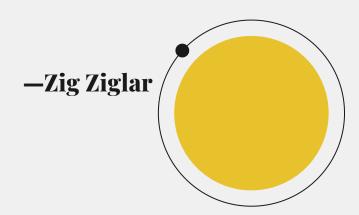




Sarah Florence, Au.D., Kate Jablonski, Au.D., Rachel Parkington, Au.D.

"You don't have to be great to start, but you have to get started to be great."









Introductions



Sarah Florence, AuD with DotCom Therapy









- I've worked in Educational Audiology in some capacity for 22 years (UTDallas/Dallas ISD, UNT/Plano ISD, McKinney ISD, Prosper ISD, Uncompander BOCES, DCT/CESA 11, Texas Virtual School Group, Brazos Valley RDSPD, Uvalde RDSPD, Harlandale ISD)
- I was first exposed to the contracting side of the field as the Educational Audiology Coordinator at the University of North Texas where I maintained University contracts with multiple school districts in the region.
- Then when I moved to the mountains of Colorado, I contracted to help rural/mountain districts gain access to EdAud services.
- Through DotCom Therapy, I implemented the utilization of remote support services to increase access in multiple states across the country.

Kate Jablonski, AuD with Wave Education Partners







- I've worked in the Educational Audiology field for a total of 19 years as a school district employee (first job was 3.5 days a week contract) and as a contractor.
- My first contracting business was a solo practitioner as Sound Audiology Consulting in 2008.
- I had opportunities to work with other contractors and colleagues that were interested in contracting and in 2019 we formed Wave Education Partners with three Educational Audiologists and one Teacher of the Deaf.
- Three partners cover the greater Puget Sound area around Seattle and Tacoma with a 2 hour drive radius with in person and remote supports. One partner covers more rural settings in person around Spokane, Wa with remote support from our TOD. We meet online monthly and in person approximately once a year.

Rachel Parkington, AuD with Hear to Learn NH





- I began working as an Educational Audiologist in 2015 after purchasing a contracting business (All E.A.R.S) from a fellow Educational Audiologist. The owner was the only and first Educational Audiologist in New Hampshire. She had a handful of contracts and good relationships with her schools. She helped transition me to her school districts and assisted with my initial contracts.
- I started working as a contracted provider one day a week under my new company Hear to Learn. I supplemented my income by working at a private practice the other four days. Slowly but surely the need for Educational Audiology services grew and I went from 1 day to 3 days to 5 days a week with Hear to Learn. I was the only Educational Audiologist in New Hampshire from 2015-2019.
- Hear to Learn now has 4 full time Educational Audiologists and one per diem dually licensed Educational Audiologist/Speech Language Pathologist. We cover the entire state and continue to grow.

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Is School Contracting right for you?



Necessary skills include:



- Time Management
- Self Motivation
- Data Organization
- Networking

Pros and Cons of Contracting





Pros

- Flexibility
- Billable time (set your own rate)
- Can work additional jobs
- Have the opportunity to work with a variety of individuals in different positions
- Set your own path, you are your own boss



Cons

- If you don't work you don't get paid
- Non Billable time
- Can be difficult to manage additional positions (eg: clinical) due to variability in scheduling
- Self employment taxes
- No benefits (health insurance, retirement package)





Where to start?



Setting up your business

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- Decide on a name for your business. This is harder than it sounds for various reasons. You will also need to establish an email, domain name/URL, phone number and address for your business. Your business related communications and reminders will flow through this email - keep on top of it!
- Your business should be a Limited Liability Company (LLC) or Professional Limited Liability Company (PLLC) in some states as you provide professional services in an industry that requires a state license in order to practice
- The physical address for your business will dictate required paperwork. This can differ based on city, county or state requirements and will take research on your part. PO Boxes may not be accepted.
- You may need to apply for a state business license and this requirement differs from state to state and costs range from \$50 to hundreds of dollars based on license type, location, processing and recurring fees.
- Keep copies of all applications, certificates and related correspondence in an electronic format. Add important renewal/payment due dates to your calendar.

Basic insurance coverage

Check with your professional organizations - some offer discounts with preferred insurance providers!





General Liability

typically cover you and your company for claims involving bodily injuries and property damage resulting from your products, services or operations

Oops. I knocked over your fish tank.

