

(((THE VOICE)))

YOUR VOICE IN PUBLIC POLICY AND ADVOCACY

Ensuring the Future of Reimbursement for Nutrition Services



Patricia J. Becker, MS, RDN, CSP, CNSC, NE PAL
Public Advocacy Leader

I have a passion for nutrition. I believe to my core that food and nutrition make a real difference to health and well-being and that the registered dietitian nutritionist is the best person to tell this information to the world. This includes the people we have elected to govern and legislate for us, from the local school board to U.S. Senate.

Ensure that our priorities remain in the minds of policymakers through your advocacy efforts. If you say NOTHING about nutrition policy, that is what our policymakers hear - NOTHING.

Meet them in their home offices. Tell them your story.

Here is one dietitian's question. "I am employed by a bariatric surgery group working with and preparing individuals for bariatric surgery. Is it true that I cannot use the Medicare Intensive behavior therapy codes because I do not work in a Primary Care Provider's Office?" The answer to this question is "Yes, it is true; only PCPs can provide this service to their clients." We need to make these services available to all Medicare recipients who need them. The "Treat and Reduce Obesity Act" and the "Preventing Diabetes in Medicare" do just that.

If you ask this question to your legislators and ask them to support or co-sponsor these bills that allow the RDN to provide these services, they will have the information they need to make the best decisions on nutrition policy. Ensuring the future of nutrition services reimbursement is up to us!

Take Action Today!

Go to www.Eatrightpro.org > Advocacy > Action Center > Take Action to send information to your legislators on reimbursement for nutrition services.

"Politics should be the part time job of every American."

~ Dwight D. Eisenhower

Patricia J. Becker, MS, RDN, CSP, CNSC, is the policy advocacy leader for the Nutrition Entrepreneurs DPG who wholeheartedly supports the notion that if you are a Nutrition Entrepreneur, public policy should be your part-time job. She is the owner of www.KidsRD.com, where she practices as a pediatric nutrition specialist; a renowned speaker and authority on the topic of pediatric malnutrition; and consultant to the Children's Home of Cincinnati.



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Strategies for Successful
Business Management

TURN YOUR *Passions* INTO PROFIT Know Your Profit Plan



Sarah Koszyk, MA, RDN
Chair

We, as dietetic professionals, are in this industry to help others and make a positive difference

in people's health and wellness. Many of us work extremely hard and give back to our community often. Since we are living our passions through our jobs, we also need to make sure our jobs are paying us a decent, fair salary. Knowing how to turn your passion of helping others into a sustainable living is important. Therefore, you need to know your **Profit Plan**.

To make your *profit plan*, first determine which specific offerings you want to provide. Do you want to counsel clients? Write a book? Be a spokesperson? Do group coaching? Develop an online program? You can choose multiple venues; however, make sure you will have time to do all the offerings you plan to do.

Once you know what you want to do with your career, you can determine how much you will charge for each offering. For example, if you want to coach clients, how much will you charge per session? Will you be charging by individual sessions or through packages? How many new clients do you need each week or month to reach your profit goals?

Finally, set realistic expectations within your plan to specifically define your revenue.

Profit Plan Sample:

1. Coaching clients and charging \$600 per package, including four 1-hour sessions at \$150 per hour. Two new clients each week will make \$4,800 per month.
2. Teaching group nutrition classes at the community college, 1-hour classes two times a week, and charging the college \$200 per class. Total monthly income is \$1,600.

Use this profit plan to see where your income will come from and how you can optimize your time and energy to do the things you love while making a satisfying living. A strong profit plan will turn your passions into a successful business while still making a positive impact in the world.

Chair - Sarah Koszyk, MA, RDN: If you say "scuba diving trip," Sarah will meet you there. In addition to her passion of food, she has a major passion for the ocean and tries to swim under the sea as often as possible. She's traveled the world diving with the fish from Majuro to Cuba to Bonaire and more.

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