

The background features a repeating pattern of colorful, stylized icons for various fruits and vegetables, including apples, avocados, carrots, and tomatoes. On the left side, there are three large, overlapping abstract shapes: a black semi-circle at the top, a yellow rounded rectangle in the middle, and a black rounded rectangle at the bottom.

Building Your Dream Private Practice

5 Things I Wish I Knew Before I Started

Maggy Doherty, MS RD LD CEDS-C

Owner of Maggy The Dietitian | Founder of Doherty Nutrition



**“WE DO THE BEST WE
CAN WITH WHAT WE
KNOW UNTIL WE KNOW
BETTER. THEN WE DO
BETTER”**

– Maya Angelou





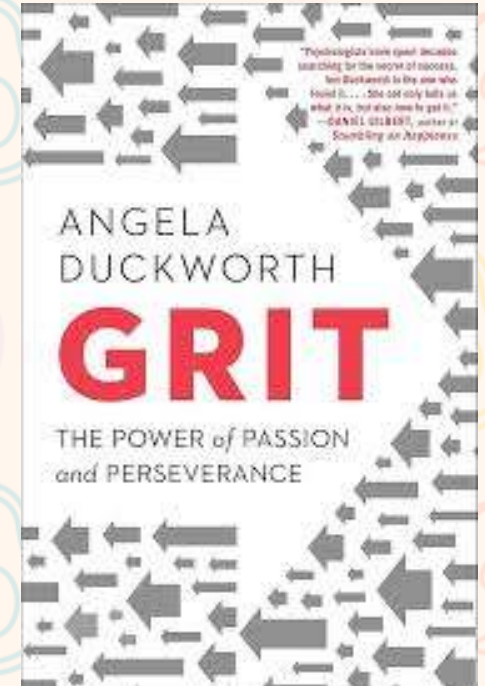


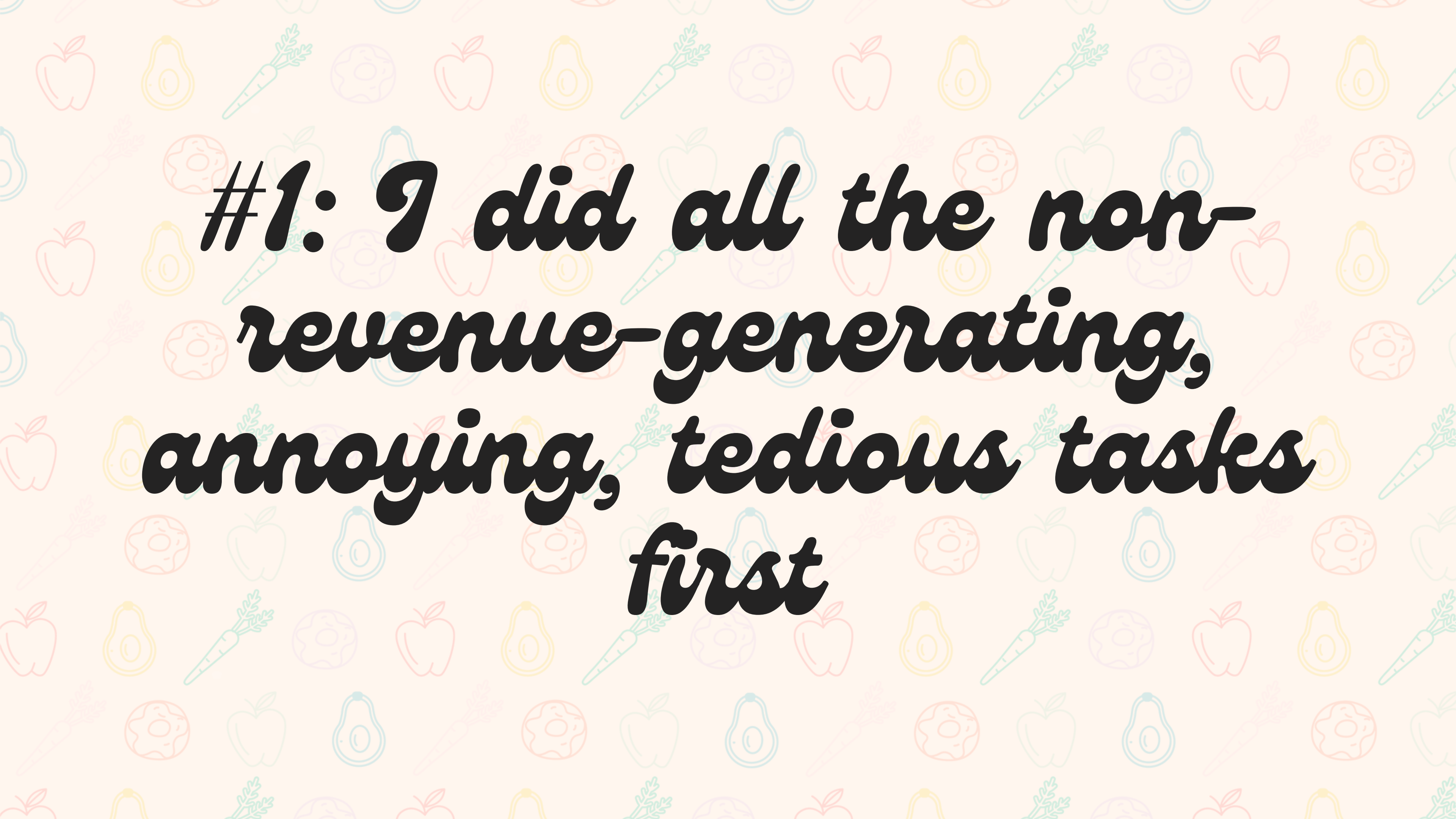
***But, First -
What I Did Right***

“

I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.

