

Webinar Will Begin Momentarily

TODAY'S AGENDA:

- Welcome
- Speaker Introduction
- Presentation
- Q&A
- Closing

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Foundations of Running a Successful Private Practice



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Foundations of Running a Successful Private Practice

Dr. Ginger Hultin, DCN, RDN, CSO

Financial disclosure: *This presentation is sponsored by Orgain, LLC. I have received compensation from Orgain for the development and delivery of this educational content. I am employed by Bastyr University and contract with Today's Dietitian Magazine. All opinions expressed are my own and based on the current evidence and best practices in nutrition.*





BACKGROUND

- Seattle-based registered dietitian nutritionist and owner of virtual private practice: Ginger Hultin Nutrition PLLC since 2019!
- An integrative health expert specializing in plant-based and anti-inflammatory diets, and oncology nutrition.
- Host of Orgain's *Good Clean Nutrition* podcast!

Overview

- Practice location/office
- Practice setup
- Financial planning
- Infrastructure
- Patient care



Importance of Running a Successful Private Practice in Healthcare

- Advocacy for your profession
- Autonomy and flexibility
- Client outcomes
- Financial potential
- Opportunities for specialization, diversification, and growth
- Sustainability and longevity

Challenges and Considerations Of Running a Private Practice

Challenges

- Attracting new clients
 - Insurance vs private pay vs groups
- Maintaining a steady stream of business
- Financial management
- Legal and regulatory compliance
- HIPAA – privacy laws

Considerations

- Marketing/networking strategy
- Getting connected to your community (who can help?)
- Hiring experts
- Cost to start up and grow
- Taking risks and getting creative

Designing Your Vision... And Protecting Your Practice

Practice Location

In-person vs. virtual

Factors to consider

- Patient demographics
- Accessibility
- Competitors
- Cost
- Collaboration



Practice Location- Questions

1. Do you prefer the personal connection of in-person sessions, or do you enjoy the flexibility of virtual consultations?
2. How important is it for you to have face-to-face interaction with clients, or do you feel comfortable offering support through digital platforms? Comfort with tech?
3. Are you looking for the flexibility to work from home, or do you thrive in a physical office setting with clients?
4. What opportunities do you have to manage cost (office share, etc) if you have an office (furniture, art, etc)?

In Person Practice

Pros

- Direct patient interaction
- Community engagement/collaboration
- Having a workspace outside your home
- Leave your 'work' at the office
- Building referrals with in-person networking
- Less isolating? Better for mental health?

Cons

- Overhead costs
- Commute/parking (you vs patients)
- Weather challenges
- Less flexible?
- Handling no-shows
- More exposure to sickness/viruses

Virtual/Online Practice

Pros

- Flexibility (for you + patients)
- Wider patient reach
- Less overhead
- Convenience for patients
- Easier to launch groups or programs?
- Ability to work from your home
- Ability to travel?

