Nutritionist in Private Practice

Amy Hager, RDN, CDE, PHWC
About Amy Hager

Undergrad in Dietetics, University of Vermont

Masters in Nutrition, Meredith College

Certified Diabetes Educator- UNC Chapel Hill

Health Coach/ RD job- employee health

Wellcoaches Certified Professional Health and Wellness Coach

Private Practice since 2013

Part-time Health coach/RD Corporate Wellness

Fitness Enthusiast, Beekeeper, Artisan, Future Homesteader
Why I Wrote it

“What is it actually like to start your own practice?

? Insurance

? Website/Social Media

? Lack of “How to” Resources

? Programs/Pricing

? Networking & Marketing

? Work-life balance being self employed

? Successes and Failures
Why I Chose Private Practice

- Allowed me to better manage a precious asset: Time
- Personal Needs: independence, flexibility, autonomy, creativity
- Opportunity: population density, pre-existing network/health community, NC specific insurance reimbursement for Medical Nutrition Therapy

Personality traits that helped:

- Tolerance for risk-taking & unknowns
- Resourcefulness for “figuring things out”
Questions to Answer Before Getting Set up

Location- where will I have an office?

Who can I partner up with?

How can I get in front of an audience?

How will I transition out of my current job?

Who can I talk to for advice who is already doing this?

Will I be self-pay or insurance based?

How long can I make NO income and still pay the bills?

What are my options if I’m decide it’s a mistake?
Collaborations and Networking

Seek out others to collaborate with, offer services to their clientele - health fair

Examine existing community/network:
- spouse's work, gym, pharmacy, health food store, fitness coach, etc.

Where could I get in front of an audience?

Is the audience my target market?
Social Media & Online Marketing

- Broaden reach beyond the local community
- Email marketing
- Building up a “web presence”, another way to create community/a tribe/ following
- Online Marketing course to ease the learning curve
- Consistency is key in offering value, regular communications with audience
- Stay in touch with clients between meetings
- Other content: blog, videos, podcasts
Additional Business Support

Hired Business coach

3-month session (investment)

Non-nutrition

Online focus

Local book club created to find “like-minded individuals.”

Meet-up

Several of us interested in entrepreneurship, thought we would benefit from continued meeting after the book-club

Monthly “Mastermind” meetings we called: Women’s Wisdom Circle

Shared ideas, feedback, troubleshoot, strategize, emotional support
Setting Up: Technology & Tools

EHR/Scheduling system: Practicemate, DrChrono, Practice Fusion, Kalix

Office Ally claims clearinghouse

Portals via BCBS, United, Medicare

2 office armchairs, footstool ottoman

Ipad, paperless practice

Omron body comp, tape measure

Breezing Metabolism (indirect calorimetry)

Selection of handouts, access to programs I’ve created; presentations
Creating Products and Packages

Do not have Nutrition Packages, 90% of clients insured

Pricing, similar to massage therapy/personal trainer rates
(what works well in my locality)

Created a cookbook w/ meal plan using Powerpoint

Nutritionist in Private Practice

Inflammation Free Zone (30 Day protocol)

Useful tools to share with clients, adds value

Contribute to online resource bundles, sales commission
and author bonus

Distinguished professional, book signings, speaking
Definition of Success

Initially I thought these meant success:

Online following of thousands

Selling signature packages and programs

Making “6 figures”, maximizing income

Best-selling Author

What I actually Achieved (what i really wanted):

Autonomy and Freedom

Out-of-Box lifestyle, flexibility

More free time

Permission to spend time on interests
“Preview” to 2nd Edition

* Year two and beyond
* Additional Tools
* New Partnerships
* Mentoring other RDs
* Multiple income streams
* Hustle or Hunker-down?
Curious about Starting a Private Practice? Want a Mentor?

Since writing this book, I’ve helped motivated RDs start their own practices- some right out of school!

**Personalized Nutrition Business Mentoring**
30 Day, 3 month and 6 month options.

Typically includes: business set up, marketing, social media, product & package creation, recommended tools & EHR instruction, & more

Let me know!: [amy@beehappylife.com](mailto:amy@beehappylife.com)

www.beehappylife.com
Time for Questions