STEVE JOBS



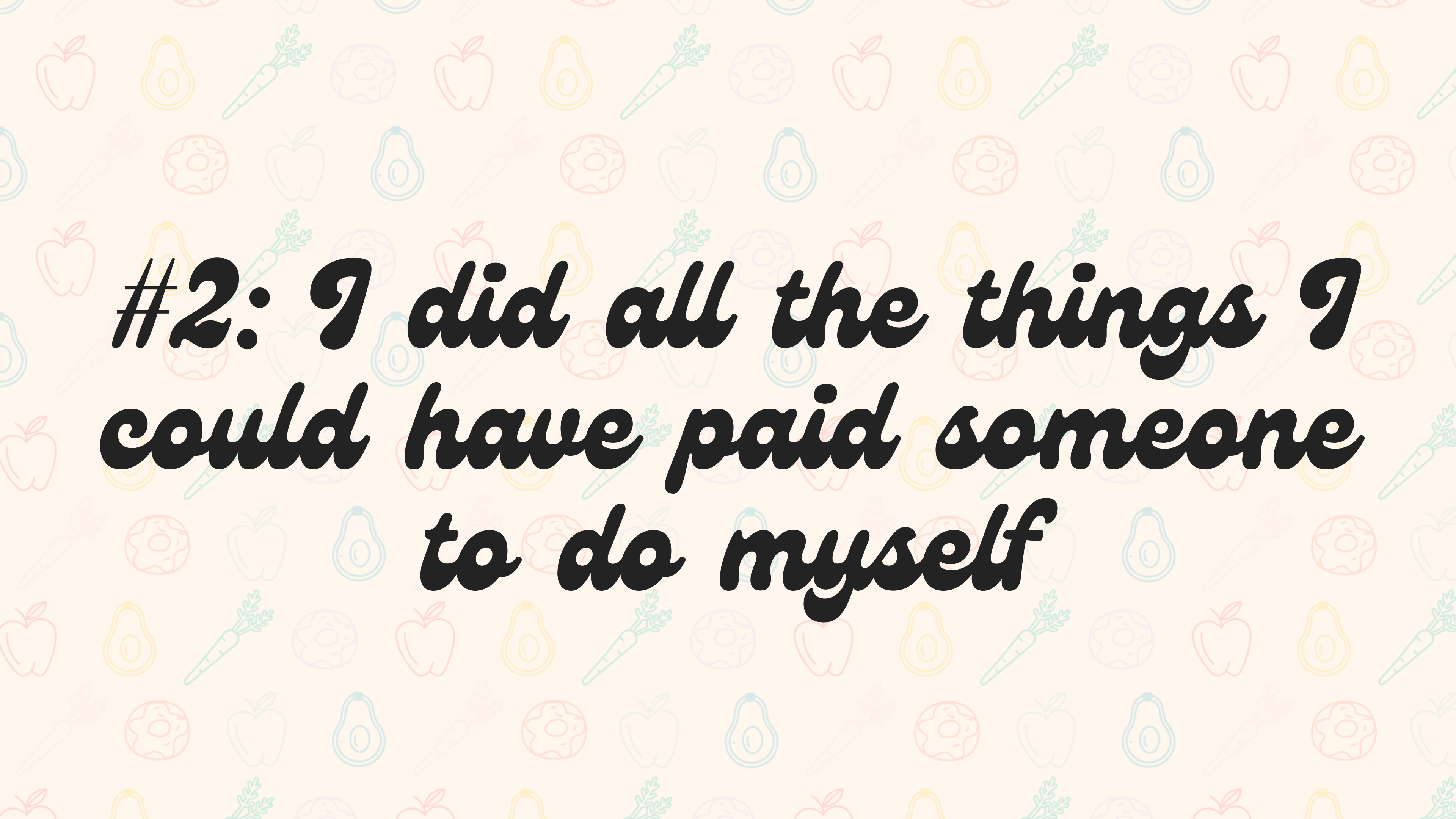


***#1: I did all the non-
revenue-generating,
annoying, tedious tasks
first***

What to do to get your private practice running

- Apply for a tax ID (EIN)
- Apply for a national provider ID (NPI)
- Obtain professional liability insurance
- Get a business phone number
- Build a website
- Make business cards
- Take professional headshots
- Apply to insurance networks (optional)





***#2: I did all the things I
could have paid someone
to do myself***



Time is money.

Benjamin Franklin

BrainyQuote®



Time is not money. Time is
worth way more than money.

Rory Vaden

quote fancy



The biggest **difference**
between **money** and **time**.

