

“Foundations of Running a Successful Private Practice”

Webinar Questions Answered by Ginger Hultin, DCN, RDN, CSO

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- Do you have to get an EIN if you are a 1099 contract employee for a telehealth company? Or is this only if you are on your own?
 - No, you may not need to if you're just operating as a sole proprietor and doing taxes under your own SSN.
- Do you recommend a business coach? Would you recommend working with a dietitian entrepreneur mentor? How do you know how much to budget for those services?
 - I do! There's a whole FB page on this that I think would help you a lot:
<https://www.facebook.com/groups/246305117068596/>
- Is getting a business loan to start up a requirement?
 - Definitely not – I didn't!
- Can you have S. Corp and LLC at the same time for the same practice/company?
 - Yes! I do 😊
- Can you please explain how quarterly taxes work?
 - I wish I could LOL! I used to do them before I was an SCorp and now I don't – that's all up to my personal tax team and I follow their guidance on all that.
- If you create an LLC, do you maintain the sole proprietor classification too?
 - Yes – they are different entities and do different things
- How much do you suggest for liability insurance coverage?
 - You know, I'm not sure on that – I get mine through the Academy of Nutrition and Dietetics and there are different levels you can choose from. I get a higher level of coverage, definitely.
- Where do you get professional liability insurance?
 - The Academy of Nutrition and Dietetics has one for RDNs -
<https://www.eatrightpro.org/career/career-resources/member-advantage-program-discounts/amba-insurance-options>
 - if you're not an RDN, inquire with your regular insurance provider or see if your professional governing organization has options for you.
- On the HIPAA slide should that be HIPPA?
 - HIPAA, the [Health Insurance Portability and Accountability Act](#)
- Does HIPAA apply only to the transmission of health information for INSURANCE purposes
 - NO! this is a big misconception – we are all held to HIPAA for all clients at all times. It applies to your operations, patient communications, coordination between providers, charting – everything. You need to be HIPAA compliant with everything you do in your business.
- How do you handle Medicaid & Medicare payments?
 - I don't take either!
- Do you use any AI charting software in your work?

- Currently, no, I'm not doing that but I might in the future
- How do you handle paying estimated taxes? This is key since you aren't having taxes automatically pulled from your paycheck as you had with an employer.
 - My tax team handles all of that. Personally, I've had someone professionally do my taxes to guide me from the very beginning. It's a high recommendation that I have for anyone running even a small business.
- Do you recommend any specific web services for tracking financial stuff?
 - My accounting team does all of this for me – and they use Quickbooks
- Can your rates be different for self-pay vs. insurance?
 - No, legally, they have to be the same. There's a great private practice FB page for more info: <https://www.facebook.com/groups/927575603995649/>
- Which EMR do you use?
 - PracticeBetter
- At my current practice (in NC), dietitians can order (certain) labs through Labcorp; our boss tells us we have “automatic permission” to bill under our NPs' and PAs' names. Is this legal, and can dietitians order labs under their own names under any circumstances? I want to continue ordering nutrition-related labs on my patients in my future private practice.
 - Interesting – I'm not sure on that. It might be state by state but I don't have enough expertise to guide you on this one.
- How long did it take you to set everything up to start a private practice and begin taking on clients?
 - About a month maybe? I quit my job and launched the next day but it took me a few weeks to get my systems up and going.
- Are you out-of-pocket or insurance-based? If you're insurance-based, do you have any plans for when telehealth Medicare insurance will no longer be billable in September 2025?
 - I do both, actually but I don't take Medicare so I can't speak to the 2nd part 😊
- Do you also work with your patients' doctors and other practitioners? I would love more information on what this looks like.
 - I actually don't do that much – many private practice folks do but it hasn't been part of my practice so far.
- I just sent in the paperwork to set up my private practice, and I am so nervous! What is your best piece of advice to those who are starting out?
 - Keep going! Keep pivoting! You'll learn a lot along the way. Also, get connected with your community of likeminded or similar practitioners so you have support and can ask questions.
- What about collaborating with a physiotherapist?
 - Would be great! Highly recommended -
- Can you clarify the difference between the LLC and PLLC, your approach, and what you recommend?
 - PLLC is something that's available to credentialed healthcare providers. Here's a post from an attorney in Washington state that helps explain it: <https://vancouver-attorney.com/what-is-the-difference-between-a-washington-llc-and-a-professional-llc/>
- Is there a particular EMR that you recommend?
 - Not especially – I think you should check out some that I listed on my slide and see what might be the right fit for you regarding features and cost.

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