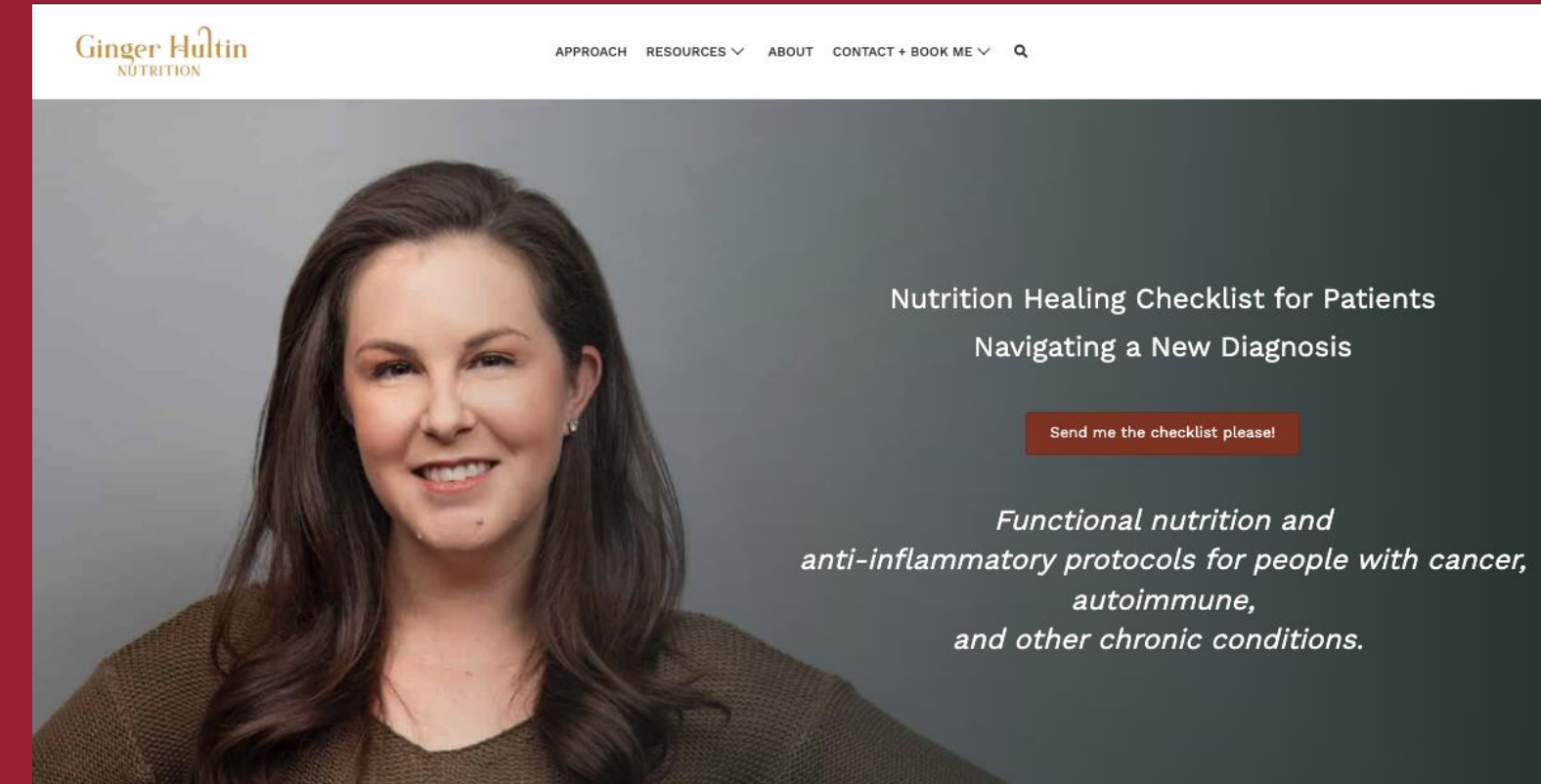
Cons

- Technology requirements/cost
- Need a reliable, quiet place to work
- Takes up space at home
- Marketing in a more 'virtual' way?
- Managing work-life boundaries at home
- No face-to-face patient care

Set Up Checklist: Name and Website

Create a business name, site, social

- Business name
 - your name vs a word/phrase??
 - please check it hasn't been taken
- Website
 - creating your own is easier than ever!
 - secure the url/address
 - choose a platform (keep it simple!)
 - Wix, Squarespace, Weebly, Google site, etc



Set Up Checklist: Business Details

Getting set up

- Apply for an NPI (National Provider Identifier) number (important if you may ever take insurance – ALL credentialed healthcare providers: physician, NPs, PAs, RDNs, SLP, PT, OT, mental health providers)
 - <https://nppes.cms.hhs.gov/#/>
- Apply for an EIN (employer identification number)
 - <https://www.irs.gov/businesses/small-businesses-self-employed/get-an-employer-identification-number>

The screenshot shows the NPPES website interface. The left sidebar contains the 'Registered User Sign In' section with fields for 'User ID' and 'Password', a 'SIGN IN' button, and a 'FORGOT USER ID or PASSWORD?' link. The main content area on the right is titled 'Create or Manage an Account' and includes a 'CREATE or MANAGE AN ACCOUNT' button. There are also links for 'To learn more about Multi-Factor Authentication (MFA) click here' and 'To learn more about how to apply for an NPI click here'.

