Take this Job and “Love It”!

Your Successful Nutrition Private Practice
Susan Weiner

- Owner, Susan Weiner Nutrition, PLLC
- 2016 Diabetes Research Institute Foundation Dare to Dream Awardee
- 2015 AADE Diabetes Educator of the Year
- Diabetes in Real Life column editor, Endocrine Today
What We’ll Cover Today

- Considerations when starting a nutrition based private practice
- Strategies to build your patient/client roster
- Time management
- Meeting the market
Susan Weiner Nutrition, PLLC

- 25+ years
- Range of clients
- From local to regional to national to international
- Setting is comfortable and professional
Considering Private Practice

**Advantages**

- Schedule Flexibility
- Diverse Duties
- You’re The Boss
- Income Potential
- Allows Creativity
Considering Private Practice

**Disadvantages**

- Start-up Costs, Start-up Income
- You Pay For Benefits
- Job Security
- Isolation
- Added Responsibilities
- Integration of Work & Personal Life
- Sweating the Bottom Line
What You **NET**
Is What You **GET**

Gross Receipts – Expenses
= Take-Home Pay
Staffing and Consultants

- You’re Hired! This is your business
- Consult an accountant and attorney to properly set up your business and advise on setting up a corporation.
- Interns, virtual assistant
- Other Professionals
Counseling
- In person
  - One on one
  - Group
- Virtually
- Must be HIPPA compliant (Health Zooks and Fruit Street)
Referral sources

- Medical professionals
  - physicians
  - physical therapists
  - mental health professionals
  - dentists
- Insurance companies
- Local businesses
- Professional groups
- Gyms
- Online: Thumbtack, Healthprofs
- Volunteer organizations
- Other CDE's/RDN's
- Listserves
Establishing Contacts

Give
Officiate
Author
Lead
Boost Your Worth

- Additional certifications to increase patient roster
  - CDE certified diabetes educator
  - Certified personal trainer (ACSM, ACE)
  - Certificate of Training in Adult Weight Management
  - Wellness coach
  - Endocrinology coder

- Academy of Nutrition and Dietetics
  - Board Certified Specialist in Gerontological Nutrition (CSG)
  - Board Certified Specialist in Sports Dietetics (CSSD)
  - Board Certified Specialist in Pediatric Nutrition (CSP)
  - Board Certified Specialist in Renal Nutrition (CSR)
What Do You NEED in a Private Practice EHR?

- time saver
- organized
- less paper
- value added service
- website
- secure connectivity
- interoperability
- scheduling
- charting
- billing
- reports
- secure cloud storage
- customer support
- HL7 charting standards
Insurance

- New ICD 10 codes
- Medicare
- Insurance companies
- Medical nutrition therapy
- DSME or other approved program reimbursement
Billing and Form Software

- Quickbooks
- Office Ally
- Practice Mate
- Kalix
- HEALTHIE
Consulting Management Platforms (CMP)

- cost $0 to $99/month
- average cost $51/month
- average cost $600/year
YOU are a SECRET Negotiating Expert

S  Sell your skills and expertise
E  Emphasize Your Value
C  Confidence: Candidates who negotiate their salary earn more than those who do not.
R  Research: Find out about the “market rate”
E  Establish the lowest rate you can accept and don’t budge
T  Take a walk away if it’s not going to work out
Revenue Sources

Publishers
- Books
- Magazines
- Websites

Endless Opportunities
- Develop online courses
- Industry educational materials
- Create your own symposia
- Professional association programs
Web Based Marketing

U.S. News

Health monitor

Spry Publishing

everyday Health

QARDIO

ASweetLife

fitness SHAPE

ReachMD

Small Biz Stories

MedHelp

Aliza with Diabetes

Aol Healthy Living

Refani Inc. Health & Wellness Newsletter

THE DX - THE DIABETES EXPERIENCE

Eat Healthy, Live Well

Spoontips - make every day

Type1 Nation

 TYPE 2 T2

Clinical Endocrinology News

LIVESTRONG.COM

Healthline

Medi热血传奇

Healthcare

tudiares.org

American Association of Diabetes Educators

Woman's Day

Woman's World

JDRF

Food & Nutrition

Healthio

School Nurses

PushPenny™ blog

The Diabetes Experience

Big Blue Test

WarP

six until me.

about health

WARP

"The World Needs This."
Social Media

- Pick the outlet that fits you
- Contribute regularly
- Twitter Chats
  - Hosting, participating vs. lurking

Susan G. Weiner, RD @susangweiner · Apr 1
Homemade chicken soup. Good for the soul. #soulfood #chickensoup #homemade #deliciousveggies instagram.com/p/08SWVmnD-h/
Time Management

- Private practice
- Webinars
- Speaking/consulting
- Writing books
- Blogging
- Volunteer activities
- Personal life / Self care
Scheduling

- Answering email
- Phone calls
- Conferences
- Continuing education
- Developing presentations
- Prep time
- Blogging
- Social media
Accountability Partner

- Someone trusted, but not necessarily another dietitian
Setting Limits

- When it’s time to say “no”
- It’s not easy
- It’s not important
- It’s CRITICAL
When to Turn off your Technology

- Setting boundaries
- Recharging yourself
Summary

- Weigh the Pros/Cons
- Diversify Your Revenue Sources
- Manage Costs
- Know your goals
- Manage Your time
- Enjoy the journey!
Final Thoughts

Go Get ‘Em! Time to Take Action!
## Resources

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Contact & Learn More

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Speaker ~ Author ~ Registered Dietitian
AADE Diabetes Educator of the Year

Susan Weiner
NUTRITION
Questions? Comments?