You always **know**
how much **money**
you have left
but you **never know**
how much **time**
you have left

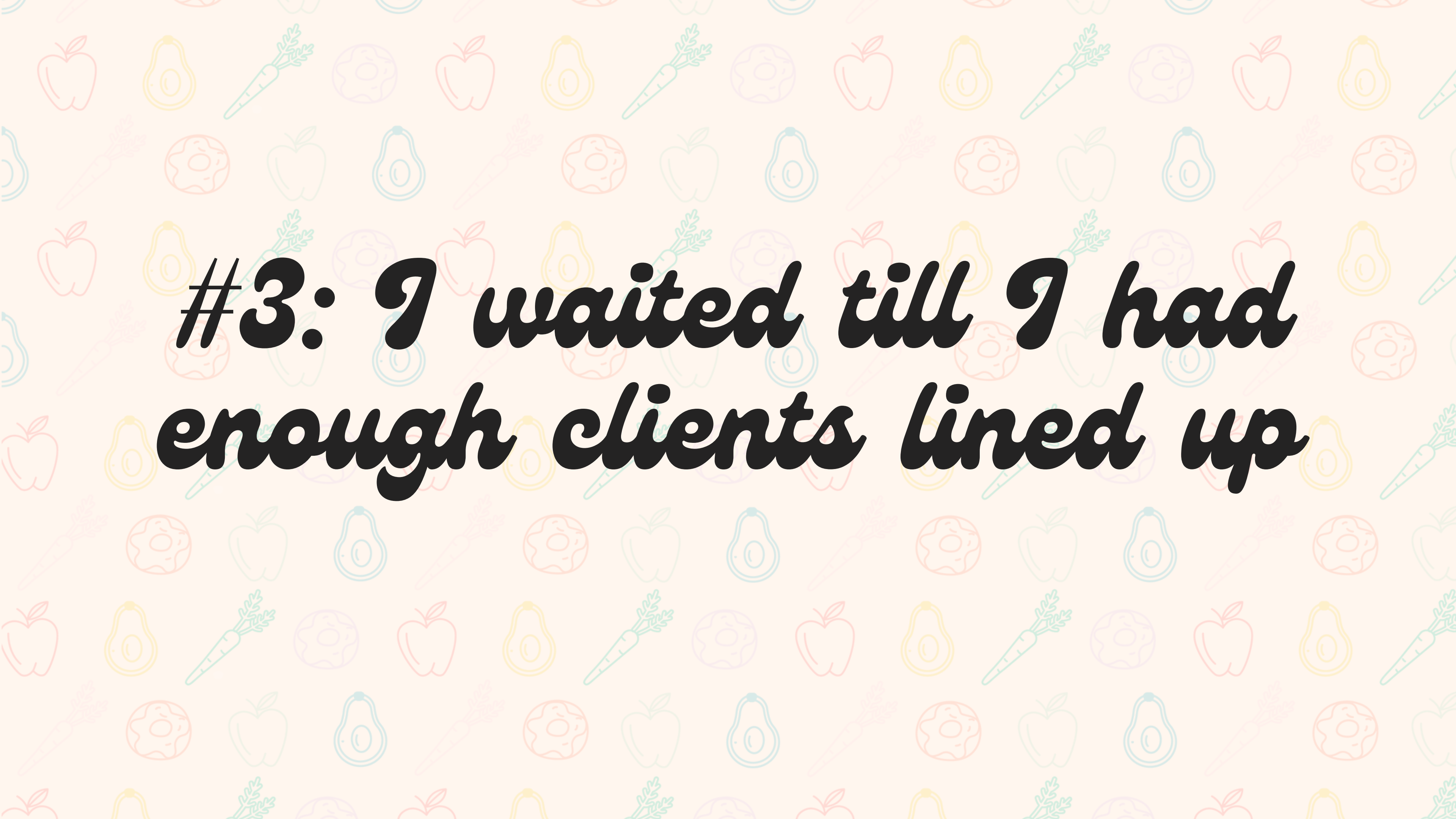
**THIS WORLD HAS
TWO KINDS OF
CURRENCY, MONEY
& TIME, YOU MUST
SACRIFICE ONE
FOR THE OTHER.**

-THE ENTREPRENEUR



Time VS Money Example: Marketing





***#3: I waited till I had
enough clients lined up***

upwork



Pocket Prep

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Sign In

Create Account

Medical Pocket Prep

CDR RD Exam Prep

Commission on Dietetic Registration: Registered Dietitian

Create Account (it's free to try)

1500 Study Questions

3800 5 Star Reviews

4.9 Avg App Store Rating

An illustration showing a person in a green shirt and light blue pants celebrating with arms raised on a platform. A woman in a blue dress stands next to the platform, holding a clipboard. To the left, a scale balances the platform with a burger and fries. The person on the platform is holding a small trophy.





**#4: *I hired my friends
first***

Concerned about the Coronavirus and going into an office?
In need of nutrition counseling by a Registered Dietitian?
We Can Help – Telehealth by Doherty Nutrition!

What We Offer:

1:1 Individual Counseling

Meal Planning

Illness Prevention

Disease Management

Weight Loss

Eating Disorders

All Counseling Provided (Onsite at our offices or via Telehealth) is HIPPA Compliant.