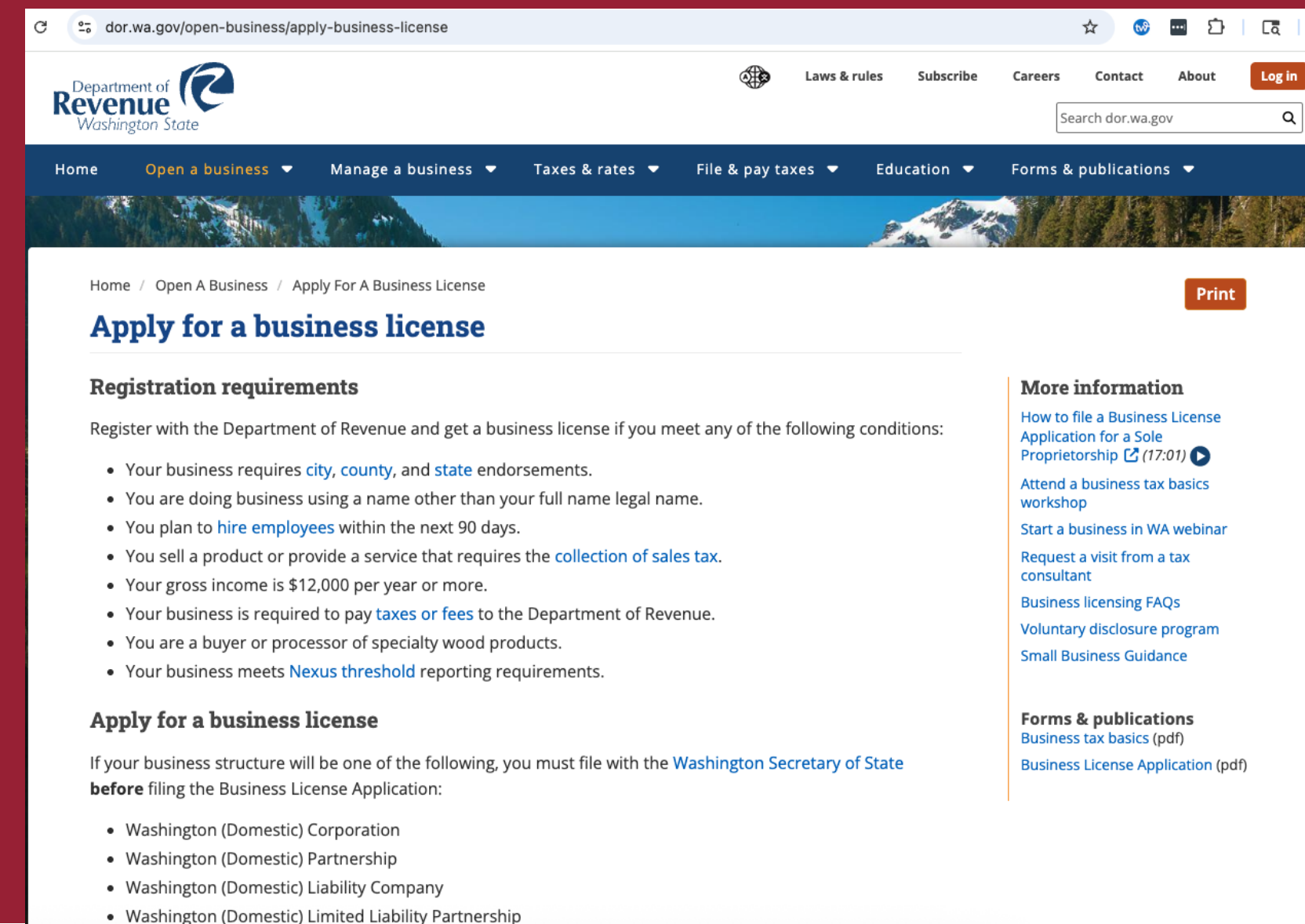
Legal and Regulatory Considerations

Select your business type (tax structure)

