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Practice Management Essentials for IM Providers

Part 1: Developing a Strategy and Incorporating IM into Practice

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How will IM affect my business?

Let's answer the question RE: Whether IM is right for you?

Step #1 - Understand your business

Step #2 - Have a good understanding of how IM works

Step #3 - Develop IM objectives

Step #4 - Understand the factors influencing your success implementing the IM program

Your Story

The organization story:

- How did it come to be?
- Who started it and why?
- What do you do well?
- What is your role in the organization?



Write down your story

One of the fastest ways to the heart of your mission is to recollect the stories your group already has.

- Split your large group into several small groups of 3–5 people each. Make your groups as diverse as possible.
- Each member of your mini-group gets a few minutes to share a story. This question can prompt some good ones: “What does it look like when we’re doing our best work?”
- Don’t have any story yet? Make one up. “What would it look like when we’re doing our best work?”
- Write details out on your notecards or paper. - Don’t forget them.

Think about your:

UPDATE EVERY 5-10 YEARS



Future
Success



Cause
Action
Impact



How do we get there?

- Guide
- Behavior
- Tools

Brainstorm Vision

Question: What Is Your End Game?

Status

Evidence

Serve

Approach

Families

Team

Clients

Model

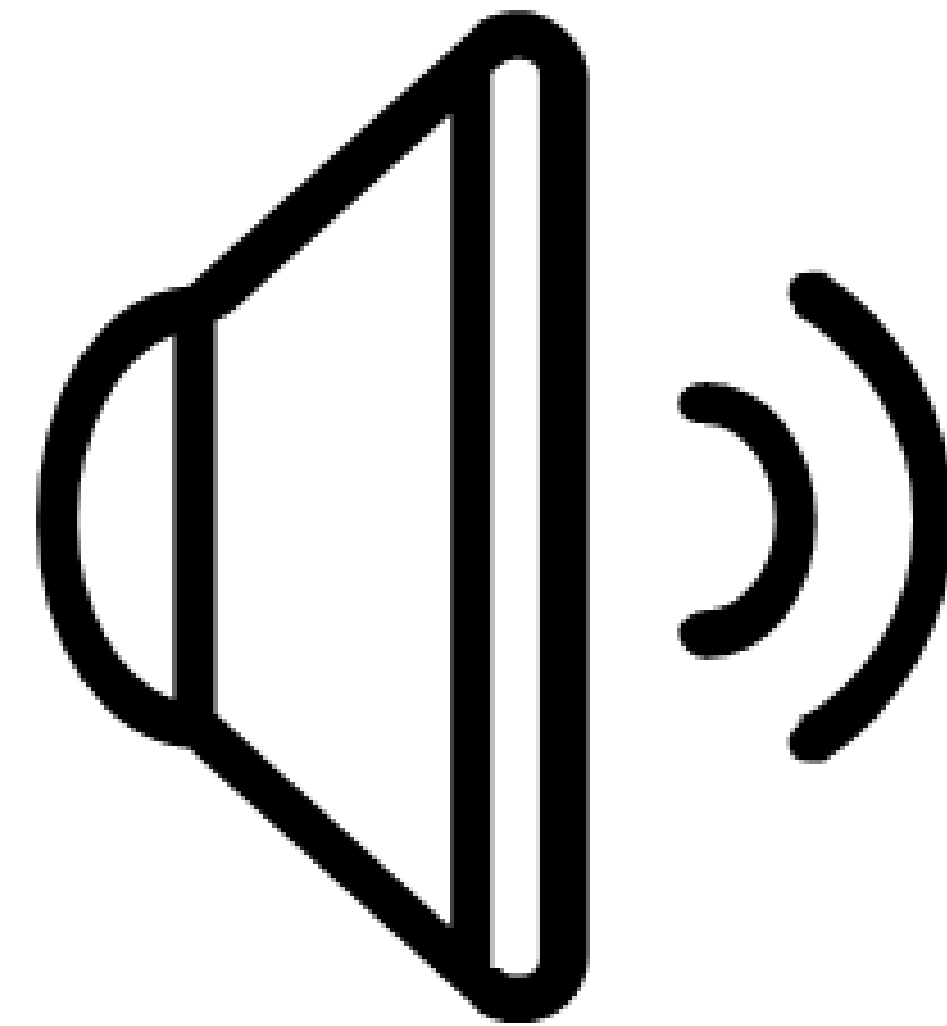
Programs

Financial



Vision Statement

- ATS
- AID-L
- Grow Academy



Brainstorm Mission

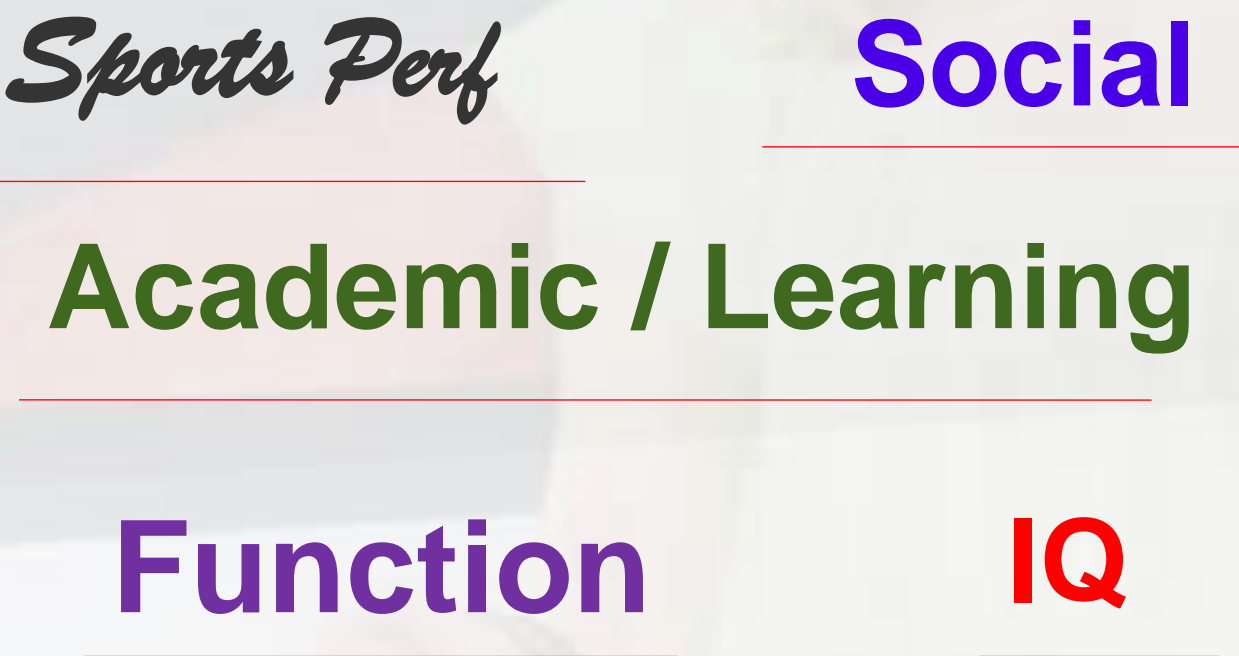
Question: How are we going to get there?

