

Starting a Successful (Psychodynamic) Private Practice



Therapists become small business owners if they choose to venture into private practice, but rarely do training programs address the practical aspects of running a business. This workshop will cover the nuts and bolts of setting up and operating a private practice.

Do you want to learn what advertising options exist for those in private practice? Need to develop an elevator pitch to attract new clients? Not sure how to navigate the bureaucratic requirements needed to start a business? We'll talk about how to successfully market a specifically psychodynamic practice as well as cover some really juicy material like insurance, business and professional licenses, billing, and taxes.

This workshop is intended to meet the needs of current students or recent graduates (or anyone who wants to start a private practice and doesn't know where to start) and is open to both prescribers and non-prescribers alike.

Emma Hazanov is a clinical social worker and graduate of PCOP's psychotherapy program. She has been in private practice since 2015 after working for several years in community mental health. At PCOP, she teaches Introduction to Technique in the FOPT program and is one of the organizers of the Saturday Morning Case Conference. Her favorite pandemic activities include doomscrolling through memes, re-watching the same show over and over again, and exotic vacations to the grocery store.

Rachel Gross completed her training in Neurology at the University of Pennsylvania and specialized in the care of patients with Parkinson's disease, dementia, and other neurodegenerative conditions. Over time, increasing interest in the emotional aspects of her work with patients prompted a career shift. She obtained training in psychodynamic psychotherapy at Pennsylvania Hospital and graduated from the adult psychoanalysis program at PCOP. Dr. Gross has a private practice in Center City Philadelphia where she provides psychotherapy, psychoanalysis, and medication management for adults.

SATURDAY, MAY 1 10:00 AM TO 12:00 PM

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