

Table of Contents

(including Sidebar titles)

	Preface	7
	Introduction	11
	· <i>Do You Have to Be Self-Employed to Be a Private Advocate?</i>	
Chapter One	Are You Entrepreneurial?	21
	· <i>Do You Need to Be a Nurse or Have Clinical Experience to Be an Effective Patient or Health Advocate?</i>	
Chapter Two	What Skills Are Needed to Run a Successful Practice?	31
Chapter Three	Where Are You Going? Let's Look at Plans and Goals	37
	· <i>What Should You Call Yourself?</i>	
	· <i>Should You Tell Others You're Planning to Open Your Own Practice?</i>	
Chapter Four	Your Core Business: What Services Will You Offer?	41
	· <i>What Do We Call the People We Work With?</i>	
	· <i>Subcontracting Advocacy Services</i>	
Chapter Five	Mind the Gap! (Do You Need to Go Back to School?)	47
	· <i>What About Certification and Licensing for Advocates?</i>	
Chapter Six	Brass Tacks: The Business of Being in Business	51
	· <i>Should I Set up My Business as a Non-Profit?</i>	
Chapter Seven	Money Matters: Expenses, Management and Funding	75
	· <i>Capitalization Can Make or Break Your Business</i>	
	· <i>Spending? Or Investing?</i>	
	· <i>Estimates Are Guesstimates</i>	

Chapter Eight	Money Matters: Revenue, Profits and Pricing Your Services ...	87
	· <i>How Much Do Other Advocates Charge?</i>	
	· <i>Are Advocacy Services Insurance Reimbursable?</i>	
	· <i>Should You Volunteer Your Time?</i>	
Chapter Nine	Marketing Your Advocacy Services	109
	· <i>Overcoming Objections</i>	
	· <i>Should You Include Pricing On Your Website?</i>	
	· <i>What About Market Research?</i>	
	· <i>Independent Contractors Need Marketing, Too</i>	
Chapter Ten	Protecting Yourself and Your Business: Legal and Insurance Considerations	127
	· <i>Is There Such a Thing as Advocacy Malpractice?</i>	
	· <i>Are You a Licensed Professional?</i>	
Chapter Eleven	Managing Workflow: Taking Care of Business	145
	· <i>What Makes Your Client Tick?</i>	
	· <i>Develop a Resource Bank</i>	
Chapter Twelve	The Standards and Ethics of Health Advocacy	159
Chapter Thirteen	Best Private Advocacy Business Practices	165
Chapter Fourteen	Build Your Business Plan	185
Chapter Fifteen	Throwing the Switch – Let’s Get Started!	189
Chapter Sixteen	Your Success and the Future of Health Advocacy	193
	Resources	203
	About the Author	210
	About DiagKNOWsis Media	210
	Join APHA: Discount Offered	211
	Index	214

