

Want to fill your practice with referrals, but don't know where to start?

I can help.

Now that more clients have insurance, they are looking for therapists who accept their coverage. Becoming an insurance provider can be a smart idea for your practice.

However, plans can be picky when accepting new providers. Getting in the door isn't always easy. And we don't have much opportunity to "sell ourselves" to the plans. Also, while your resume is a very important sales tool, your regular resume probably won't open any doors for you.

I will help you write a "managed care resume and cover letter," to give you the edge when applying to insurance plans. Complete with important buzzwords, it will highlight the experience you have that plans are looking for, so that even plans that are "full" will want to make an exception for you.

As part of this service:

- I will e-mail you two sample managed care resumes and two sample cover letters
- I will e-mail you resume instructions, full of tips, do's and don'ts, and managed care buzzwords
- After you have written up a first draft, I will edit it, transforming it into a more powerful resume, using my expertise in what managed care companies are looking for
- We'll discuss my recommendations and re-edit as needed until you have a resume you love
- I will give you an application strategy to get in the door at "full" plans

At the end you'll have a resume ready to submit to managed care plans and a step-by-step application strategy. And my fee for all this is typically \$150 - \$175. I ask is a deposit of \$75 to begin the process – you can send check or pay online at www.theinsurancemaze.com on the "Order" page.

Seem overwhelming? I can create your documents from scratch for you, usually for about \$225.

Bonus for California therapists: You'll get a link where you can purchase a mail list for over 60 health plans. Or for an additional \$150, my assistant will purchase the list for you, individually custom-address each cover letter and envelope, make copies, stuff envelopes, and send your resume out for you to all 60 plans, saving you more than 5 hours of your precious time..

Invest in yourself and in growing your practice. Contact me at barbgris@aol.com or 408-985-0846 or www.theinsurancemaze.com and let's get started.

To your success,



Barbara Griswold, LMFT



*Barbara Griswold, MFT, is the author of **Navigating the Insurance Maze: The Therapist's Complete Guide to Working with Insurance -- And Whether You Should** (www.theinsurancemaze.com). In a former life, she taught resume-writing classes for the City of Sunnyvale, CA. In addition to her San Jose therapy practice, she publishes a free monthly insurance e-newsletter, and provides consultations to therapists with insurance questions and problems.*