

### A Message From Mona

I recently presented at the National Association of Social Workers-NJ Private Practice Symposium: A Business Bootcamp.

The day featured a comprehensive review for those starting a mental health practice and for attendees with established practices. Providers learned about the importance of creating a business plan, a practice model, office policies and procedures, social media, legal issues and ensuring the financial health of your practice.

It truly was a "peer review" day for mental health providers as all shared their best practice approaches with the keynotes.

It would be my pleasure to share with you some of the ideas expressed at the symposium. Just give me a call.

I want to sincerely thank the following for organizing this special day and including Associated Billing Center, LLC in the presentation:

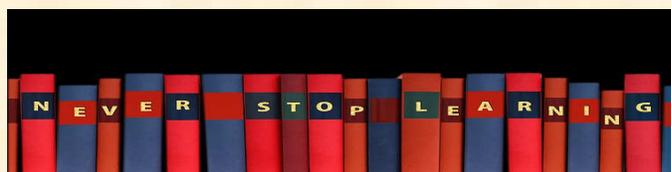
Jennifer Thompson, MSW-Executive Director, Helen French, Director of Development and Education, and Christina Mina, Director of Member Services.

Next up: The NJPA November conference.

Best regards,  
*Mona*



### Education Box-You Need to Know



#### Marketing Your Mental Health Practice

Ask many mental health providers and they will tell you that they rely solely on word of mouth and referrals to grow their practice. And for some, they have a pretty good track record here. But there is another component that many are simply ignoring -- social media.

You can create a website that promotes your practice, personalizes you as a therapist, and highlights your areas of specialty. In essence, convert web searches into patients. In addition, social media helps to communicate your commitment to your clients.

Creating a website does not require a huge investment. There are several on line platforms that offer templates asking you to enter the editorial content. Be aware about the importance of keywords and Search Engine Optimization (SEO).

#### Practice Data Changes

Note to Providers:

If you are planning on changing your place of service and/or mailing address, you should notify Associated Billing Center, LLC promptly. In addition, please contact all insurances that you deal with (in and out of network). Also, contact the post office if you are changing your physical location (have mail forwarded). These steps will ensure that claims processing will not be delayed and that your revenue cycle remains consistent.

**WE ARE HERE TO HELP  
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## A Nation Divided: Mental Health



The magnitude of the political ideological divide in this country is having a dramatic affect on the mental health of many individuals. Most Americans confirm that the current political landscape is a significant source of stress. The Huff Post reports that polarization often negatively impacts relationships at home and at work.

A study conducted at the University of Nebraska-Lincoln confirms that two in five Americans are stressed by the political climate with one in five saying they are losing sleep. A third of those surveyed feel views expressed on cable news channels are driving them crazy.

Researchers report that the current political climate is making some Americans physically sick and damaging friendships. Political discussions in the workplace affect relationships and worker productivity. Some employers are curtailing these discussions in the office.

Personal relationships are not immune from the fallout. Best advice: Remain civil, stick to the facts or make political discussion taboo. Good Luck!

Source: Gary R'nel

## Laugh a Little or Maybe A Lot: It's Good Therapy



### The Bathtub Test

During a visit to the mental asylum, a visitor asked the Director what the criterion was which defined whether or not a patient should be institutionalized.

"Well," said the Director, "we fill up a bathtub, then we offer a teaspoon, a teacup and a bucket to the patient and ask him or her to empty the bathtub."

"Oh, I understand," said the visitor. "A normal person would use the bucket because it's bigger than the spoon or the teacup."

"No." said the Director, "A normal person would pull the plug. Do you want a bed near the window?"

### Quotes by Famous People

Sometimes when I look at my children, I say to myself, "Lillian, you should have remained a virgin." -Lillian Carter

By all means, marry. If you get a good wife or husband, you'll become happy; if you get a bad one, you'll become a philosopher. -Socrates



## Mental Health Services-Projected Growth

Employment of substance abuse, behavioral disorder, and mental health therapists is projected to **grow** 23 percent from 2016 to 2026, much faster than the average for all occupations. The rise in demand for mental health providers is fueled by two significant events; the increase in number of those suffering from mental illness and the fact that more people can afford therapy since the inception of the Affordable Care Act. Demand for counselors is also expected to rise in states seeking treatment and counseling services for drug offenders rather than jail time. Job prospects are also expected to be very good in rural areas that are underserved by mental health professionals according to the Bureau of Labor Statistics. Future demand for counselors will increase as approximately 25 percent of North Americans suffer from diagnosable mental health issues. Salaries are expected to rise as demand increases and reimbursement rates increase.

Source: Gary R'nel

## Yet Another Reason Marriages or Partnerships Break Up

A recent OnePoll survey found that a third of Americans have experienced disharmony in their relationships due to cleaning and chore responsibilities. The survey of 2,000 people found that seven in ten would refuse to date or marry someone who was messy. Of course, messiness is in the eye of the beholder. The results also revealed that almost half of the respondents admitted to getting frustrated over the lack of willingness to share these chores. 67% admitted to getting in an argument about cleanliness. The average respondent claims to reclean two items a week that someone else tidied first.

Source: Gary R'nel

## Stories You Simply Need to Know About



✓ There might be a scientific benefit to getting your Christmas decorations up early. That benefit is grounded in scientific study that maintains that one can derive psychological benefits. Psychoanalyst Steve McKeown tells the Mirror "In a world full of stress and anxiety people like to associate to things that make them happy and Christmas decorations evoke those strong feeling of the childhood. Decorations are simply an anchor or pathway to those old childhood magical emotions of excitement. So putting up those Christmas decorations early extends the excitement." Go ahead! Indulge your impulse and start throwing the tinsel around.



✓ I love living near the water. It has a calming affect on me and helps me to relax and think clearly. We hear this message intoned frequently. The journal, Health & Place, conducted a national survey of nearly 26,000 people and found that those who live less than a mile away from the ocean were 22% less likely to report issues such as depression and anxiety compared to those who live about 30 miles away from the water. Coastal living can be especially important for low income individuals according to the report in the NY Post. They are 40% less likely to exhibit symptoms of mental illness if they live near the water. The National Council for Behavioral Health reports that almost half of adults in the United States will experience mental illness at some time in their life. Researchers maintain the finding confirms that individuals who interact with nature are less prone to mental health disorders.

✓ Name the top ten most annoying things in your life and sure to make the list is sitting next to a crying baby on an airline. Now, Japan Airlines has a feature in its booking process (a child icon over a seat) that will inform you where an infant is seated on the aircraft. Caveats: The information may not be accurate If the aircraft is changed, if someone booked through a tour package or another website or if the tickets were purchased with frequent flier miles. In 2016, Indian airline IndiGo rolled out "Quiet Zones" where children under 12 were not allowed to sit. Other airlines have introduced child-free rows of seating for extra fees. Source: Gary R'nel

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