

## 0104 Marketing Your Testing Practice

You're listening to the Abundant Practice Podcast. Where we work through the stuck places folks hit while building their private practices. Each week we dive into a practice building through different lenses. You'll get trainings, listen in on mini-consultations and conversations with other consultants. Each month there is a niche deep dive where we flush out a niche from a marketing perspective. Plus every now and then we throw in a "Where are they now" episode, and check in on the clinicians who were on before to see how the advice played out. When relevant, the show notes will include a worksheet for you to bring the content into your practice or life. Because I love you listening, but I want you to take action, too.

This podcast is sponsored by the Abundance Party, where for only \$39 a month you get courses on honing your niche and marketing your practice, scripts for the business side of things, monthly trainings, a chance for a one on one with me, and a much more intimate Facebook group. Where I currently respond to every post. You can check that out at [Abundanceparty.com](http://Abundanceparty.com). Alright, onto the show.

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Welcome back to the Abundant Practice podcast. I'm your host, Allison Puryear. And I am here with the Abundance individual consultant of the year, Lindsay Melka. Lindsay is who folks work with in the inner circle. She's amazing. And yeah. so today we are talking about marketing your testing practice. so if you are testing psychologist or if whatever country you are in you are able to do psychological testing, and I know some master's level clinicians are able to do some types of testing. We're talking to you, today. So welcome, Lindsay.

**Lindsay:** Thank you. Thank you for that amazing welcome!

**Allison:** of course! Let's see. I know you have some ideas you wanted to start us off with. So let's go there.

**Lindsay:** Okay. Well, I think with psychological testing, I think it starts at helping people understand the importance and value of testing. And, I think if someone can get testing done sooner than later, they are off to a better path in finding the right kind of treatment. So I see people who have been misdiagnosed several times over and it could have been really helpful if they would have gotten some kind of psychological testing early on. For both adults and children. So finding the right person to get psychological testing from is important.

**Allison:** Yeah. Absolutely. I think about marketing a testing practice as being fairly, I mean its such a much needed service in every community. Like I don't know a single community that has enough testers, like psychiatry in that way. So I feel like testing also lays out exactly who you need to be collaborating with. Because most folks who do testing at the very end, they have their recommendations, that usually includes resources. So it might be we recommend your child go to once weekly therapy. Or, we recommend this particular kind of school or this

moving towards this in an IEP. So I think that, and I often think about children's testing because that's more of the world I've been in personally, lately. But I think about therapists, particularly those working with children, and also those working with the aging population. Certainly those of us somewhere in the middle, require testing, too. But I think the majority of people who are calling for testing are calling for testing about children or someone who's aging. I think about pediatricians. I think about PCPs. I think about other therapists, I think about the entire school system. Whether the private schools and the public schools. Even though they have school psychologists, getting a test from a school psychologist often takes years and years, as many testers know. So being on a waitlist for a while is not always in the best interest. And there are families that can't afford testing. For those of you who do not already have a testing practice, but you are able to provide testing, if it's something you're playing with, one thing that most of the psychologists I know talk about when they are testers is its surprising to them, and to me, too, how expensive it is to purchase these tests. It's part of why testing is so expensive. So making sure you are socking some money away so that you are able to buy the tests on the front end.

**Lindsay:** It seems like there has been some talk about this in the practice building community. But I don't have children. I know a lot of people that do. I know a lot of therapists that have children, and it's kind of sad, but not. Parents are more willing to spend more money on their children than they are on themselves.

**Allison:** Absolutely.

**Lindsay:** Okay. Quick response, yes. So, I think there might be an assumption that people can't afford it. And a lot of people can't afford testing, but I think there are ways it can be made affordable for people. And you may have a private pay practice, and you may accept insurance. So, it would kind of depend, but I think, gosh, testing ranges. But if a test costs a grand, but you can catch your autism three years earlier, the benefits that would come out of that are just invaluable.

**Allison:** Absolutely. And I think that's another thing, for those of us who are not testers, but we might be recommending testing for parents to have their children tested. For me, I don't work with kids, but I might hear something from a parent that I'm talking to in session. And it might set off some bells in my head where I might recommend testing. And one of the things I'll often say is, the importance of early intervention, if somebody can't afford it, and usually if they are working with me, they can because I'm private pay. But maybe they are dragging their feet, whether that's denial or fear or maybe not really wanting to allocate the funds right then. I'll often talk about just how important early intervention is for so many different things. And how learning how your kids brain works, essentially, can help you as a parent. Because that's a pretty powerful thing, to feel, if somebody's kid has ADHD for instance, and its driving them crazy but they don't know about ADHD, so they think its like the kid just won't sit down or just won't listen. To be able to say, oh no, your kid has this difference in their brain. And here are some tools for you as a parent. And here are some tools for them as a kid. Makes a huge difference. So yeah, getting your name out there to all these potential referrals sources. I mean, there are so many referral sources.

**Lindsay:** Yeah. even just all of the networking you could do with therapists who work with children or teens. Those therapists I'm sure, would appreciate having a very thorough evaluation of their potential client. Knowing where they can start. So okay, it's clear, through this testing, they do have ADHD. They are on the spectrum. They have some kind of learning disorder. It's a good place to start. There doesn't seem to be an overabundance of testing available. So I think if you do offer a testing practice, and you market it well, it can be easily filled. So whenever you are ready to talk about who to market to, we can go into that.

**Allison:** Yeah. Let's go for it.

**Lindsay:** Its everybody! PCP's especially. Any kind of community building. Children's hospitals would be a great place to start. Networking with occupational therapists. Speech therapists. Physical therapist. Nurse practitioner, psychiatrist. I mean, I think you can pretty much network with anyone. Schools. I don't know how it really works meeting with school boards. But even meeting with the school psychologist. Because I know school psychologists, from my understanding, are overworked. And like you said, you can be on a waiting list forever to get that kind of testing done.

