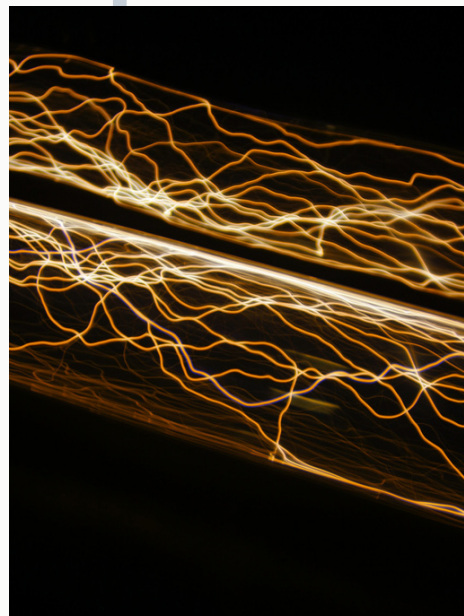


Five Referral Streams for Working with Psychosis in Private Practice

Working with **psychosis in private practice** is not easy. And one of the things that most fills therapists with fear is **"how will I generate referrals?"**

I have some **sure fire ways that you can maximize your referrals**, all of which cost zero money (just time and energy).

So even better when you are starting out and don't maybe have the cash to spend. (And even if you've been in practice for a while, the expensive marketing strategies don't yield for psychosis anyway, so save your pennies!)



1 Psychosis friendly psychiatrists

Do you know any **psychiatrists already in private practice** that you can reconnect with? Or do colleagues know any they can introduce you to? And once you've exhausted these, go through **Psychology Today** for psychiatrists in your **catchment area zip code**, and check the **box for psychosis**. Check the website of everyone who comes up and see if they mention psychosis specifically as an issue they treat, then **cold call them**. Here is a **handy google doc** that you might use to **keep track** of these. Be sure and save your own copy!



2

PHP discharge planning case managers

This one requires **more connections** as hospitals don't usually list on their websites who does the **d/c planning for PHPs** (only their intake coordinators).

But if you've worked for an **agency or local community mental health facility** this is where your in-person networking comes in handy!

3

Local early intervention teams

Teams are often discharging people after 2 years and looking to refer on. Or they have **strict intake criteria** and so you can offer to **take those who don't meet their criteria**.

4

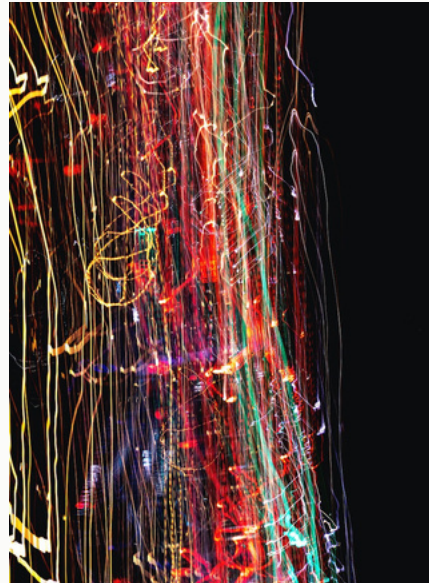
Other private practice providers in your zipcode

Find providers who specialize in **autism, OCD, Trauma, general adolescent psychology**, anywhere there's an **overlap** (again the Psychology Today strategy may even find the ones in your building).

5

Local college counseling centers

These can be a **little more tricky** to connect with depending on your location as they are very **popular with private practice therapists** looking for referrals. Often the best way to connect is to **offer to do a free didactic** to the team about your specialist area.



IN SUMMARY

Networking, networking, networking.

Psychosis referrals come from work of mouth, not from google ads or blogging or social media.

And so the more people in the community come to think of you as the go to person in private practice who does this, the more you will have a full practice!

COLD CALLING: WHAT TO SAY WHEN YOU CALL

Introduce yourself and explain a little about your practice.

"Hi my name is Dr Sally Riggs. I am a psychologist with a private practice that specializes solely in working with people with psychosis using CBT."

Say why you are calling.

"I notice you mention on your website that you treat psychosis."
Ask if this is a good time to talk about how you can be mutually beneficial to each other. "Is this a good time to talk about how we might be mutually beneficial to each other in terms of referrals etc.?"

Explain how you can be of benefit to them (clients they take and you don't/medication management/higher level of care/insurances they take that you don't etc.).

"I notice on your website that you mention working with young adults who fail to thrive. Is that your main specialty or are there others? Wow I get a lot of folks who call me for that issue but I only work with psychosis, would it be okay if I were to give your name to potential clients?"

COLD CALLING: OTHER HELPFUL TIPS

And I know it is SUPER hard to cold call people.

Make a list of all the people you look up in all the criteria above and set yourself a one hour period each week to call 5 people.

And whatever happens on those calls be sure to give yourself a HUGE reward at the end.

I think I have PTSD from all the cold calling I did as I don't actually remember the specifics of some of the shocking things that people said to me (I just remember one time dropping my phone on the desk in shock as the person spoke and ultimately just hitting the call end button) and yet the VAST majority of people were warm and welcoming and happy to talk to me.

And as a reward I now have a thriving practice in which I have a regular steady stream of referrals and am always running a wait list.

So invest in yourself by going through this and it will pay dividends!!!