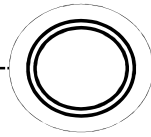


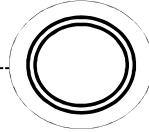
Better Hearing for Everyone, LLC



CONNIE SZYMCZAK, AU.D.
DOCTOR OF AUDIOLOGY

513-807-0230

STARTING YOUR PRACTICE



1. BUSINESS STRUCTURE

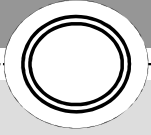
- Which entity is best for you?

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

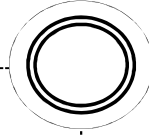
Certifications

Liability Insurance

References

Brochure

INGREDIENTS FOR SUCCESS



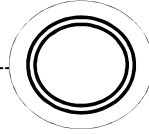
- *PATIENT CARE FIRST*
- *FOCUS*
- *CREDENTIALS*
- *CONSISTENCY*
- *CLEAR CONTRACT TERMS*

- *COMPATIBILITY*
- *FLEXIBILITY*
- *BUILDING RELATIONSHIPS*
- *NETWORKING*
- *WIN-WIN ATTITUDE*

SUCCESS BEGINS AT NEGOTIATIONS



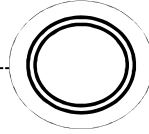
CONTRACT CONSIDERATIONS



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**



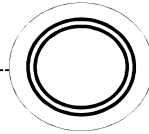
ALWAYS FIRST and FOREMOST

TO

SUCCESS!

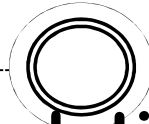


HELPFUL HINTS

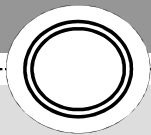


- 1. Contact a local Small Business Development Center for free classes and guidance on all aspects of starting a business.**
- 2. Create a separate bank account for your business.**
- 3. Use a credit card for your purchases for easy record keeping.**

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.**



Better Hearing for Everyone, LLC

**THANK
YOU!**

**Connie Szymczak, Au.D.
Doctor of Audiology**

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