

Marketing Presence for Contracts and Private Clients

Basic Review of your AMHA web page contents

1. Confirm that your contact information and handicap accessibility is current and correct.
2. Confirm that your fee information is current and correct.
3. Confirm that you have entered an accurate, brief summary of your education, training and background.
4. Confirm that you have entered an accurate, client-friendly summary of your professional Interests and specialties.
 - a. Don't consider yourself done with your narratives until you have invited 2 colleagues and 2 non-mental-health professionals to give you feedback on the content of your page and have incorporated that feedback when it was useful.
 - b. **Narrative content**, particularly for the **Professional Interests** narrative should be focused on the services you provide to clients, on how they might benefit from work with you.
5. Confirm that your web page includes a professional portrait with a pixel size of 240x320 in jpeg format.
6. Confirm that you have proof-read every element of your web page, for typos and for clarity.
7. Confirm that you have carefully reviewed and chosen the keywords which describe the populations you are willing and qualified to serve, as well as the keywords describing issues, concerns, clinical approaches etc. which can guide referrers and prospective clients in their search for your services.

Professional Info for Credentialing and Referral

1. Confirm that you have entered information concerning your license and linked that to your licensing Board's site
2. Confirm that you have entered accurate information about your malpractice insurance.
3. Confirm that you have entered the third-party payers you are willing to bill.
4. Confirm that you have entered the third-party payers with which you have contracts.
5. Confirm that you have entered information about your participation in peer consultation, your availability as a supervisor.