



De ondernemende psychotherapeut (Dutch Edition)

Dick Bouman

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Schaalvergroting, bureaucratisering, het verdwijnen van de menselijke maat: het zijn voor veel professionals redenen om zelfstandig te gaan werken, een eigen praktijk te beginnen. Er is nog een reden: het is leuk om voor jezelf te werken; om zelf verantwoordelijk te zijn en de kwaliteit van je werk in eigen hand te hebben! Dit geldt ook voor psychotherapeuten, al zien zij zichzelf maar zelden als ondernemers en bijna altijd als hulpverleners.

De ondernemende psychotherapeut laat zien hoe je beide rollen kunt verenigen. Het boek behandelt zakelijke onderwerpen als ondernemerschap, het werven van cliënten, marketing van je eigen praktijk en het maken van een praktijkplan. Het gaat in op tarieven, contracten en de vraag of je wel of geen personeel in dienst moet nemen. En natuurlijk komen in deze tweede editie de laatste ontwikkelingen binnen de GGZ aan bod. De hulpverlenerskant wordt niet vergeten. Aan de orde komen vragen als:

- Wat heb je te bieden?
- Hoe bewaak je de kwaliteit van je behandelingen?
- Hoe maak je dat inzichtelijk voor cliënten, verzekeraars en overheid?

Het boek sluit af met waar het allemaal om begonnen is: plezier krijgen en houden in je werk.

Dit boek is geschreven voor al die psychologen, psychiaters en psychotherapeuten die een eigen praktijk willen beginnen. Het inspireert, geeft antwoord op praktische vragen en helpt beginnende ondernemers over menig drempel. Praktijkhouders die hun praktijkvoering eens tegen het licht willen houden, zullen aan de hand van dit boek weer nieuwe ideeën opdoen.

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