- Sole proprietorship: default structure, easy
 - you and your business are the ‘same’
 - taxes filed through your personal return ‘schedule C’ on form 1040
- S Corporation
 - a tax election (discuss with your tax team!)
 - you pay yourself a ‘salary’ (so you need to do payroll)

Get a business license (consider state and city!)

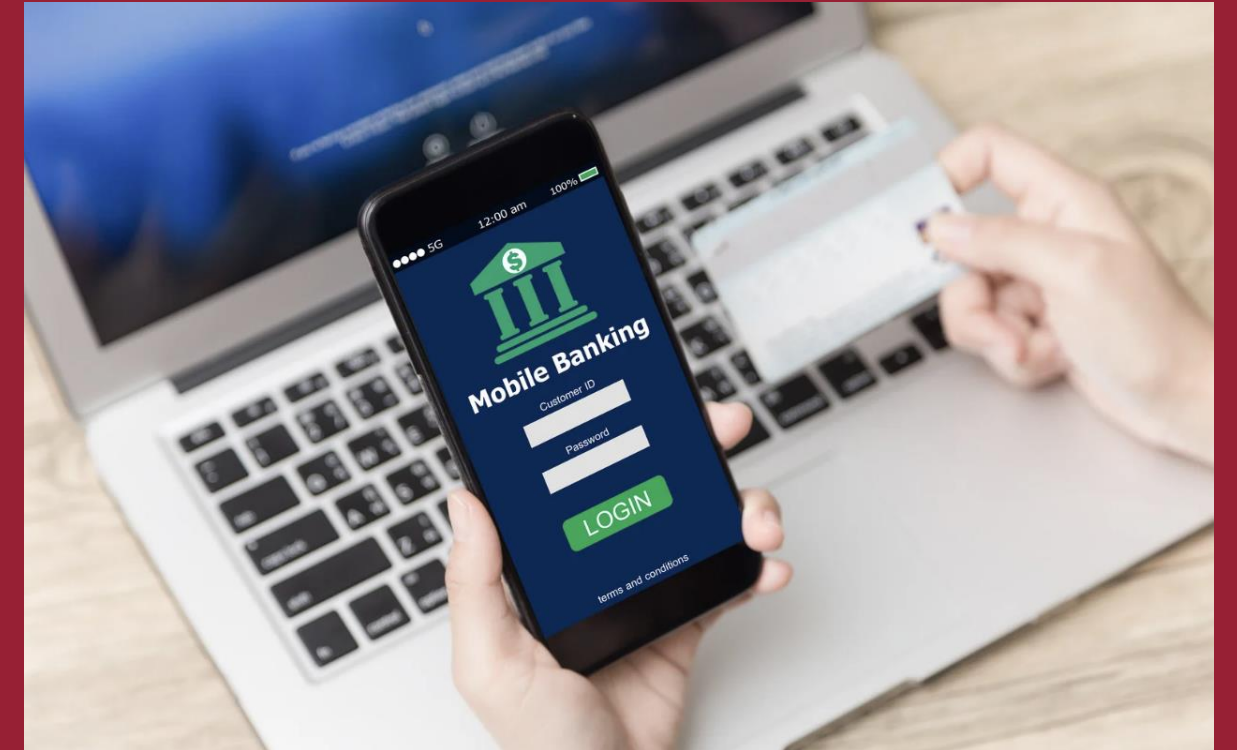
- Start with your state
- Next, look at your city



Legal and Regulatory Considerations

Get a business bank account

- Meet with a local or national chain
- Head to the 'business' banking area
- Consider getting a business credit card