**Allison:** Yeah. and then, I think about if you are doing testing for the aging population, maybe you're assessing dementia. Primary care physicians, if you have gerontologists in your town, gerontologists, the hospital in general, there are so many avenues, and again not enough testers for this population either. Any sort of tiered living facilities. Or nursing homes. There's just a lot out there. Our communities need you. I also want to say, if you are not on fire about testing. If you are just doing it because it feels like it would bring in more money, I am going to discourage you from doing it. Because good Lord, that's a lot of work. And its expensive. And if you don't love it, that's just a lot of time and energy put towards something that feels like homework.

**Lindsay:** Right. Yeah. doing it for the money. And you know, if I was a parent and I had a child that was being tested or I had an elderly parent that needed to be tested, I would hope that the person doing the psychological evaluation had some interest in their well-being. Something, this is kind of off to the side here. but something I was just thinking of was marketing to adult children. I'm thinking of how you could market this on a website. Are you sensing that something's changing with your mom or your dad? Like some kind of early onset dementia. People in their 30s, 40s, 50s, 20s, start to get nervous. And it can be a rough topic to bring up. Because that could also be something you could market. You could have a soft approach to talking about something as scary as memory loss or Alzheimer's or dementia.

**Allison:** yeah. and I think of the myriad of blog posts or videos that could be done of where's the line? What are the actual warning signs? If my dad loses his keys, is that red alert or is that yeah, welcome to being human?

**Lindsay:** Yeah. right! Very different. Yeah, also, I think marketing your testing practice, it could be helpful if you have specific skills in what you are testing. You know, because I have looked up psychological testing. And it can be pretty broad. But if you have a niche within testing, and you stand out, you're the best child psychologist...

**Allison:** Like a testing psychologist. Yeah. yeah.

**Lindsay:** Yeah, like be known for that.

**Allison:** And that's a really important piece, too. Is that while you might be totally capable, just like many of us are capable of many different niches, really niching down to a particular age group, for instance. And that might be young childhood. That might be middle childhood. You're still going to get people from all over the age ranges. But if you are able to really market a particular age group, then its also going to hone in on who you network with. Because holy God, that would be so much networking if you were trying to hit up a nursing home and a daycare.

**Lindsay:** I think it would be pretty great reciprocal networking process if you did testing and evaluation and you met with therapists and told them, I do testing and evaluation. And then, I will need to refer based off the results.

**Allison:** Absolutely.

**Lindsay:** to a therapist I trust. So loved ones are going to want that information. And that's probably something that you would have on your site. I make sure in my practice that there's follow-up. And you have continuing care throughout the process. So having the list of specialists on hand would be great. Then you know, you go and meet for coffee with somebody that's kind of a win-win.

**Allison:** Yeah.

**Lindsay:** both ways.

**Allison:** Absolutely. And I think, too, there's a really great resource for those of you who are doing testing, called the Testing Psychologist. Jeremy Sharp has a podcast. He's got a website. He's got a group practice full of testing psychologists. So if you are looking to really streamline some things and make it the most efficient wonderful testing practice that you could ever have, then, definitely check out Jeremy's stuff. And we'll make sure we link to that in the show notes.

**Lindsay:** I listened to a podcast with him a couple years ago, because he's in Colorado. Where I am. And, was really interested in testing for the money. I didn't go through with it, which is good. but I remember him saying that you didn't have to be a psychologist with certain testing. So it would be interesting to look at his site again. Because there's some stuff on there for licensed professionals that aren't quite psychologists.

**Allison:** Yeah. yeah. I was on his podcast talking about marketing testing psychologist podcast. So, if you guys want to double dip, go for it. So yeah, I think that those are some good places to start. So one more thing, and as a non-testing person, I'm speaking more from the perspective of a parent. And, as a referrer. Getting those reports done as quickly as possible, will not only improve your reputation, it will also get it off your plate faster. And it will also make everybody happy. So, I think that if you are sending reports. I think of who all you are sending reports to. So making sure you get those releases of information from the parents either when you are going over the testing results or on the front end. But making sure the kid has a neurologist, you're sending it there. Maybe sending it to the kid's school, if they have a tutoring program,

you're sending it there. Sending it to their doctor. Sending it to any other place that this kid is cared for, makes it a lot easier on the parents as well if you're just like zip zip zipping it off. Instead of a parent printing it off and faxing it. Or walking it over or mailing it. It just really makes it nice and smooth and easy.

**Lindsay:** I think it would be nice, too, to deepening on your personality type, but to maybe add a little note in there, if you have any questions at all, these tests can be kind of overwhelming, that you would be happy to discuss the results. Because I imagine as a parent or a loved one getting results and not clearly, not totally understanding what they mean and kind of making assumptions and getting really scared, when you don't need to be. It would be helpful to know that you are able to talk to the person who did the testing.

**Allison:** Absolutely.

**Lindsay:** If you are willing to do that as a testing psychologist, that would probably help your business.

**Allison:** I know that where I live, its fairly standard process. And I know like the psychologist that did our testing recently in our family, was very much like call me if you have questions. Shoot me an email. We went over the testing and she said, I know this is a lot. And you might have a lot of questions you're not thinking of now. I'm around. I'm happy to answer them for you. And that made me feel like I didn't have to digest all of that as fast as humanly possible. It gave us the opportunity to mull it over. Do some research. Cause you know I love research. And then, I could have more educated questions going forward. Specific to my kid. And so that's really helpful.

**Lindsay:** Alright.

**Allison:** Yeah. So go forth and test y'all. Its much needed. Those of us who need it appreciate it so much. And we'll see you next month with another niche.

**Lindsay:** Sounds good.

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