



Health e-Scheduler  
Set Appointment Here



Fall 2007

[www.healthe-scheduler.com](http://www.healthe-scheduler.com)

## News and Updates

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## Resources

*TNT Private  
Practice Consulting*

[www.btid.com/TNT.htm](http://www.btid.com/TNT.htm)

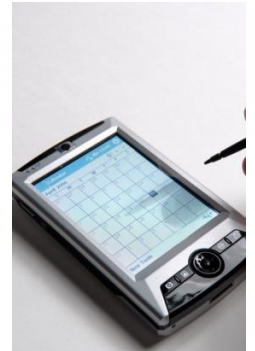
**Psychotherapy  
Finances**

[www.psyfin.com](http://www.psyfin.com)

## Upgrades Coming!

An exciting change is coming soon. We are upgrading the speed and convenience of adding appointments. Rather than needing to open a new calendar for each appointment (as it is now), when you open the calendar you can [add multiple times to a single day](#). I will send out an announcement when this feature is launched.

The second upgrade is the newsletter. Regular features will include [practice building strategies](#) for our psychotherapist subscribers (if you do not practice psychotherapy please let me know as I think I have sorted correctly). Tips, strategies and considerations will be included in the newsletter.



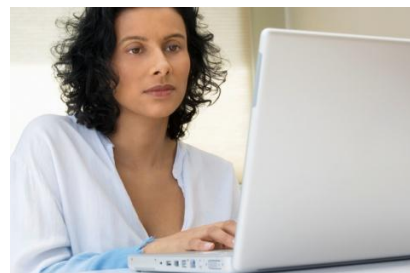
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## Book Contract

I am very excited to announce that W.W. Norton has offered me a contract to write "[Practice Building Strategies for the 21<sup>st</sup> Century](#)" (tentative title). I am diligently working to meet the deadline of December 1, 2008.

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## Q & A



There are two questions that I am frequently asked. First, "[Why can't the Health-Scheduler system send automatic email reminders to those that indicate it is acceptable?](#)" An email address connected to a name constitutes "personal health information" and therefore falls under some pretty strict privacy regulations. Furthermore, HES

is storing personal health information regarding YOUR clients. This is a questionable arrangement without a HIPAA Business Associate contract.

The second question is, "[Could Health-Scheduler create an online environment for our clients to login and conduct such activities as scheduling, symptom inventories, etc.?](#)" This is both a privacy issue as in the first question, but also a convenience issue for clients. Consider yourself, how many more user id's and passwords do you want to create?

Furthermore, when it involves healthcare, particularly mental health, clients are more suspicious and less likely to use the service. User ID's and passwords create barriers.

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## Receipt Page

Don't forget to update your receipt page to better communicate with your clients. Some common messages include your confirmation procedure and reminders to download paperwork from your website.

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## Practice Building

### "Count the Clicks"

For most of us, getting clients scheduled is the highest priority of our websites. Clients, and potential clients, should be within TWO clicks of scheduling when they visit your website. For example, a potential client visits your home page, then clicks to your biography page (one click) and on your biography page is the Healthe-Scheduler icon. They click on the HES banner (two clicks) and then schedule. If your Healthe-Scheduler function is more than two clicks, you probably should consider tweaking your web design to make it quicker and easier to access.

### HIPAA Privacy

Having just finished a seven hour training on HIPAA I'm a little nervous about privacy issues. One very interesting privacy protection issue was the security of paper information. For example, everyone recognizes that storage of client information such as name, telephone number and diagnosis should be kept password protected when stored electronically. Yet, many therapists carry a paper schedule and/or telephone log with scribbled client names, telephone numbers and presented problems. A paper day timer and telephone log lack the privacy and security protection of an electronic method. HIPAA applies to paper as well as electronic data.

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## Tennis Season

Thanks to those who emailed asking about the tennis season this year. For those who don't know, I coach a high school JV and Varsity tennis team. Unfortunately, I was unable to coach at the state tournament as I was giving a practice building seminar in California. However, that made no difference, the guys placed 9<sup>th</sup> in the state. The highest the team has ever finished. One of our doubles teams placed 3<sup>rd</sup> in the state!

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Happy, Safe and Enjoyable Holidays to  
Everyone!