What You'll Need:



Camera Enabled
Laptop or Cellphone



Internet or Cell
Connection 1 Hour
of Time

Our Staff:



Maggy Doherty
Registered Dietitian
Founder



Isabella Ferrari
Registered Dietitian
(Habla Español)



Sarah Castellanos
Registered Dietitian



Rachel Arnold
Office Administrator

Book Appointments At:

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Doherty Nutrition accepts the following health insurance for telehealth consultations:



Humana.



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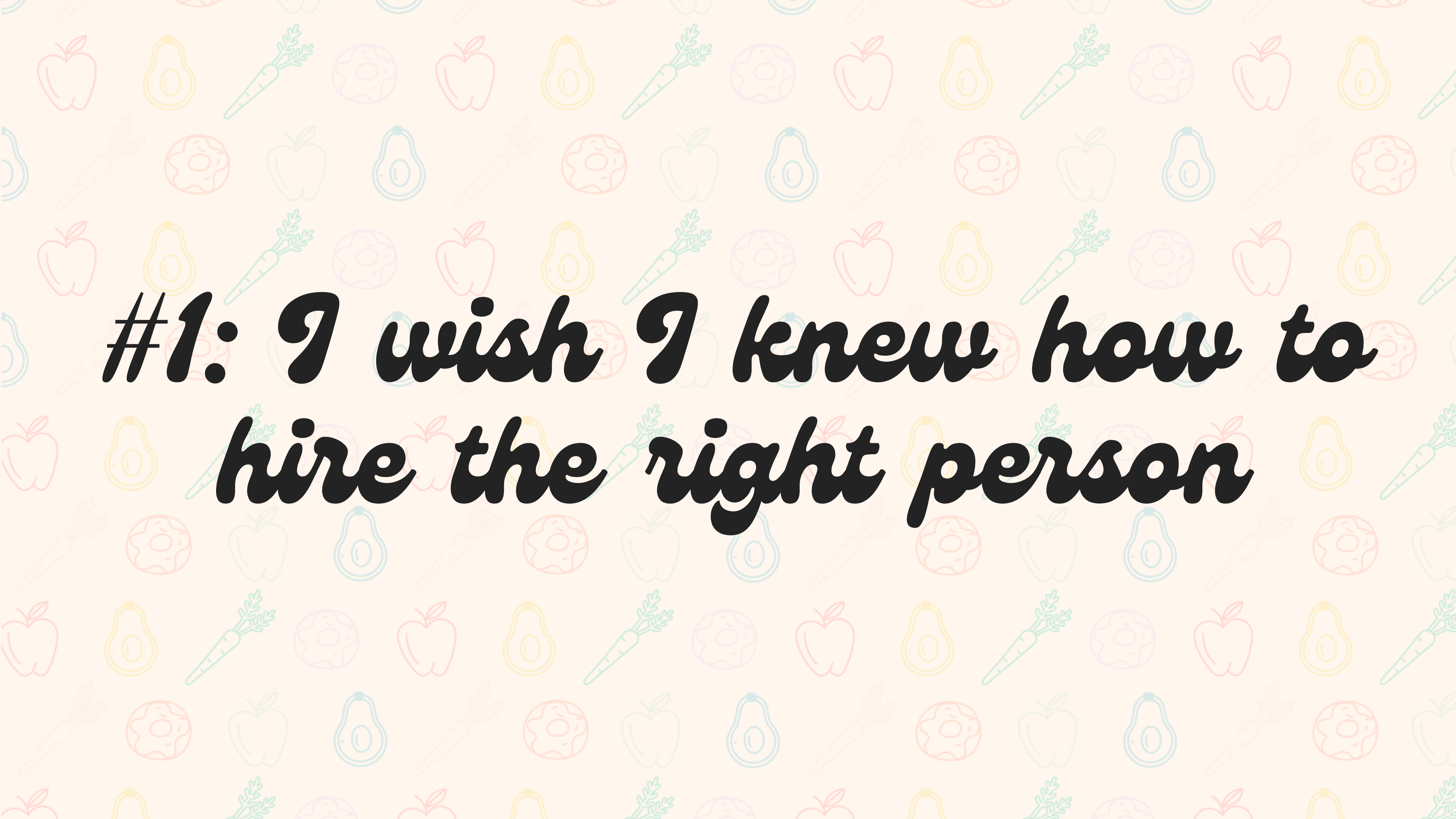






And, Now - What I Did Wrong





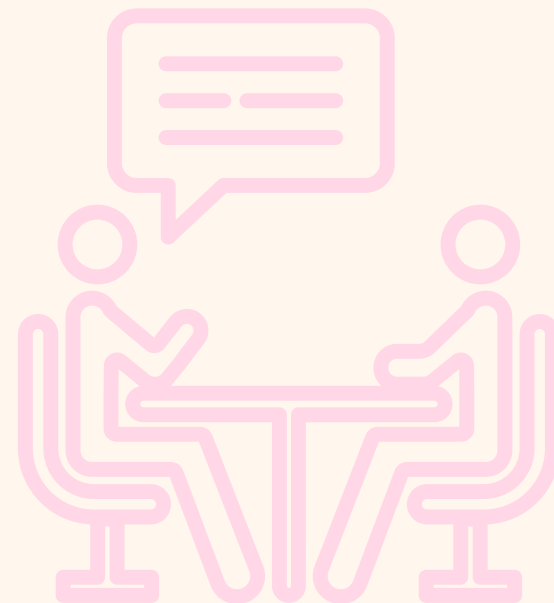
***#1: I wish I knew how to
hire the right person***