Take your story

Step 1: Circle a specific place or person

Step 2: Draw a square around actions

Step 3: Underline changes or results

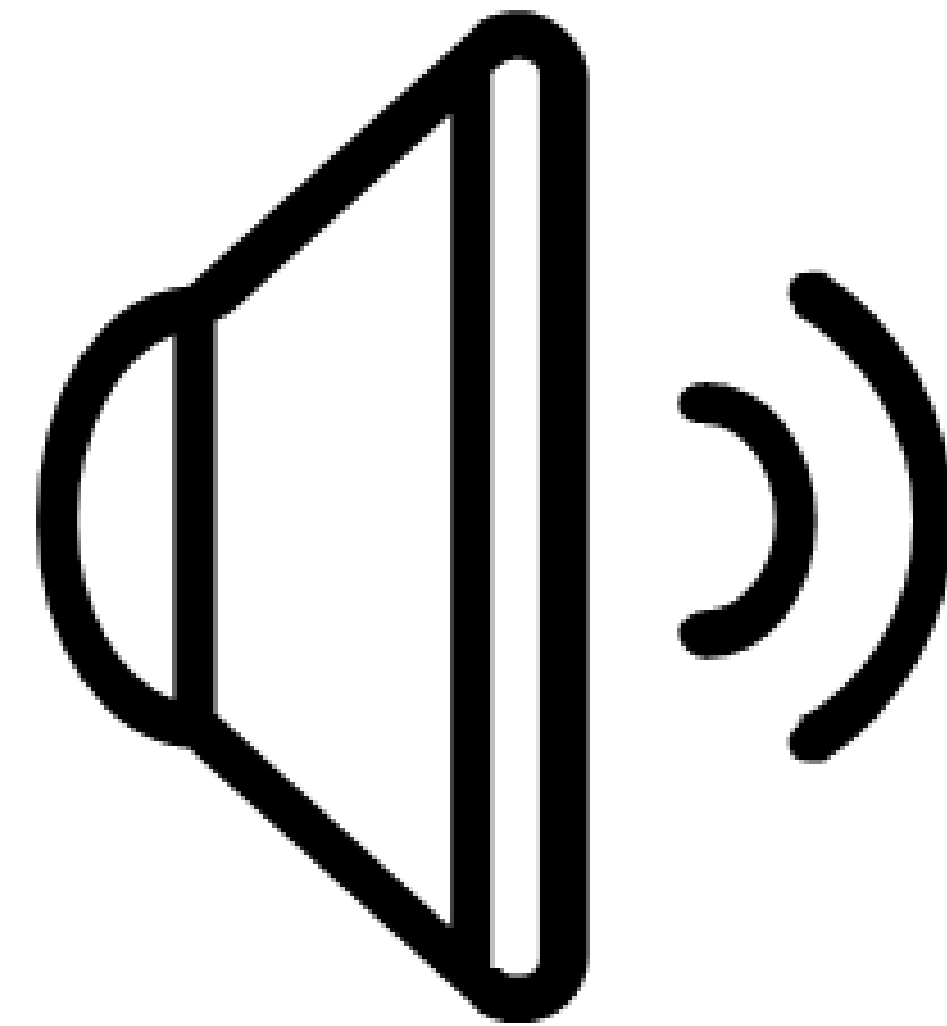


Step 4: Group Our Cause, Our Actions and Our Impact

Step 5: Formulate your statements 10 words or less

Mission Statement

- ATS
- AID-L
- Grow Academy



Brainstorm Values

Question: Tools, How will we Walk the Talk?

Ask yourself: What do I want others to say when they talk about my business or team?

Integrity

Energetic

Therapy

Creativity

Social

Respect

Kindness

Culture

Innovation

Client Centered

Education / Training

Research

Professionalism

Equipping

Evidence Based

Research

Objectives

- Keep each goal clear and simple
- SMART (specific, measurable, achievable, relevant and timely)
- Don't be afraid to push yourself and think big
- Make sure that your goals are in sync with your mission
- Make sure objectives incorporate your values