Protecting yourself and your business

- LLC/PLLC: a legal structure that protects your assets from business liabilities
 - this is state-by-state (and costs \$ to set up and maintain)
 - <https://www.sos.wa.gov/limited-liability-company-llc-professional-llc-pllc-filing-resource-page>
- Insurance: professional liability

Legal and Regulatory Considerations

Licensed Practice

- Consider laws of the states around your scope, rules, and regulations
- For dietitians: <https://www.eatrightpro.org/advocacy/licensure>
- For naturopaths: <https://aanmc.org/licensure/>
- For nurse practitioners: <https://nursejournal.org/nurse-practitioner/np-practice-authority-by-state/>

State-Specific Regulations

- Be familiar with your state's licensure laws (all health care practitioners!)
 - Obtain a professional state license if required
- Get involved with your local state affiliate for support!
- For dietitians: State affiliates Nutrition Services Payment Specialist position on the board: <https://www.eatrightwashington.org/page/committee-leaders>

HIPPA Compliance and Patient Privacy

- HIPPA requirements
 - Privacy Rule: 'notice of privacy practices'
 - <https://www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html>
 - Using HIPAA compliant software/charting
- Ensuring confidentiality and patient data security
 - Implement secure communication practices
 - HIPAA paperwork?
 - many electronic med record's have forms!
 - Information release (talking to doctors, etc)
 - Secure communication (fax?)



Client Forms and Contracts

What forms are necessary?

- Informed consent/telehealth consent
- HIPAA: notice of privacy
- Cancellation and late show policy
- Insurance forms (if you take insurance)
- Credit card agreement forms/financial agreement
- Program or package contract/agreement
- Intake forms, diet diary, medical history, etc

Many of these forms are available on your EHR!

Financial Planning and Budgeting

Financial Planning and Budgeting for Your Practice

Initial Costs

- Office space
- Technology (electronic health record system, computer)
- Legal fees: accountant, tax, etc
- Marketing costs

Funding options

- “Soft start” working elsewhere/side hustle
- Personal savings
- Low-interest business credit cards
- Small business grants or loans



Building a Support Team

What does your team look like?

- Lawyers
- Accountants/bookkeepers
- Marketing
- Web/tech support or designer
- Billing specialist
- Assistant or virtual assistant (scheduling, etc)
- Business coach

How to find affordable experts

- Local library or community events, community colleges
- Freelancers: Upwork, Fiverr
- Nutrition Entrepreneurs DPG: <https://www.nedpg.org/home>
- Create a mastermind group
- Connect with your health care community (Facebook groups!)

Setting Up Financial Systems

Accounting systems:

- QuickBooks
- Electronic health record system (EHR/EMR)
 - SimplePractice, PracticeBetter, Healthie, Kalix, etc.
- Hiring a bookkeeper

Tracking:

- Business bank account and credit card
- Income and expenses
- Tax planning/tax expert
- Annual subscriptions (EMR, Canva, website, etc)



Determining What to Charge

Pricing strategies

- Payment policies – insurance? Programs/packages?
- What is the market rate in your area?
- **Work backwards:** how much do you want to make per year/per month – then how many patients do you want to see and at what price point?
- Take into account your specialty, degree, time in practice, and quality of care.
- Consider late cancels/no-shows. Have a clear policy.
- Charging for discovery calls? Require cc information?
- Supporting your profession by not undercharging



Determining What to Charge Cont'

Potential pricing models:

- Hourly rate:
 - The most 'traditional' - what you charge per hour of consultation.
- Package deals:
 - Do you offer a package of multiple sessions or a comprehensive program?
- Retainer fee/subscription:
 - A monthly fee for ongoing support and availability. Used in concierge practice.

The Formula in Action!