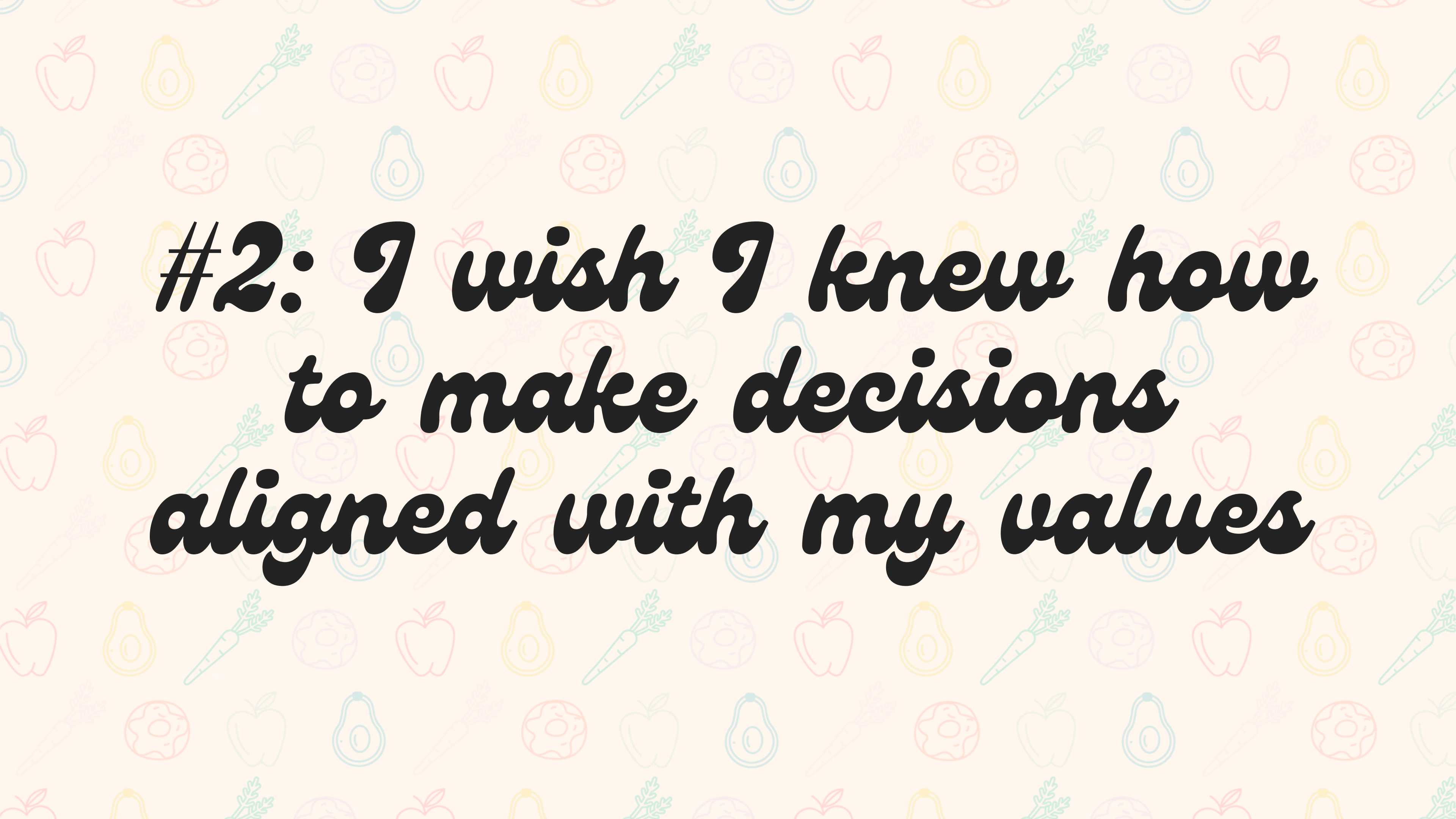




Here's the interview questions I've learned to ask:

1. Tell me where you've been, where you are, and where you want to be.
2. Why did you apply for this job?
3. What other jobs have you applied to?
4. Where do you see yourself in 3-5 years?
5. Walk me through an initial assessment... What is your structure, flow, and what questions would you ask?





***#2: I wish I knew how
to make decisions
aligned with my values***

When you truly understand your values...

You can align your daily actions and decisions at work with what truly matters to you.

