

Rapid-Fire Expert Exchange - Online Chat

By User	Message
Marlene L.	Hi, I'm Marlene Lewis from Victoria, BC, Access Speech-Language Services
Nick A.	Hello. Nick here. Coming in from Tucson!
Nick A.	Hi Marlene!
Nick A.	It was great to see you at the Visionary Conference!
Heron S.	heron from california
Nick A.	Hi Heron, welcome!
Lane R.	Hello from GA!
Nick A.	HI Lane. excited to have you hear. Looking forward to our conversation!
Nick A.	If your here, where are you from?
Heather H.	HI! Heather Hobbs from Wyoming :)
Nick A.	Hi Heather! Great to have you here. How have you been?
Marla R.	Hi from Oregon Marla Resnick
Barbara S.	I,m Barbara, an SLP from San ANtonio...have been doing FFWD since the 90s...but always wanting to learn new info...
Nick A.	HI Marla!
Nick A.	Hi Barbara!
Barbara S.	yes, im old...
Nick A.	Back to back Rapid Fires for you Barbara. Thanks for coming!

Carrie G.	Hi everyone - Thanks for joining us today!
Katie C.	Hi everyone -- I'm an Audiologist from Baton Rouge, Louisiana.
Rhonda H.	Hi. I'm in Orlando
Carrie G.	Welcome Katie!
Carrie G.	Welcome Rhonda!
Gary D.	Gary Daniels of Krazy About Kids in Compton, California
Carrie G.	Welcome Gary!
Hallie S.	hello hello
Hallie S.	Hi Gary - Cool organization name!
Hallie S.	I'm also from CA
Nick A.	Hello!
Nick A.	Why do a summer program? thoughts?
Nick A.	https://www.acacamps.org/press-room/aca-facts-trends
Marla R	If It takes 4 weeks w 50 min protocol how can you achieve gains In 3 wee program
Barbara S.	we've always done summer for FFWD largely due to what was mentioned about kids being so busy during the school year...it is a time that they actually have time to commit to training
Barbara S.	however we have never really marketed it...largely recommend to our present clients that are appropriate for it. I am interested in how others actually market...guess im more of a therapist than a business woman!

Hallie S.	Barbara - you are not alone!
Hallie S.	You're in the right place to learn some new strategies.
Heather H.	It seems like summer is always really busy with sports and vacations... how do you market with gaps in the availability of summer?
Barbara T.	Hi! I'm in Maryland. Most of our clients access their insurance and are reluctant to pay out of pocket.
Barbara S.	what is the best succinct data for positive outcomes to share with parents?
Barbara T.	Also, many summer camp programs have already been established and advertised in Jan and Feb. How do we find those who still need a camp?
Hallie S.	Heather - Summer is by far the best time for kiddos to do FFW because of summer learning loss, for sure. Interventions/catch up have to be prioritized at some point; for most parents, summer is the best time for them.
Barbara T.	I have to hop off...will listen to replay.
Hallie S.	(you already know this - but this is how i would communicate this to parents :)
Hallie S.	Barbara T - it is not too late at all!
Hallie S.	Plenty of people are looking for something academic -
Hallie S.	FFW is very flexible now - can be used on vacation, etc. There are people who sign up in June - so you're not too late!
Barbara S.	do you use a slide show for the "showcase"...what?
Barbara S.	to renee

Nick A.	This document "The Marketing Puzzle Handout" is in the "Resource List"
Nick A.	The green button with a paper icon on the bottom of your screen
Heather H.	So when you speak 3 week intensive are you talking about 90 min 5 days a week for 3 weeks... just clarifying.
Nick A.	When do you start marketing for summer?
Katie C.	I am admittedly a FF newbie. When you guys see clients for summer programs in the clinic, is it done in a group setting or individually? If group, how is this structured?
Rhonda H.	Do you let parents know up front that FF is a one year license or do you plan for and only charge for a shorter time period? I find that some parents are intimidated by a one year commitment
Adina B.	what is the recommended price range?
Sue P.	I too am interested in Katie C's question.
Hallie S.	Katie - we will ask, but I've heard of many programs that last for 4-5 hours, combining FFW with a social/emotional group, or another program, a read aloud, snack time, play time, etc.
Hallie S.	Usually there is a motor component too - like Interactive Metronome or Brain Gym exercises. I've most commonly heard of groups of kids coming in for summer camps.
Adina B.	well that is real money maker
Katie C.	Thanks Hallie. Those are all programs we use in our clinic.