Paid annually and rate is based on business model and where you are located

Professional Liability

a type of business insurance that provides coverage for professionals and businesses to protect against claims of negligence from clients or customers

Oops. I perforated your eardrum.

Paid annually and rate is based on business model and where you are located



Tax considerations

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- You will need to set up a <u>Employer Identification Number</u> (EIN) for US federal taxation purposes for your business.
 Individuals/employees have a Social Security Number (SSN), your business has an EIN.
- Your contracting entity will request a <u>W9</u> from you as a part of your onboarding process. Fill it out electronically with your business information and EIN, print it out and sign it. Scan and keep in a handy place.
- After January 1st, your contracts will send you a <u>K1</u> form. This
 form reports the amounts that are passed through each party
 (how much they paid you for the previous calendar year). Each
 party uses the information to prepare their separate tax returns.
- Business expenses should be tracked and can be written off on your business taxes - this can include your cell phone, internet, equipment, travel expenses, professional expenses, etc...



Contract



- Contact information for both parties
- Scope of work: who is doing the work and services provided will comply with all laws and regulations
- Period: a start and end date for the services.
- Payment: budget, hourly rate, information on invoicing and staying in budget
- Statement of Work: list of services provided by the Audiologist and how and when those services will be done (in person and remote for example)
- Deliverables: what type of reports and/or documentation will be provided (if you charge your time, it belongs to them)
- Term and Termination: how long will the contract be in place and process/reasons for early termination

Contract continued...

- Final agreement: this supersedes all prior agreements
- Governing Law: governed by your state laws and any legal proceedings shall take place in that state
- No Assignment: you do the work, not someone else and the District does not contract out your services
- Severability: any term found invalid does not invalidate other terms
- Suspension and Debarment: states that you certify that you have not been suspended or debarred, proposed for disbarment, declared ineligible or voluntarily excluded by a federal agency from federal procurement or nonprocurement programs
- Signatures: written signatures of contractor and District



Your clients/contracts can dictate your insurance coverage as a part of their contract terms:

- •
- •

email as needed.

- •

- Some jobs will require that you list them as "also insured" on your general liability policy. Your insurance provider will tell you if that is an additional cost. This means that in the event of a lawsuit, the person suing will be paid out of your insurance first.

Most new jobs will require you to provide proof of insurance. Scan your proof of insurance annually and have them ready to

 Whatever contract you use (yours or your client's) read through carefully and make sure that their insurance requirements meet your coverage.



Setting your rate



- Contract work can be billed on an hourly (typically in 15 minute increments), daily rate or flat rate based on activity.
- What will your rate include? Hours worked? Planning time?
 Travel time?
- As a small business owner you will have tasks that are BILLABLE HOURS and tasks that are NOT BILLABLE HOURS.
 You will need to learn to strike a balance.
- Research going rates in your area. This is a tricky conversation and can require a gentle approach best done with well established professional contacts in a variety of areas.
- Never forget that your expertise and work are VALUABLE. You are selling the information in your head, time out of your day and your ability to get the job done to help people. Don't sell yourself short.

Branding



 Have a professional headshot taken by a photographer or with a really good camera. This service was offered for FREE at AAA this year and in years past.





- You can trademark your name but expect to spend \$350 to \$1000.
- Update your social media (this is free!) with your new business, contact information and tap into your network
- Create email and a website you will need a company that can provide a domain name and hosting capabilities. Vistaprint and Dreamhost are examples.
- <u>www.heartolearnnh.com</u>
- www.soundaudiologyconsulting.com







Key Players



Finding your key players...

- LAWYER
- ACCOUNTANT
- SPECIAL EDUCATION DIRECTOR
 - TEACHER OF THE DEAF
 - STATE AGENCIES
 - FAMILY ADVOCACY GROUPS
 - CLINICAL SERVICE PROVIDERS









