Name: \_\_\_\_\_  
 Date of Birth: \_\_\_\_\_

This is to authorize the release of information regarding the above named individual.

Release information to:  
 Name/Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_

Information to be released: \_\_\_\_\_

Purpose of release: \_\_\_\_\_

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**“ INDIVIDUALS SHALL ADEQUATELY MAINTAIN AND APPROPRIATELY SECURE RECORDS OF PROFESSIONAL SERVICES RENDERED, RESEARCH AND SCHOLARLY ACTIVITIES CONDUCTED, AND PRODUCTS DISPENSED, AND THEY SHALL ALLOW ACCESS TO THESE RECORDS ONLY WHEN AUTHORIZED OR WHEN REQUIRED BY LAW ”**

ASHA CODE OF ETHICS: PRINCIPLE 1, RULE ([HTTP://WWW.ASHA.ORG/CODE-OF-ETHICS](http://www.asha.org/code-of-ethics))

## TREATMENT DOCUMENTATION

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## **TREATMENT DOCUMENTATION: WHY?**

- ✓ Professional responsibility
- ✓ Insurance
- ✓ Communication with physicians
- ✓ Protection from claims of malpractice

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## **TREATMENT DOCUMENTATION**

### **Evaluation Report**

- ✓ Identifying Information
- ✓ Background information
- ✓ Evaluation Results - Baseline
- ✓ Assessment
  - Prognosis
- ✓ Plan
- ✓ Signatures

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## **TREATMENT DOCUMENTATION**

### **Treatment Plan of Care**

- Identifying Information
- Goals and objectives
- Progress made
- Plan
- Signatures

Updated every 3-6 months  
Signed by physician

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## TREATMENT DOCUMENTATION

- ✓ Daily Progress Notes
  - Name & Date
  - SOAP note format
- ✓ Home programming

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## BUSINESS DOCUMENTATION

- ✓ Invoices
  - Word ⇄ PDF
- ✓ Revenue
  - Excel
- ✓ Expenses

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## INSURANCE, CODING & BILLING

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## CODING & BILLING RESOURCES

ASHA: Billing and Reimbursement  
<http://www.asha.org/practice/reimbursement>

ASHA Coding, Reimbursement & Advocacy  
 Modules –  
<http://www.asha.org/Practice/reimbursement/modules/>

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## CODING & BILLING RESOURCES

ASHA On Demand Webinar  
 2014 Coding and Documentation Update for  
 SLPs with Nancy Swigert & Dee Adams Nikjeh.

### Social Media

- ✓ ASHA Community
- ✓ SLPs in Private Practice Facebook Page
- ✓ Linked-in Private Practice Groups

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## CODING & BILLING RESOURCES

The Small Patient  
 Practice: A Beginner's  
 Guide to Starting a  
 Pediatric PT, OT, or SLP  
 Solo Practice

*Jeanine Gregoire Colburn*




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## THE BIG DECISION

Insurance or no insurance?

The pros:

- ✓ Accessibility to services
- ✓ Increased caseload

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## THE BIG DECISION

The cons:

- ✓ Learning curve
  - Contracting
  - Billing
- ✓ Time to contract (3-9 months)
- ✓ Increased nonproductive time
- ✓ Reimbursement
- ✓ NPI number required- CMS

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## MIDDLE GROUND....

- ✓ Start with private pay
- ✓ Add insurances as needed by families
- ✓ Provide families with a "superbill"

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**" A SUPERBILL IS A TIME  
EFFICIENT FORM TO DOCUMENT  
SERVICES, FEES, CODES, AND  
OTHER INFORMATION REQUIRED  
BY HEALTH PLANS. "**

[HTTP://WWW.ASHA.ORG/PRACTICE/REIMBURSEMENT/PRIVATE-PLANS/PHP\\_FAQS\\_SLP/#3](http://www.asha.org/practice/reimbursement/private-plans/php_faqs_slp/#3)

## **SUPERBILL**

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## **BILLING AND CODING**

### **ICD -9 (ICD -10) Codes**

- ✓ Describe the problem or the reason for our procedure

315.35 Childhood onset fluency disorder

### **CPT Codes**

- ✓ Describe the treatment that was performed

92507- Treatment of speech, language, voice, communication, and/or auditory processing disorder, individual

