



Should You Take Insurance?

First we need to acknowledge Common Myths about insurance vs private pay:

Myth 1: Billing insurance is complicated.

It's really easy & takes a matter of seconds every week if you're using something like Therapy Notes.

Myth 2: Only rich people private pay for therapy.

This seems like it would be true but it's not

Myth 3: I need to hire someone to get me on insurance panels.

Nope. Hop into CAQH & you can DIY

Myth 4: Private pay therapists are _____/Therapists that take insurance are _____.

Humans love to generalize. I assure you, there are probably more differences within groups than between groups. Let's work toward: Private Pay therapists are making the choices for their practice that they feel are best/Therapists that take insurance are making choices for their practice that they feel are best.

Should I Take Insurance?

Do you *need* a really quick build? (need not want) If so maybe take insurance but plan for about 3 months at minimum to officially get on the panel.

Does taking insurance or not taking insurance feel like the best ethical/social justice decision for you? (There are arguments both ways.)

Would you rather make less now & more later as is the pattern of a slower building private pay practice or slightly more in the short term and less in the long term?

Is it important to you to get raises over the years (private pay is a better choice) or is the fee insurance gives you enough to live the life you want to live?

Would you rather take a pay cut in order to avoid marketing as much? (like insurance, marketing is something people think is harder than it is)

Do you have solid notes that can stand up to an insurance audit?

Are there people in your zip code who have good experiences with certain panels & bad experiences with others? Get the details.

Make absolutely NO choices until you have done the math to see how much you ACTUALLY need based on taking time off, paying into retirement, and working the amount of time you want to work. I recommend the free Fun with Fees Calculator at heytyffany.com. If insurance doesn't provide that but you need it temporarily, set a firm date or marker (in 6 months/once I've saved \$____/once I have 15 clients) that you plan to get off the panel.