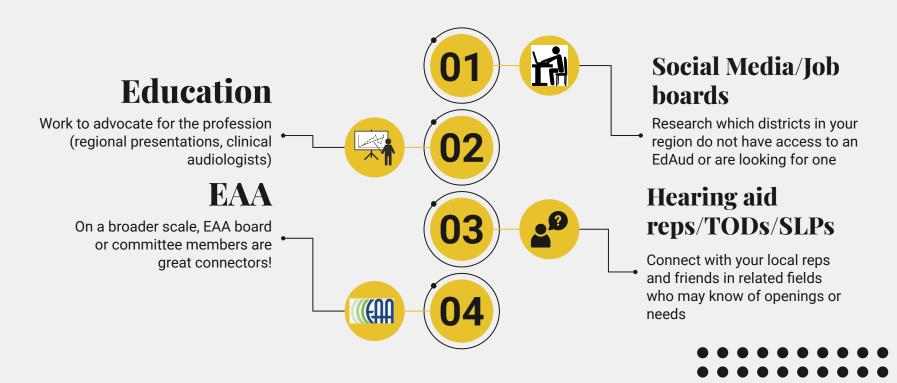




How to connect with a district



Networking for the win





Think (and look) outside of the box...

Remote only

- Very rural, disconnected from society, little to no access to Audiology services
- Small public/private schools within a city, online only schools

Remote/Onsite Hybrid

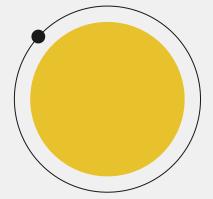
 Rural schools, private schools, or districts within reasonable, extended driving distance of Educational Audiologist

Remote Support

 Any school, any district, any location that already has an on-site Educational Audiologist employed who is spread thin

You too can advocate for educational audiology services where currently not accessible! See Kim Meyer's slides for resources!





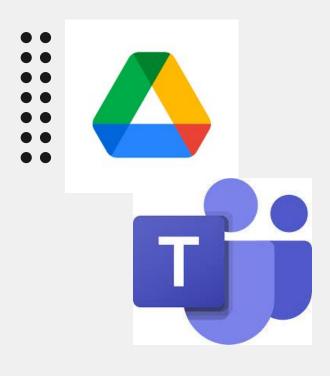




How to organize yourself

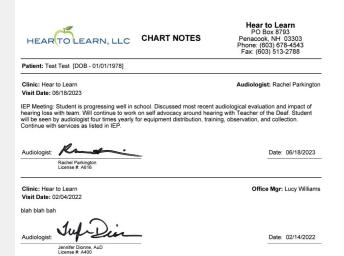


Organizing your Caseload: Tech Platforms



- HAT and Caseload: <u>EXAMPLE HAT and</u>
 <u>Caseload Info 2022_2023</u>
- Contracts
- Chart Notes
- Create forms reports/templates
- Organize and track hours completed in each district

Organizing your Caseload: CounselEAR



- Allows you to keep all of your students, chart notes, and outside documents in one spot.
- Secure database
- Create report templates for evaluations
- Equipment information can be stored under students
- Integrate Quickbooks for invoicing
- Additional Cost

Invoicing - SAMPLE





- Quickbooks or other accounting software
- Google Sheets/Excel Spreadsheets
- Weekly, monthly, quarterly billing?
- Break down of services/students
- Mileage?





Where can contracting take you?



Grow your business

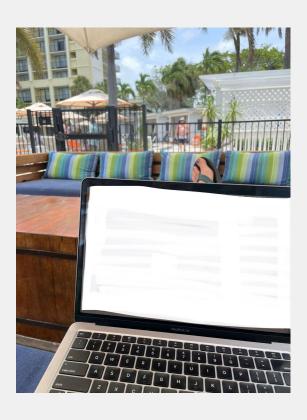


Hear to Learn has 6 employees including four full time audiologists, one per diem AuD/SLP and one office manager. We cover over 50 districts across New Hampshire and hope to continue to expand services to support Deaf or Hard of Hearing students with necessary and required services.

This all started from one contracted audiologist...



Build your business to match your lifestyle



- Work from your home base.
- Work as much or as little as you want
- Utilize remote services to maximize accessibility to schools without increasing travel.
- Keep things interesting by diversifying your roles

Thanks!

Questions?



RESOURCES

- https://www.nationwide.com/lc/resources/small-business/articles/what-is-general-liability-insurance#:
 ~:text=General%20liability%20insurance%20policies%20typically.damages%20to%20your%20landlord's%20property.
- https://www.counselear.com/
- https://quickbooks.intuit.com/login/
- <u>SAMPLE CONTRACT</u> (for Educational Purposes only, not legal consultation)
- https://www.irs.gov/