IM Specific Objectives

Why did I add IM into my practice?

You might want to think about?

- Purchase IM and train staff within 6 months
- Identify and market IM to local golfers with at least 2 pro's endorsing
- Track data on two clients for case study reports for website
- Train staff re educating clients on the importance of consistency and frequency with IM training measured by a post assessment satisfaction survey (100%)

What is IM?



IM specific considerations affecting your success

Ask the following questions:

- Who is my target audience?
- Does IM fit in my Vision, Mission and Values?
- What is my cost / benefit ratio?
- Do I have the space / location?
- What does my competition look like?
- Timing (When do I start?)

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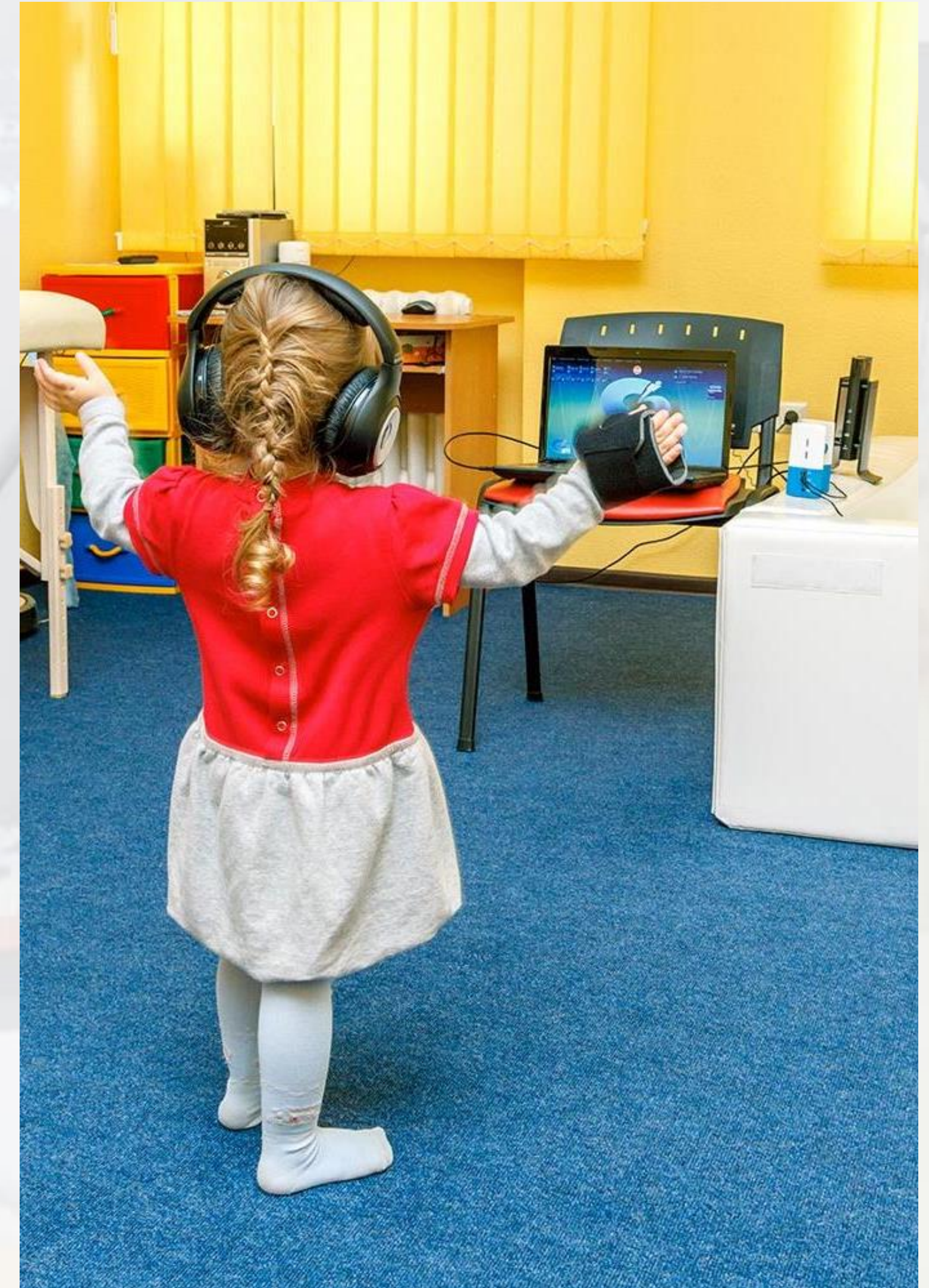
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Target Audience

