

SDSLHA Convention

Date of Course: Recorded March-April

Length of session: 2 hours

Title: The Business of Telepractice

Course Description: As telepractice continues to grow, more clinicians are considering telepractice. Whether it is contracting independently, or adding it as a service to your private practice, it is important to understand how telepractice works, similarities and differences compared to in-person services and how to market it, successfully. This seminar will explore how to develop telepractice skills, technology and components needed to provide high-quality services along with how to market those services in a competitive marketplace.

Learner outcomes:

At the Conclusion of this activity, the learner will be able to

List three necessary components for high quality telepractice services

Describe three similarities/differences between telepractice and in-person services

Explain one marketing technique to acquire school district clients.

Presenters: Melissa Jakubowitz

Bio: Melissa is the President/Founder of eLiveNow, a telepractice company with extensive experience in telepractice and running a successful multi-office private practice. Previously, she worked for a large telepractice start up serving as the VP of Clinical Services. She is an ASHA Fellow and a Board Certified Specialist in Child Language.

Melissa Jakubowitz has the following relevant disclosures: Financial: salary and ownership interest in eLiveNow. Non-financial: ASHA BSIGC Chair, Past SIG 18 Coordinator