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## **BILLING AND CODING**

- ✓ Report both ICD-9 (10) and CPT codes on every bill
- ✓ 1500 form
- ✓ ICD-9 (ICD-10) and CPT codes must make sense together

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## ICD-9/ICD-10

- ✓ ASHA:  
<http://www.asha.org/practice/reimbursement/coding/SLPCodes.htm>
- ✓ ICD -10 begins Oct 1, 2015
- ✓ ICD-10 mapping tool (ASHA)

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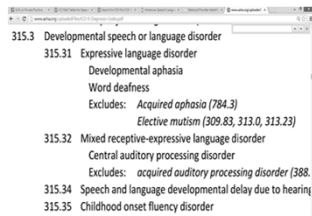
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## ICD-9/ICD-10

- ✓ Code to the highest level of specificity



315.3 Developmental speech or language disorder  
 315.31 Expressive language disorder  
     Developmental aphasia  
     Word deafness  
     Excludes: Acquired aphasia (784.3)  
               Elective mutism (309.83, 313.0, 313.23)  
 315.32 Mixed receptive-expressive language disorder  
     Central auditory processing disorder  
     Excludes: acquired auditory processing disorder (388)  
 315.34 Speech and language developmental delay due to hearing  
 315.35 Childhood onset fluency disorder

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## ICD 9/ICD 10

Primary vs. Secondary Diagnosis

- ✓ List the condition that is responsible for the visit *first*
- ✓ List other conditions *second*

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## ICD-9/ICD-10 CODES

- ✓ 300 & 700 codes
- ✓ ASHA resources
  - ASHA communities
  - [reimbursement@asha.org](mailto:reimbursement@asha.org)

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## CPT CODES

- ✓ What we do with a client
  - 92507 – Tx of speech/lang/voice/comm/aud processing
  - 92526 – Tx of swallowing dysfunction/oral function
  - 92630 – Auditory rehabilitation; pre-lingual hearing loss

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## CPT CODES

- ✓ Must make sense with ICD 9 (ICD 10) code
- ✓ ASHA Model Superbill
- ✓ Medicare CPT Coding Rules for SLPs:  
[http://www.asha.org/Practice/reimbursement/medicare/SLP\\_coding\\_rules/](http://www.asha.org/Practice/reimbursement/medicare/SLP_coding_rules/)
- ✓ New evaluation codes  
[http://www.asha.org/practice/reimbursement/coding/new\\_codes\\_slp.htm](http://www.asha.org/practice/reimbursement/coding/new_codes_slp.htm)
- ✓ Majority of the codes are untimed
- ✓ Rules for using the codes (CCI Edits)  
[www.asha.org/practice/reimbursement/coding/CCI\\_edits\\_SLP.htm](http://www.asha.org/practice/reimbursement/coding/CCI_edits_SLP.htm)

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## HIPAA

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## HIPAA

Health Insurance Portability and  
Accountability Act

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## HIPPA: RESOURCES

ASHA Webinar:

*HIPAA: Protect Your Clients and Yourself.*  
Jonathan Tomes

ASHA Website:

[http://www.asha.org/practice/reimbursement/  
hipaa/default/](http://www.asha.org/practice/reimbursement/hipaa/default/)

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## HIPAA

- ✓ Covered entities required to comply with HIPAA
- ✓ Covered entities are those who conduct certain electronic transactions
- ✓ Covered entities who don't comply are subject to various fees and penalties

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## HIPAA

- ✓ Notice of Privacy Practices
- ✓ Informed Consent/Release of Information
- ✓ Risk Analysis

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## HIPAA

- ✓ Notice of Privacy Practices
  - Clear explanation of patient's privacy rights and your privacy practices
  - Should be posted on website
  - Parent must be given copy
  - Parent signature must be kept on file

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## HIPAA

Sample NOPP:

<http://www.asha.org/News/2013/Notice-of-Privacy-Practices/>

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## HIPAA

- ✓ Release of Information Form
  - Who information is being released to
  - Purpose of release
  - Dates for which release is valid
  - Right to revoke authorization
  - Signatures

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## HIPAA

**Documented Risk Analysis:** Analysis of the risk of a breach occurring and plan for preventing or mitigating a breach

**Breach:** “Something bad happens with information obtained by someone who shouldn’t have the information”  
(Tomes/ASHA 2013-2014)

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## HIPAA

### *Documented Risk Analysis*

Go through your systems for documentation and communication. Determine:

