



Get More Mental Health Clients

Case Study on Growing a Mental Health Private Practice with Insurance Clients



Why Insurance?

- 92.1% of Americans have insurance (*census.gov, 2022*)
- Ethics of cost: most cannot afford full fee private practice
- Demand: there is much higher client demand to use insurance coverage
- Ethics of Retention: if costs are reasonable for clients, they will continue care for longer, seeing better outcomes
 - Bonus: increase word of mouth referrals
- Marketing: being on insurance panels provides direct-to-client marketing via the insurance panel database
 - Pro tip: try to be on a many networks as possible per insurance company (commercial, medicare, medicaid, EAP)

Credentialing

- One-off work
- Affordable
- Timeline:
 - 30-90 days for Commercial Insurance // Up to 180 days for Medicare & Medicaid
- Requirements:
 - Licensed practice
 - Tax ID
 - Private practice insurance
 - Sometimes: NPI 2 / Organization NPI

Synonyms: contracting, paneling, “par” or participating

Picking Insurance Companies

- Work with Demand / Under-served Clients:
 - Medicaid
 - Medicare
 - EAP
 - Lower Paying Plans
- Apply to state-specific plans
- CAQH makes applications fast for larger national brands
- Accept the rates you are given to start

Advertise Availability & Specializations

One of the hardest parts of seeing a mental health providers is client availability.

More availability creates more opportunity.

Advertise your evening hours, weekend hours, languages you speak, and modalities / specialization of treatment you provide.

Online Marketing

- Website
 - Emphasize logistics, treatment methods, and expectations
 - The more a client knows what to expect when working with you, the better
 - Direct “Call to Actions”
 - “If you are suffering from family-related trauma, please reach out below to schedule an introductory call to determine if we are a good fit”.
- Social Media
 - Personal but curated
 - Inspirational quotes tell clients nothing about you
 - Show who you are, your interests, to foster pre-connection
 - Avoid sharing photos of family or identifying information
- Website Directories
 - You know the main brands
 - Google for your locality and “therapists” etc to find lists / databases of providers. Contact them to get on their list.

Growing Revenue vs Optimizing Revenue

When you have enough clients, review your income by insurance company or insurance company plan.

Consider reducing new clients from companies that cause insurance billing difficulties or pay the lowest rates.

Alternatively, reach out to those plans with a rate negotiation letter to explain you will be reducing your caseload with those clients because of pay, offering a reasonable but fair rate increase.

If certain companies or plans do not allow for 55 minute+ sessions or services that you provide, consider cutting them.

More Contracts, More Rate Negotiation Power

Insurance companies want to keep providers seeing a lot of their clients.

Insurance companies need to have a sustainable network map to best serve their clients.

The more plans you work with, the more choice you have for rate negotiation.

Mention other companies and plans when requesting rate increases.

Do not demand the same prices but be clear: to continue serving XYZ insurance company's clients, you will need a substantial increase in pay, even if that amount does not match ABC's rates.

Summary

Apply to many insurance companies.

Get your online marketing in order.

Once your caseload is full, renegotiate your rates with insurance & get selective about your new clients.

Offload Your Billing Headache

Demanding the best rates takes time and energy.

Medicaid, Medicare, EAP, and other plans are often disregarded because billing them is a nightmare.

Offload your billing so you can work with anyone you choose without stress.

Email denny@therathink.com to learn about our mental health insurance billing service or go to <https://therathink.com/schedule> to discuss your billing situation.