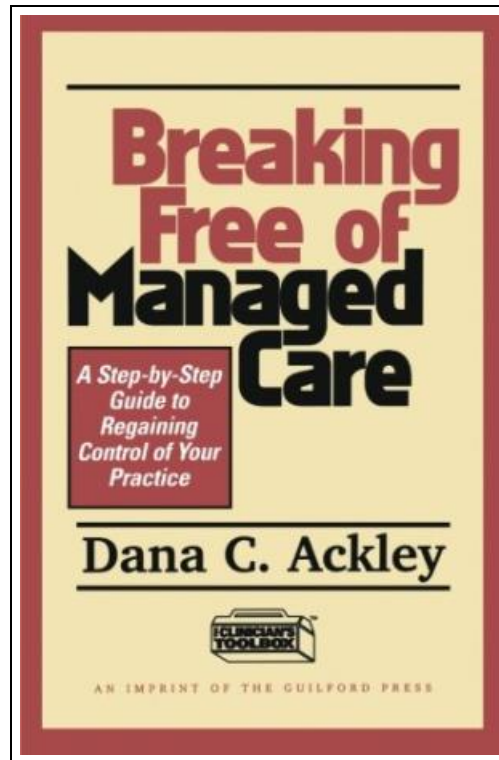


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BREAKING FREE OF MANAGED CARE: A STEP-BY-STEP GUIDE TO REGAINING CONTROL OF YOUR PRACTICE



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Guilford Publications, United States, 1999. Paperback. Book Condition: New. Revised ed.. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Providing therapists practical solutions to managed care s erosion of their freedom to practice, this book presents a working blueprint for a private-pay psychotherapy practice. Dana C. Ackley casts out the distortions that have crept into many clinicians thinking as a result of reliance on third-party reimbursement. Based on his own experience, he shows how therapists can better serve clients--and themselves--by developing real alternatives to the pressures and bureaucracy of managed care. In clear step-by-step detail, including practical exercises and checklists, sample marketing materials, and payment plans, the volume shows readers how to: *Rediscover the economic and clinical value of therapeutic work *Learn about the needs of potential clients *Market and sell private-pay services effectively *Develop ethical, reasonable business-of-practice skills *Diversify into the rewarding area of psychological consultation to businesses.



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