



Breaking Free of Managed Care: A Step-by-Step Guide to Regaining Control of Your Practice

Dana C. Ackley

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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 you can serve clients--and yourself--better 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 you how to:

- *Rediscover the economic and clinical value of your work
- *Discard assumptions that might block your progress
- *Educate yourself about the needs of potential clients
- *Market and sell your services effectively
- *Learn ethical, reasonable business-of-practice skills
- *Diversify into the rewarding area of psychological consultation to businesses.

No matter what your clinical style, theoretical orientation, or practice history, you will benefit from the hard-won lessons Dr. Ackley shares in this book.

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