Who Benefits from IM?

- Attention Deficit/Hyperactivity Disorder
- Autism Spectrum Disorders
- Auditory Processing Disorder
- Sensory Processing Disorder
- Language-Learning Disorders
- Dyslexia and Other Reading Disorders
- Executive Function Disorder
- Cerebral Palsy
- Traumatic Brain Injury/Concussion
- Stroke
- Brain Tumor
- Sports & Performance Enhancement



Does IM fit in my Vision & Mission?

- IM is a evidence-based tool
- IM is based on neural timing and the potential to change the way the brain processes information
- Can IM affect my mission?
 - Does it address your Target Audience ?
 - Does IM fit in as one of your Actions ?
 - Will IM have the Effect / Results you need?

The Financial Impact of IM on My Business

- Factors influencing this decision
 - How much are you paying for IM?
 - How much are you charging clients?
 - How many clients will you see per day?
 - How much will I be paying my staff?
 - Will IM increase my referrals?
 - How quickly do I want to pay off my initial investment?
 - Understanding IM Minutes



IM and Revenue



Space / Location

- Dedicate an area to IM – not the closet
- Have enough room to be creative and demo for clients and parents
- Build IM into your assessments – your staff will be more likely to include it in treatment
- Have your IM station mobile or centrally located so that all disciplines can have access
- Consider training and including IM Home



Competition



- Scope out who is also providing IM services and to which population
- Market to your Target Audience
- Find a niche or angle to increase your branding and potential referrals
- Educate your community and referral sources
- Collaborate if possible – everyone wins

Timing (No pun intended)

- Plan / Plan / Plan
- Ensure you have the staffing
- Track your fluctuations in referrals and cancellation rates
- Consider a summer start for Intensives
- Get good pricing on equipment
- Commit and move forward

Pricing and Fee Schedule

- If you charge cash – be competitive and value your services
 - Consider lumping package deals for sessions
- Insurance:
 - Set a fee schedule 50% higher than your best payment rate (leave no money on the table)
 - Find a good EMR (Electronic Medical Record)
 - Electronic submissions
 - Electronic remittance
 - Easy posting and automatic invoicing
- Do your own billing or source out to a billing company for around 7% of collections

What's Next?

We just completed the first course:
Practice Management Essentials - Developing a Strategy and Incorporating IM
into your practice

There will be two more courses:
Practice Management 2 :
Building a Successful Practice with IM

Practice Management 3:
From Good to GREAT

Don't forget to take the test for Part 1 of this course. You can complete this by logging going to the IM website and logging in where it says Provider Login. Go to "My Courses." Once you successfully complete the test, you will receive an email with the link to participate in Part 2!



ANY QUESTIONS?



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Call 877-994-6776:

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