



# STARTING AND GROWING A BUSINESS IN PA



**ASHA CE**  
**APPROVED PROVIDER**

Pennsylvania  
Speech-Language-Hearing  
Association

Introductory Level

.1 ASHA CEUs

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**BCS-SCF, ASHA-F**

## Learning Objectives

- Participants will be able to find or apply for an NPI number and EIN.
- Participants will be able to identify how to set up a business in Pennsylvania
- Participants will be able to list 3 ways to comply with HIPAA regulations



# Course Abstract

This introductory-level panel discussion will guide you through the process of beginning your own speech pathology private practice in PA. Whether you are planning for a part-time or full-time practice with pediatric or adult clients, the content of this discussion is applicable across settings and client populations! Topics covered include: Business plan, budgeting, and startup costs; how to apply for an LLC in PA; how to decide to elect to be an S-Corp. This presentation will include a brief overview, practical tips, and plenty of time for audience questions and discussion.

## **Speaker Bios**

Jill Shook, MS, CCC-SLP, became an SLP in 2011. She began providing in-home therapy and teletherapy since opening her private practice, Jill Shook Therapy, in 2015. She also supports other SLPs who want to start a private practice without reinventing the wheel, through her online courses, consultations, and handbooks under her company, Private Practice SLP.

Craig Coleman is a Board-Certified Specialist in Stuttering, Cluttering, and other Fluency Disorders. He is a former two-term President of the Pennsylvania Speech-Language-Hearing Association and former Vice President of Planning for the American Speech-Language-Hearing Association. Craig has given over 200 presentations on stuttering and professional issues. Craig has also published several journal articles and book chapters on stuttering. Craig has served as Department Chairperson of Communication Sciences and Disorders at Edinboro University and PennWest University. He has also served as Associate Dean of the College of Health Sciences and Human Services at PennWest University, where he is currently the Interim Dean.

## **Speaker Disclosures**

Jill Shook receives compensation when her courses and consultations are purchased on her website, Private Practice SLP. She also receives affiliate fees from Carepatron, Bright Ideas Media, and Cued Creative.

Craig Coleman is a member of the PSHA Executive Board.