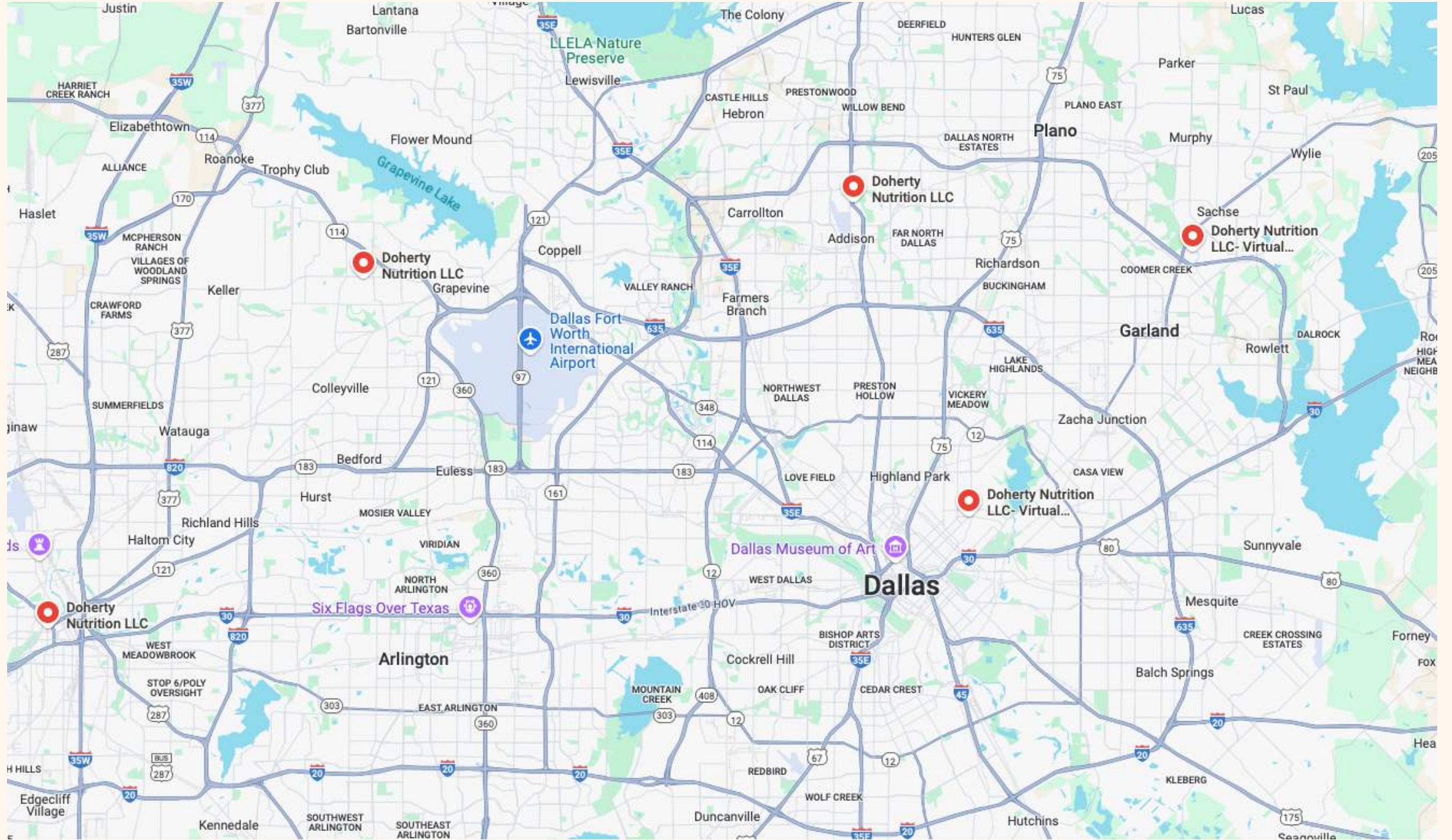
This helps you prioritize tasks and set boundaries to protect your time and energy, ensuring that your work doesn't consume your life.