- Where a breach is possible
- Likelihood of breach happening
  - Likelihood of breach causing harm

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## HIPAA

### Written Risk Analysis

- ✓ Take **reasonable and appropriate** security measures, considering the risks
- ✓ Document the risk analysis and the measures
- ✓ Plan for 'proper handling' of a breach

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## REFERENCES & RESOURCES

American Speech-Language-Hearing Association (2013-2014). HIPAA: Protect Your Clients and Yourself, with Jonathan P. Tones. [On Demand Webinar]. Retrieved from: [www.asha.org](http://www.asha.org)

American Speech-Language-Hearing Association (2014). 2014 Coding and Documentation Update for SLPs, with Nancy Swigert & Dee Adams Nikjeh [On Demand Webinar]. Retrieved from: [www.asha.org](http://www.asha.org)

ASHA Code of Ethics:  
<http://www.asha.org/Code-of-Ethics/>

ASHA Coding Resources:  
<http://www.asha.org/practice/reimbursement/coding/SLPCodes.htm>  
[http://www.asha.org/practice/reimbursement/coding/new\\_codes\\_slp.htm](http://www.asha.org/practice/reimbursement/coding/new_codes_slp.htm)  
[http://www.asha.org/Practice/reimbursement/medicare/SLP\\_coding\\_rules/](http://www.asha.org/Practice/reimbursement/medicare/SLP_coding_rules/)

ASHA Reimbursement website  
<http://www.asha.org/practice/reimbursement/>

ASHA's Health Insurance Portability and Accountability Act Site:  
<http://www.asha.org/practice/reimbursement/hipaa/default/>

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## REFERENCES & RESOURCES

ASHA: Frequently Asked Questions about Business Planning:  
<http://www.asha.org/content.aspx?id=13604&LangType=1033>

Colburn, Jeanine G. (2011). The Small Patient Practice: A Beginner's Guide to Starting a Pediatric PT, OT or SLP Solo Practice, Including Medical Documentation, Billing and Coding. Three Leaf Press. Colorado Springs, CO.

CCI Edits: [www.asha.org/practice/reimbursement/coding/CCI\\_edits\\_SLP.htm](http://www.asha.org/practice/reimbursement/coding/CCI_edits_SLP.htm)

Hasselkus, A. & Romanow, K. (2009). The Bottom Line: Privacy Act Basics for Private Practitioners  
<http://www.asha.org/Publications/leader/2009/090901/090901b/>

NPI numbers: <http://www.cms.gov/Regulations-and-Guidance/HIPAA/Administrative-Simplification/NationalProviderStand/index.htm#direct=NationalProviderStand/>

Medicare Fee Schedule: <http://www.asha.org/practice/reimbursement/medicare/feeschedule/>

## REFERENCES & RESOURCES

ICD-9: <http://www.asha.org/practice/reimbursement/coding/icd9SLP.htm>

ICD-9 to 10 mapping: <http://www.asha.org/icd9mapping.aspx>

Independent Clinician: Guide to Private Practice: [www.independentclinician.com](http://www.independentclinician.com)

Sample Notice of Privacy Practices: <http://www.asha.org/News/2013/Notice-of-Privacy-Practices/>

Small business Planning: <http://www.sba.gov/writing-business-plan>

Allied Health Media

SpeechPathology.com

### 2014 Nancy McKinley Lecture Series: Innovations for Ages 3-6

<http://www.speechpathology.com/general/2014-nancy-mckinley-lecture-series>

<b>Mon 10/6</b>	<b>Read with Me! Engaging Parents as Partners in Early Literacy Development</b> Shari Robertson, Ph.D., CCC-SLP
<b>Tues 10/7</b>	<b>Private Practice Serving Ages 3-6</b> Rebecca Jarzynski, M.S., CCC-SLP
<b>Wed 10/7</b>	<b>Developing Phonological Awareness in Preschool Children: Why and How</b> Froma Roth, Ph.D., CCC-SLP
<b>Thur 10/7</b>	<b>Play-based Activities for Phonological Development</b> Rae Cuda, M.A., CCC-SLP & Sarah Willard, M.S., CCC-SLP
<b>Fri 10/7</b>	<b>Mobile Device (iPad®) Applications to Support Ages 3-6</b> Angela Sterling-Orth, M.S., CCC-SLP