

# BUSINESS

*Psychology*

A *Delicate* Merger



Monique Levermore, Ph.D.  
Claudette Levermore, MBA

# Business & Psychology: A Delicate Merger

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Monique Levermore, PhD  
Claudette Levermore, MBA

Levermore Psychological Services, P.A.  
Palmetto Bay, Florida

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Claudette Levermore, MBA

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Please address inquiries to:

Business & Psychology  
c/o Levermore Psychological Services, P.A.  
15715 S. Dixie Hwy.  
Suite 404  
Palmetto Bay, Florida 33157

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Persons referred to in this book are simply a conglomeration of individuals in contact with the authors over many years, any similarities to individuals living or dead are merely coincidental and is not the intent of these authors. All statements documented in this book are the sole opinion of the authors.

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### Acknowledgements

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God Bless the notion of a retreat which provided the fantastic venue in the Florida Keys, allowing for the completion of this book. Finally, were it not for my little munchkins, I would not feel the need to engage in the elusive quest to become financially independent.

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## *Preface*

Years ago while I was in graduate school, there were many discussions about private practice and managed care, but there was no specific instruction about running a business. Not one lecture, not one seminar, not one colloquium, not one informal conversation about the business elements of practice. Since our program was a part of a consortium of many colleges and universities, I quickly found out that many respected graduate programs shared this basic characteristic. The message that was communicated was that all of the private practice entities sprung up from thin air, as if by magic.

At the time, I erroneously believed that setting up a practice was probably an easy thing to do and would involve little time to master. Surely, an American Psychological Association (APA) accredited program would devote many discussions to the topic and instruct us in the process if it were difficult. After all, my program had done its best to prepare me for all other aspects of clinical practice and mental health issues. Little did I know, that given the domains of knowledge that need to be covered in psychology graduate programs, literally no time is left available for other areas of interest. Most graduate programs perform a

herculean effort of providing us with the knowledge base that is necessary given the time constraints of a traditional graduate program. The information needed to develop and run your private practice could have added up to one year of classes in a graduate program, and the curriculum simply could not absorb all of that information.

For me, the first ten years of private practice were a rude awakening. This book is designed to fill the gaping hole that I believe exists in most graduate programs and to provide the reader with a specific body of knowledge necessary to develop and efficiently run an ethical private practice.

As an undergraduate student, my parents pled with me to take a business course. Since I was the daughter of two immigrant parents with business degrees granted in the United States, they kept attempting to persuade like a broken record that *everything is related to business*. At the time, I had a *holier than thou* sense of my knowledge of the psychology profession and stood on my **“I want to help people” pedestal**. I firmly believed that business was the antithesis of my *noble* cause. My *holier than thou* attitude prevented me from heeding their advice and led to the ten *long* years of torture, *trial by fire* based learning that is my successful

practice today. I believe that over the years of trailblazing, I did receive that education from my parent's grueling one-on-one instruction and by learning from all of my mistakes. Thank God!