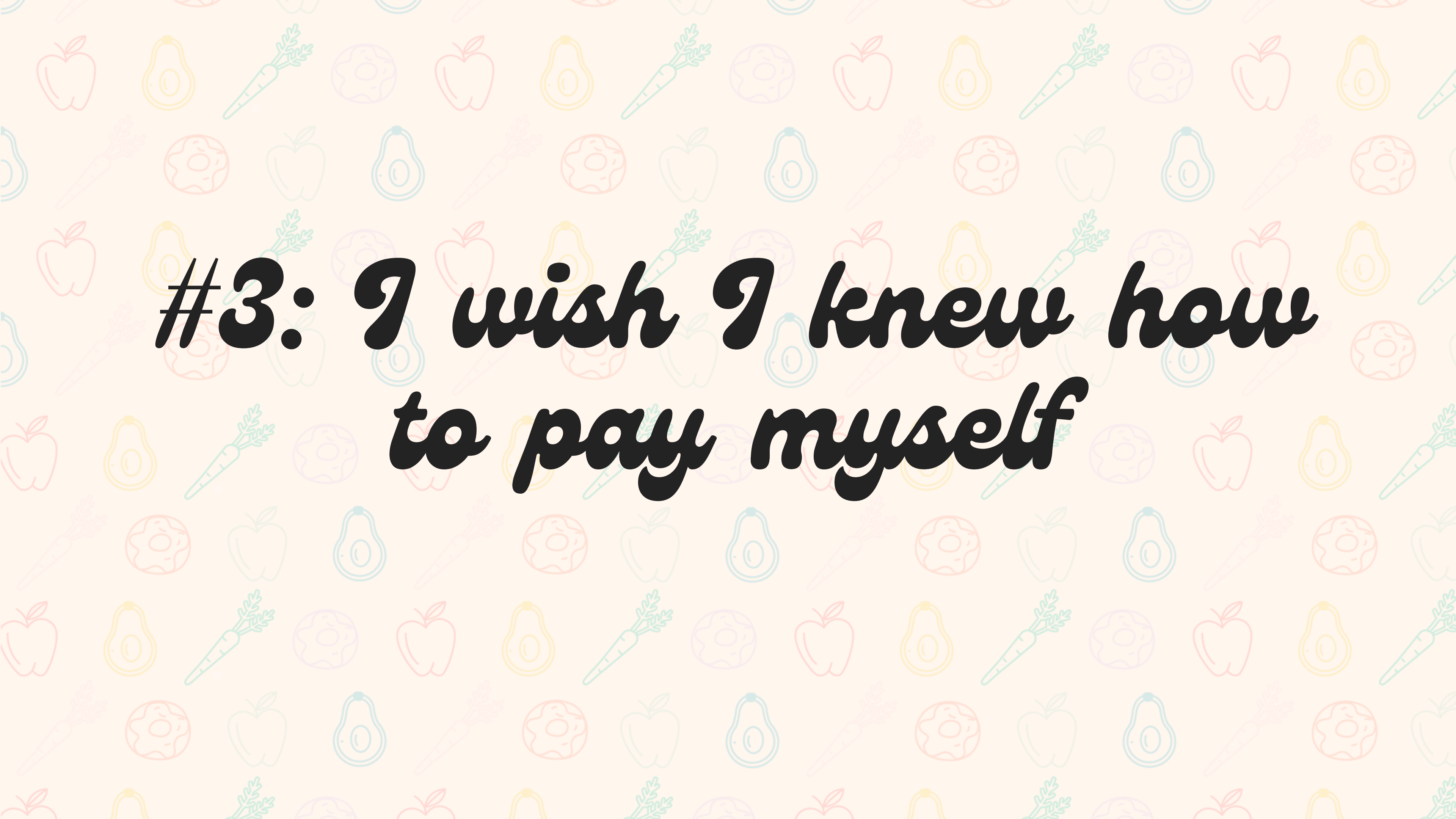
Living into your values might mean saying no to certain opportunities or commitments that don't align with your core principles, even if they seem appealing at first glance.

Today, we're doing skimming the surface of values work by the amazing Brene Brown to take a deeper look at understanding if the work you are doing is in line with your life values.

Because when you're living into your values at work, your life is more fulfilled. 🙌







