

**Westchester Speech, Hearing and Language Association Presents:
“Private Practice 101: Starting and Growing Your Own Practice”**

Live Zoom Presentation

Presenter: Jill Shook

Sunday, March 2, 2025

Mercy University

Mercy Hall- The Rotunda

555 Broadway, Dobbs Ferry, New York. 10522

10:00 AM – 12:00 PM

This course is offered for 0.15 ASHA CEUs, Professional, Introductory level.



**ASHA CE
APPROVED PROVIDER**

**Westchester Speech, Hearing &
Language Association**

Course Description: This introductory-level course will guide you through the process of beginning your own speech pathology private practice from the ground up. Whether you are planning for a part-time vs. full-time practice, pediatric vs. adult clients, or medical vs. non-medical setting, the content of this course is applicable across settings and client populations. Topics covered include Business plan, budgeting, and startup costs; how to set your rates; HIPAA compliance; and basic marketing.

Learning Outcomes:

1. Participants will be able to find or apply for an NPI number and EIN.
2. Participants will be able to identify the best methods of marketing their practice.
3. Participants will be able to list 3 ways to comply with HIPAA regulations.

Presenter:

Jill Shook, MS, CCC-SLP, became an SLP in 2011. She began providing in-home therapy and teletherapy since opening her private practice, Jill Shook Therapy, in 2015. She also supports other SLPs who want to start a private practice without reinventing the wheel, through her online courses, consultations, and handbooks.

Speaker Disclosures:

Financial: Jill Shook is a presenter of online courses through her website, Private Practice SLP. She received affiliate fees from Simple Practice and Cued Creative. Jill will receive an honorarium.

Nonfinancial — Jill Shook has no relevant non-financial relationships to disclose.

Course Agenda:

9:00- 10:00	Registration and breakfast
10:00-10:05	Bio and disclosures
10:05-10:30	Initial business steps
10:30 -10:55	Budgeting and startup costs
10:55- 11:20	Marketing basics
11:20 – 11:30	Wrap up, answer questions

REGISTRATION: www.wshla.org/events

WESTCHESTER SPEECH HEARING LANGUAGE ASSOCIATION

2025 Member Breakfast Program

Sunday, March 2, 2025

10:00 AM to 12:00 PM

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Language Association**

Join us for our Annual Member Breakfast at

9:00 AM to 12:00 PM

Mercy University Rotunda

555 Broadway, Dobbs Ferry, NY

Breakfast and registration will be from 9:00-10:00 AM.

A live zoom conference with Jill Shook will take place from 10:00-11:30 AM.

Please check one:

\$30 Registration Fee (2024 Members will have a free membership renewal for 2025)

\$40 Registration Fee for non-2024 Members

\$20 Registration Fee – Mercy University Faculty

\$10 Registration Fee- Mercy University SLP Graduate Student

ALL REGISTRATIONS AND PAYMENTS MUST BE RECEIVED BY Friday, February 28, 2025

Go to: www.wshla.org/events to register OR

Fill out the registration form below and mail the form and your check made out to WSHLA to:

Elaine Dolgin-Lieberman, 18 Manor House Lane, Dobbs Ferry, NY 10522

NAME: _____

ADDRESS: _____

EMAIL ADDRESS _____ PHONE _____