Formula for calculating your service charge

- Base Hourly Rate = ((Desired Salary + Business Expenses) / Billable Hours) x Adjustment factor for expertise or location

desired salary: 100k
business expenses: 1k per month
billable hours: 6 per day
location: Seattle

Item	Calculation	Result
Salary + Expenses	\$100,000 + \$12,000	\$112,000
Annual Billable Hours	6 hrs/day × 240 days	1,440 hours
Base Hourly Rate (before adjustment)	\$112,000 ÷ 1,440 hrs	\$77.78/hour
Adjusted for Location (Seattle, +15%)	\$77.78 × 1.15	\$89.45/hour

365 days/year

- 104 weekend days
 - 10 holidays
 - 251 working days
 - vacation?

Item	New Calculation	Result
Annual Billable Hours	5 hrs/day × 240 days	1,200 hours
Base Hourly Rate (before adjustment)	\$112,000 ÷ 1,200 hrs	\$93.33/hour
Adjusted for Location (Seattle, +15%)	\$93.33 × 1.15	\$107.33/hour

Determining What to Charge: Reflection

- **What income do you need and want from your practice each month?**
Consider your cost of living, taxes, business expenses, time off, and desired savings or lifestyle goals.
- **How many clients can you realistically see per week—without burning out?**
Use this to reverse-engineer a sustainable session fee that aligns with your energy and capacity.
- **What experience, training, and value do you bring to the table?**
Reflect on your credentials, lived experience, and results you help clients achieve. Are you undercharging?
- **What outcomes do your clients gain from working with you?**
Consider how your services change lives—better health, clarity, confidence. Does your pricing reflect that transformation?
- **What is the local and national market rate for your services?**
Understand where your pricing falls within the industry, and decide whether to position yourself as budget-friendly, premium, or mid-range.
- **How do your money mindset and personal beliefs about worth influence your rates?**
Notice if fear, comparison, or imposter syndrome are playing a role—and consider what more aligned pricing would look like.

Delivering High Quality Patient Care



Consistent Care Protocols are Crucial

- Ensures standardized quality care + improves client trust and satisfaction
- Streamlines practice operations (saves time!)

Use existing professional standards as your foundation so you're not reinventing the wheel:

- Academy of Nutrition and Dietetics Scope of Practice and Standards of Professional Performance (SOP/SOPP)
- Evidence-Based Practice Guidelines
 - EAL - Evidence Analysis Library for RDNs
 - Clinical Practice Guidelines for PTs <https://www.apta.org/patient-care/evidence-based-practice-resources/cpgs>
 - Disease-specific guidelines (e.g., Diabetes, CKD, Oncology guidelines)
 - State laws and telehealth regulations (especially for virtual care)

Define Core Services and Workflow

- **Initial Assessment:** Data collection (labs, intake forms, diet/symptom screening)
- **Follow-Up Care:** Timing, frequency, and monitored outcomes
- **Discharge Criteria:** How and when cases are closed
- **Referral Red Flags:** Identify conditions requiring referral (e.g., eating disorders, new cancer diagnosis, pediatrics, etc.)

Search our template library

Search all

Type 

Profession 

☐ Chiropractors

☐ Nurse Practitioners

☐ Functional Medicine Practitioners

☐ Naturopathic Doctors

☐ Personal Trainers

☐ Health Coaches

☐ Dietitians

☐ Nutritionists

Notes

Update Since Last Session

Have you noticed any changes since our last session?

New Changes	Date of Onset

What have been your biggest challenges since our last session?

-
-
-

Follow-Up Session Notes

Keep your clients accountable and understand their progress

Dietitians Functional Medicine Practitioners Health Coaches
Medical Doctors Naturopathic Doctors

Forms

Personal Health History

Medical Diagnosis

Diagnosis	Current	Past	Date of Onset
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	

Past Hospitalizations/Surgeries

Intake Questionnaire Form

Collect vital information from patients prior to their first session with you.

