

# Am I Hungry? Mindful Eating for Binge Eating Therapist Training Business and Marketing



Am I Hungry?  
Mindful Eating for Binge Eating

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Business and Marketing  
Kari Anderson DBH, LPC

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## Today's Agenda

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Program Delivery and Payment Options  
Advertising and Enrollment  
Marketing Ideas



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## Program Delivery

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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



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# Am I Hungry? Mindful Eating for Binge Eating Therapist Training Business and Marketing

## 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



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## 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...



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## 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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## Payment Options



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# Am I Hungry? Mindful Eating for Binge Eating Therapist Training Business and Marketing

## 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)



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## 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).



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### 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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### Insurance Contracts for IOP

- Intensive Outpatient Program - insurance reimburses around \$700 week, typically intake assessments and individual sessions are paid separately.



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# Am I Hungry? Mindful Eating for Binge Eating Therapist Training Business and Marketing

## 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)



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## Marketing and Enrollment



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## Marketing Tools

- Business cards
- Flyers
- Newsletters
- www.AmIHungry.net listing with link in e-news
- Introductory PPT
- Binge Eating Scale



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## Marketing

- Flyers posted in office, local bulletin boards, mailed to other professionals or brought to networking meetings along with your business cards.
- Newsletters and email blasts to contact lists, former patients, and other referral resources.
- Website updates with new program starting.
- Update Am I Hungry? webpage, post new workshops and continuing care group.
- Other web-based advertising such as Psychology Today, edreferral.com



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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 2<sup>nd</sup> Workshop

- Have a make up class half hour before 2<sup>nd</sup> workshop



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Marketing Ideas



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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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## Other Professionals

- Be “the Binge Eating Disorder resource” in your area. Offer educational programs for agencies, schools, parks and recreation, fitness centers
  - Anywhere professionals work with people who struggle with food and weight issues.
    - Remember 30% of those seeking weight loss have BED
- Latzer & Tzchisinski, 2003



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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.



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## 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



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