

THE ETHICAL PRACTICE BLUEPRINT: NAVIGATING PRIVATE PRACTICE WITH CONFIDENCE

A Workshop with Patrick Norton, LPC-S, NCC

WORKSHOP AGENDA APRIL 11, 2025

HOMWOOD PUBLIC LIBRARY
LARGE AUDITORIUM
1721 OXMOOR RD. HOMEWOOD, AL 35209
(205) 332-6600

9:45 AM - 10:30 AM | Sign-In & Breakfast (15 min)

9:45 AM - 10:30 AM | Ethical Documentation & Record-Keeping (45 min)

- Welcome & Introduction: Overview of the event and objectives
- Key legal and ethical guidelines
- Best practices for informed consent and progress notes
- Managing digital records and HIPAA compliance

10:30 AM - 11:15 AM | Billing, Fees, and Financial Ethics (45 min)

- Ethical considerations in insurance vs. private pay
- Setting fees, sliding scales, and financial hardship requests
- Avoiding deceptive financial practices

11:15 AM - 11:20 AM | Break (5 min)

11:20 AM - 12:05 PM | Marketing & Social Media Ethics (45 min)

- Ethical marketing and advertising strategies
- Managing online reviews and digital presence responsibly
- Social media boundaries with clients

12:05 PM - 12:50 PM | Boundaries, Dual Relationships, and Ethical Termination (45 min)

- Avoiding conflicts of interest and dual relationships
- Ethical considerations in supervision and consultation
- Properly handling client termination and referrals

12:50 PM - 1:30 PM | Networking Lunch with Guided Discussion (40 min)

- Facilitated introductions and icebreakers
- Small group discussions on ethical challenges in private practice
- Open networking and closing remarks

THANK YOU FOR ATTENDING!

PROVIDER INFORMATION FOR LACEY AMOS COUNSELING:

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