Dietitians Functional Medicine Practitioners Health Coaches
Medical Doctors Naturopathic Doctors

Establishing Consistent Patient Care

Create Protocol Templates

- General New Patient Protocol:
 - 90-minute intake with complete assessment
 - Goal setting in the first session
 - 1-week follow-up via email or portal
- Condition-Specific Protocols:
 - IBS: Low FODMAP education timeline
 - Pre-diabetes: Lab check-ins, SMART goals, quarterly follow-up
 - Cardiometabolic Health: Blood pressure tracking, cholesterol education, Mediterranean diet plan

Training and Supporting Staff

Best practices for improving patient experience

- Training and consistency
 - precepting?
 - employees vs contractors?
 - training manual, videos?
- Who are you? Your business?
 - mission/vision
 - who you help
 - what an RDN is
 - paperwork, contracts, etc

The screenshot shows a web browser displaying the ACEND website. The URL in the address bar is eatrightpro.org/acend/acend-training-and-volunteer-opportunities/preceptors-and-mentors. The navigation bar includes links for About Us, Advocacy, Leadership, Practice, Career, News Center, and FNCE. A search bar is located on the right. The main content area is titled "Preceptors and Mentors Volunteer Opportunities" and includes a breadcrumb trail: Home > ACEND > ACEND Training and Volunteer Opportunities > Preceptors and Mentors. The text describes the role of preceptors and mentors in training future dietetic professionals. There are two prominent red buttons: "Preceptor Sign Up Page" and "Find a Preceptor". Below this, there is a section titled "Update Your Existing Profile in the Find-a-Preceptor Database" with a list of instructions for new and existing members.

ACEND Training and Volunteer Opportunities

Program Directors

Program Reviewers

Preceptors and Mentors

Preceptors and Mentors

Leadership Training Resources

Competency Software for Preceptors/Faculty

Outstanding Preceptor Awards

Preceptor Training Program

Preceptor Recognition Stories

Home > ACEND > ACEND Training and Volunteer Opportunities > Preceptors and Mentors

Preceptors and Mentors Volunteer Opportunities

Preceptors and mentors make a difference in the lives of students who are learning to become Registered Dietitian Nutritionists or Nutrition and Dietetics Technicians, Registered by acting as a mentor and training the dietetic professionals of the future.

Become a Preceptor

Find-a-Preceptor Database

ACEND® has unveiled a database which allows practitioners to register to potentially become preceptors and join the effort to guide and educate the next generation of dietetic professionals. The Find-a-Preceptor Database allows program directors and students to search for a preceptor within a certain geographical or specialty area.

[Preceptor Sign Up Page](#) [Find a Preceptor](#)

Update Your Existing Profile in the Find-a-Preceptor Database

- Click on the red button above that states "Preceptor Sign Up Page".
- Under the "Existing Member" title, Click the blue "Log In" button. Enter your user name and password on the next screen. Note: If you are an Academy member, you must enter your Academy

Key Takeaways

Identify the key factors in:

- Select the right location for your private practice, including understanding the pros and cons of online versus in-person setups
- Navigate essential legal, regulatory, and business requirements, such as obtaining licenses and ensuring HIPAA compliance.

Gain the knowledge to:

- Build a strong practice infrastructure
 - Implementing appropriate technology and EHR/EMR systems
 - Managing office operations
 - Establishing standard operating procedures (SOPs) to ensure high-quality and consistent patient care.

Q & A

ANY
QUESTIONS?

Join us on July 24th for part 2:
marketing your private practice!

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 - <https://www.eatrightpro.org/advocacy/licensure/dietitian-licensure-compact>
 - <https://www.eatrightpro.org/advocacy/licensure/why-licensure/licensure-questions>
- <https://www.facebook.com/groups/927575603995649/>
- State affiliates Nutrition Services Payment Specialist position on the board: <https://www.eatrightwashington.org/page/committee-leaders>

Ginger Hultin

NUTRITION



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- Good, Clean Nutrition Podcast
 - <https://healthcare.orgain.com/podcast>

Go to my website www.GingerHultinNutrition.com for more resources and to see what works for me (but always create your own path!)

Sign up for my newsletter to get all the most up to date info:
<https://gingerhultinnutrition.com/newsletter-sign-up/>



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