**#3: *I wish I knew how
to pay myself***



How to pay yourself

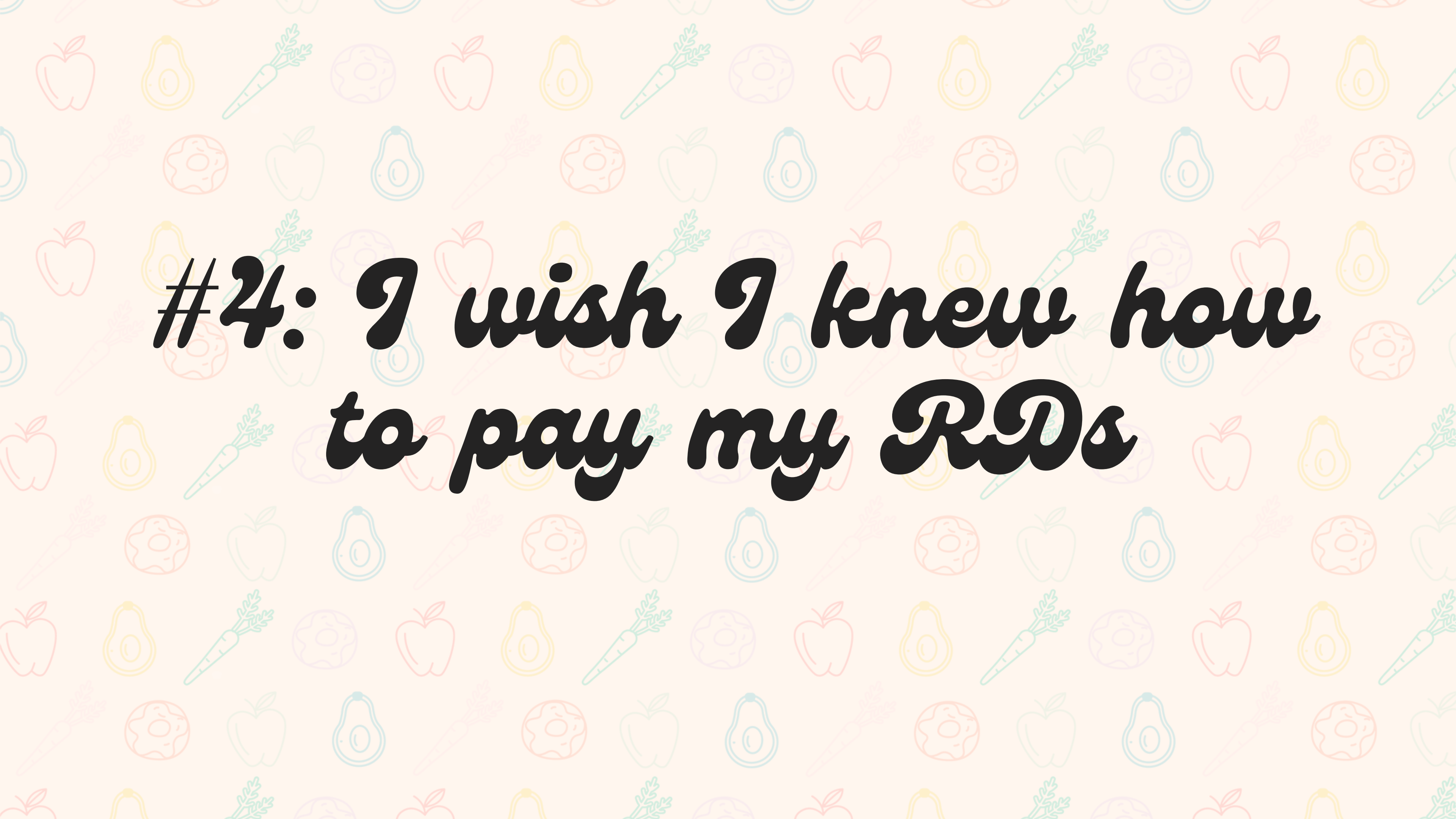


CHAPTER 3

Targets for Each Stage of Private Practice

Target Allocation Percentages (TAPs)				
	Solo	Small Group	Medium Group	Large Group
OpEx – Operating Expenses	10–40%	15–35%	10–25%	10–18%
Payroll – Therapists	0%	25–45%	45–60%	45–60%
Payroll – Admin	0–5%	0–5%	0–8%	4–7%
Payroll – Leadership	0%	0%	0%	3–5%
Payroll – Owner or Owner's Pay	30–60%	10–30%	5–10%	5–10%
Tax	5–35%	5–25%	5–15%	5–15%
Profit	5–15%	5–15%	5–10%	5–10%

Table 3.1: Target Allocation Percentages (TAPs)



***#4: I wish I knew how
to pay my RDs***



How to pay your RDs:

1. Flat rate per client hours:

- a. Ex: \$45–55/hour

2. Percent of session rate:

- a. Profit First recommends 40–50% for W-2 and 55–65% for 1099

- b. Some RDs go as high as 70%, but I don't recommend

3. Salary

- a. \$55–75K (significantly depends on reimbursement rates, area, and client hour goals)

4. Base + Bonus

- a. Base for a certain number of clients (ex: 20) and bonus for each client hour over (ex: \$50)

5. Clinical & Admin Rates:

- a. Clinical: \$35–60 (30–50% of reimbursement)

- b. Admin \$20–25 (35–38% of reimbursement)



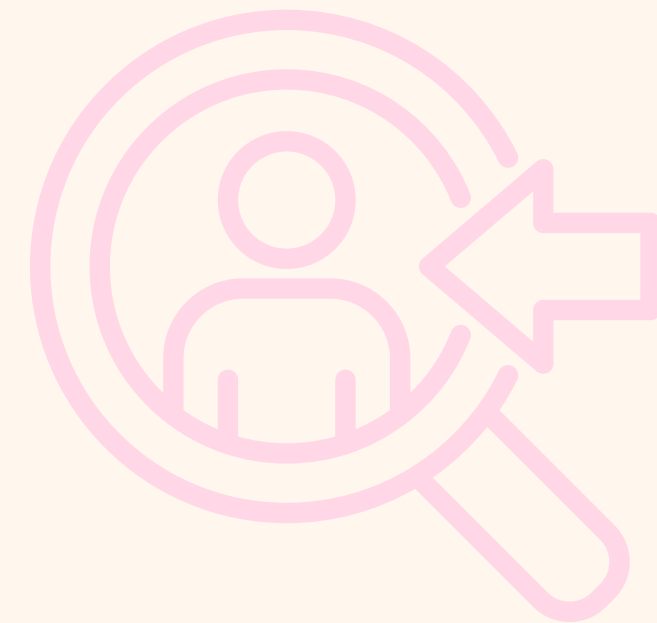
***#5: I wish I knew when
to hire***



The formula I've helped dietitians create is the following: you're ready to hire when...

1. You or you're team have met your quota at 95% or greater the past 4 weeks
2. You or you're team are booked out at 110-125% of your goal the next 2 weeks.

Once you're hitting those metrics, it's time to hire. Hiring too late can lead to missed revenue/clients and hiring too early can lead to bleeding revenue/lack of clients to go around.



“

Success is often the result of a series of failures. Try to remember that. You never learn anything from success, but failure can teach you everything about a person. Especially yourself.

- ALICE FEENEY



Thank ya!!! Questions?



References:

1. Brown, B. (2022). Living Into Our Values [Worksheet]. Brené Brown LLC. Retrieved from <https://brenebrown.com/resources/living-into-our-values-3/>
2. Herres, J. (2023). Profit First for Therapists: A Simple Framework for Financial Freedom. Greenoak Press.