

Today's Agenda

Program Delivery and Payment Options Advertising and Enrollment Marketing Ideas

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Program Delivery

Traditional: Ten week, twice per week format Collapsed: Once per week for ten weeks Intensive: Five weeks, twice per week Intensive Outpatient (IOP): 12 hours per week Continuing Care Group: Weekly ongoing support



Traditional			
2 sessions per week: • Workshop (Psychoeducational) • Therapy Group		 	
Preferred method of delivery			
Research study used this format		 	
Example: 10 week schedule • Tuesday - Workshop for 2 hours • Thursday - Therapy Group for 75 minutes	Am L o	 	

Collapsed

May be used if once per week format required Example:

Three hours per session once a week

Therapy Group - 75 minutes; Break - 15 minutes; Workshop - 90 minutes

First session is Orientation and Workshop 1

Last session is Therapy Group 9 and Workshop 10 with Therapy Group 10 material merged into Workshop



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Intensive May be used if only short period of time available, such as a summer or holiday session between regular program offerings.

Too short of time to fully integrate material so combine with a continuing care package.

Example:

•5 Week Holiday or Summer Intensive

Tuesday Week 1, Thursday Week 2...

Intensive Outpatient Program (IOP)

- Usually contracted with insurance companies to provide 12 hours per week of programming.
- Open enrollment format may require staggered starts.
- Includes workshops, therapy groups, dietary groups, movement, mealtime experiences, art therapy and skill groups
- Example: 3 days a week for four hours

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Continuing Care Group

Those who have completed the program continue on a once a week or drop-in basis for support.

Each group includes a short workshop review followed by a therapy group format.

Example: Wednesdays 5:30 – 6:45 PM (75 minutes), rotate through 10 week material.

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Program Fees Based on financial demographics of area Private Pay Example: \$50 per group = \$1000 for traditional program \$75 per group = \$750 for collapsed program or intensive program Discount 20% for pre-payment (\$40 or \$60 per session

Insurance Reimbursement

Insurance reimbursement varies by insurance company. Must have diagnosis.

CPT code 90853 per group •\$40 United, \$36 Cigna, \$34 Aetna, \$16.56 Blue Cross of AZ

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Participant Fees

Ask for a deposit of \$50 which reserves a place in program and pays for their materials (book and workbook).

May increase this to cover other materials used in the course such as office/paper supplies, snacks...

Or include in price of program as a package (only if private pay).



Continuing Care

Consider reducing the price to encourage participation. Example:

"Drop-in rates" = \$30 per group

\$20 per group if prepay for package of X groups with expiration of X months.

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Missed Appointment Fees

Client must pay for group regardless of attendance because of the closed group nature of the program.

If not pre-paying for program or pre-paying insurance copays, require credit card on file.

Include Missed Appointment Fees in the Informed Consent, financial contract section.

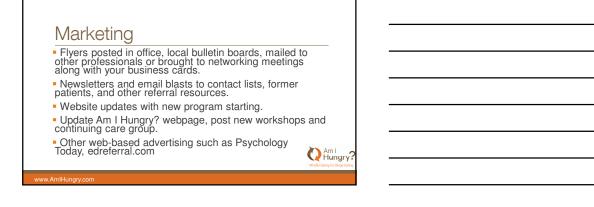
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Bundles	
Example:	
Assessment & Treatment Recommendations = \$200	
20 session Am I Hungry? ME-BE Program = \$1000	
Nutrition Assessment and 2 30-minute follow-up visits = \$200	
8 Continuing Care Groups = \$240	
4 Individual Therapy 30-minute follow-ups = \$230	
Materials - Book and Workbook = \$50	
Bundled price = \$1395 (\$525 savings)	2
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Deposits

- Begin taking \$50 deposits 8 weeks in advance to reserve a place in the program.
- Countdown places in program as they fill, "only X number of spots left"

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Enrollment Free Introductory Class • Use introductory PowerPoint, offer pre-payment discount Increase urgency with limiting enrollment

- Example: Only 10 to 12 clients per class
 Close enrollment before 2nd Workshop
- Have a make up class half hour before 2nd workshop





Primary Care

- Target Primary Care offices; create a referral relationship; identify the "key office contact"
- Offer free educational workshops of "Identifying Binge Eating Disorder in Primary Care"
- Provide office with simple screening tool such as a "rack card" with a screening tool on one side and referral information on the other.

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Eating Disorder Professionals

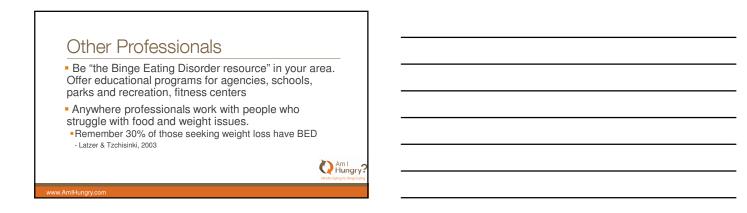
Join and participate in local chapters of International Association of Eating Disorder Professionals (IAEDP).

Involvement with National Eating Disorders Association (NEDA)

• Awareness Activities: Walks, National Eating Disorder Awareness Week, speaking engagements Networking and Support Meetings with other ED

professionals

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Corporations

Visit Human Resources departments and offer to provide education for managers and provide screening for employees as part of a wellness fair.

All educational and screening materials should have your contact information.



In the Works

Publication of research of our program in professional journals. National Marketing of Eat What You Love, Love What You Eat for Binge Eating

Directed to website to find a AIH ME-BE therapist near them

More AIH ME-BE Retreats

• With referrals to AIH ME-BE for follow-up

Web based learning platform for AIH ME-BE workshops • Sign-up for AIH ME-BE Therapists as part of program package

AE-BE Therapists as part of program package