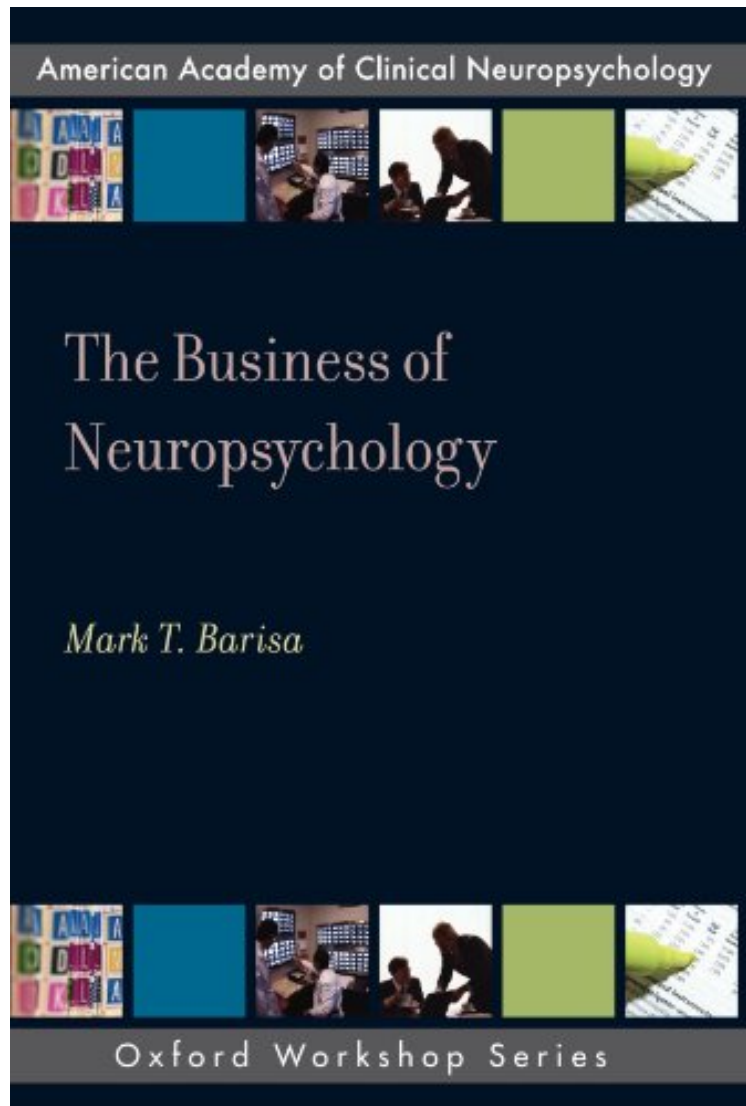


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## The Business of Neuropsychology (AACN WORKSHOP SERIES)

*Mark Barisa*

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**Mark Barisa : The Business of Neuropsychology (AACN WORKSHOP SERIES)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business of Neuropsychology (AACN WORKSHOP SERIES):

11 of 11 people found the following review helpful. An indispensable guide to managing a practice By Daniel Brunstl will begin by stating my conclusion: If you are a practicing psychologist or mental health worker, you should buy this book...period. I went into psychology because I wanted to help people. While I was in graduate school, and during my internship, I learned about the assessment and treatment of patients. Unfortunately, after I graduated and started my

practice, I realized that I knew nothing at all about how to run a business: Nothing in my formal training prepared me for the actual process of managing a practice. In a relatively brief 225 pages, Dr. Barisa's book does just that. In addition to helping the clinician think broadly in terms of business concepts, it also provides a wealth of highly detailed information. The title of the book "The Business of Neuropsychology", is a really a misnomer, and more of an artifact that it was sponsored by the American Academy of Clinical Neuropsychology. The book itself generally applies to anybody who practices in the mental health field. Dr. Barisa's book begins with examining basic principles of business, and shows how they can be applied to clinical practice. Dr. Barisa goes on to discuss how to identify the services that you will offer to patients, and then how to think about them from a business perspective. He addresses matters of record-keeping guidelines and regulations, and discusses the complexities of billing, coding, and documentation required for insurance reimbursement. He also discusses how to market your services, and how to make a living so that you can continue to offer these services to others. Whether you are a neuropsychologist, clinical psychologist, or other mental health professional, and you have your own practice, you will find this book to be indispensable.

The purpose of this text is to provide an overview of basic business principles and how they can be used to enhance the stability and fiscal responsibility of neuropsychological practice. The principles discussed are defined and information is provided to guide practical application of the concepts. The book is designed to benefit professionals at varying levels of practice regardless of their work setting, but focuses primarily on the issues related to neuropsychological practice. Graduate school catalogs and training program brochures reveal a broad array of educational opportunities designed to prepare future professionals for independent practice in neuropsychology. However, little is offered to prepare neuropsychologists for the business realities that await them in the workplace. The expectation that they will simply see patients and do quality clinical work is often in conflict with institutional goals of making money so that the doors can remain open. The result can be a cataclysmic "crash" when altruistic ideals meet capitalistic needs. The concepts of "cash is king" and "no margin, no mission" are foreign to most neuropsychologists until our own fiscal bottom line is affected. The Business of Neuropsychology also contains an overview of business "basics," such as budget and fiscal tracking, strategies for communicating with stakeholders in the business, front and back office flow and processes, billing, coding, marketing, referral relationship development, and staff growth and development. The Business of Neuropsychology is part of the Oxford AACN Workshop series.

"This book is essential reading for new neuropsychologists or soon-to-be graduates, as well as anyone contemplating the leap to private practice. The topics are honed specifically to the critical business aspects that cannot be ignored, but distilled to a level easily understandable to clinicians with no business expertise."--Doody's, a 5-star review! About the Author Clinical Neuropsychologist, Baylor Institute for Rehabilitation, Outpatient Services