

## Better Hearing for Everyone, LLC



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## STARTING YOUR PRACTICE

1. BUSINESS STRUCTURE
  - Which entity is best for you?
2. PROFESSIONAL FOCUS
  - Will you provide services only?
  - Dispense products? Specialize?
3. MARKETING
  - How will you attract clients?
  - Business Portfolio

## BUSINESS PORTFOLIO

*Client List*  
*Resumé*  
*Professional License*  
*Certifications*  
*Liability Insurance*  
*References*  
*Brochure*

## INGREDIENTS FOR SUCCESS

- PATIENT CARE FIRST
- FOCUS
- CREDENTIALS
- CONSISTENCY
- CLEAR CONTRACT TERMS
- COMPATIBILITY
- FLEXIBILITY
- BUILDING RELATIONSHIPS
- NETWORKING
- WIN-WIN ATTITUDE

## SUCCESS BEGINS AT NEGOTIATIONS



## CONTRACT CONSIDERATIONS

The following items are often the foundation of a contract but many more are needed to make your contract complete.

Please consult an attorney for all inclusive components.

## CONTRACT CONSIDERATIONS

- **PROFESSIONAL SERVICES**  
aka: how *YOU* will manage the patient's audiological services
- **COMPENSATION/BILLING**
  - Define services and compensation
  - Include travel costs to satellite offices
- **INDEPENDENT CONTRACTOR STATUS**
- **TERM & TERMINATION**

**QUALITY PATIENT CARE  
IS  
ALWAYS FIRST and FOREMOST  
TO  
SUCCESS!**



## HELPFUL HINTS

1. Contact a local Small Business Development Center for free classes and guidance on all aspects of starting a business.
2. Create a separate bank account for your business.
3. Use a credit card for your purchases for easy record keeping.

## HELPFUL HINTS

4. Ask for a recommendation as soon as you complete a contract. Create a short form if appropriate.
5. Have flexibility in your rate only for positions that warrant it: non-profits, specialized once in a lifetime projects.
6. If something doesn't "feel right", then it probably isn't. Trust your instincts. Compatibility with a practice's culture is a **MUST**.

**THANK  
YOU!**

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