Barbara S.	renee is your presentation something packaged from SLC or something you have developed...?
Hallie S.	Rhonda - Re: the year long commitment, I could see that too. If I were you, I would explain the idea that you're laying the foundation/fixing underlying skills first - this varies by child - but that you can reassess after finishing FFW Lang/LTR.
Hallie S.	I'm sure you already do this - but this idea of "preparing, then practicing, then reinforcing newly learned skills" is a layout we've been communicating, i.e.: Lang/Lit series for preparing/remediating, Reading series for filling in skills
Hallie S.	and Reading Assistant for reinforcing/applying newly learned skills
Rhonda H.	Thanks, Hallie. I really want the kids to be able to get to the Reading programs but always want them to do Language or Literacy first.
Hallie S.	Could lay it out in the 3-step way that we are doing for K-12, too. Makes it easy to communicate.
Hallie S.	Prepare the brain, practice intensively, reinforce new skills
Rhonda H.	Thanks
Hallie S.	Barbara - this is Renee's slide/graphic.
Hallie S.	Katie - Awesome re: having those programs already! Easy for you then...

Hallie S.	Adina - This varies greatly by provider, how they purchased the programs, where the provider is located, etc. Nick would be glad to chat with you about how many kiddos you'd be working with, the duration of your program, the time you spend...
Hallie S.	and your hourly rate and you can piece together a reasonable cost.
Barbara S.	is the RPI only on RA? where is it accessed for pre and post FFWD?
Barbara S.	as mentioned by mary
Hallie S.	RPI is actually for FFWD. It's on the assignment screen - where you either manually assign or auto-assign.
Rhonda H.	I always do a full year, too. t
Rhonda H.	t
Rhonda H.	Thanks, Renee!
Nick A.	https://help.scilearn.com/toolbox/docs.htm
Nick A.	If you have more questions for Renee here is her website. http://theprivatepracticecoach.com/meet-renee-matlock/
Nick A.	https://www.scilearn.com/resources/webinars
Renne M.	It was my honor to chat with all of you this evening!
Hallie S.	Thank you, Renee!
Sue P.	the idea of a summer program it great. I had not considered that option.
Hallie S.	Glad to hear that, Sue. Thanks for joining us today!
Rhonda H.	I got some new ideas to tweak my marketing.

Nick A.	https://www.scilearn.com/resources-providers
Carrie G.	The webinar with Dr. Eric Jensen is taking place tomorrow.
Hallie S.	Perfect, Rhonda!
Marlene L.	I'm going to reach out to the middle, high school and College/University students
Heather H.	I loved the examples everyone gave. it gives me a great direction.
Carrie G.	You can register on our webinars page: http://www.scilearn.com/webinars .
Hallie S.	Marlene and Heather - awesome.
Barbara S,	thanks to all...i like the personal anecdote suggestion
Sue P.	Renee, your marketing comments were very helpful. Thanks
Hallie S.	If you haven't come to Eric Jensen's webinar, the content actually has good application to private practice too - not 100%, but some really good nuggets on cognitive skills and relationship-building, leadership, etc.
Katie C.	Lots of great resources for me to comb through and build my confidence in using FF not only in the summer but year round! Thanks!
Hallie S.	Yay, Katie!
Heather H.	I like the idea of the 3 week summer program instead of trying to do it all throughout the entire summer.
Marla R.	good ways to focus
Hallie S.	Great, Marla.
Marla R.	good content good to hear again after vC

Hallie S.	Glad you found it valuable.
Heather H.	will this recording be sent to me?
Marla R.	thanks Renee an Mary
Hallie S.	Everyone, thanks again for coming - join us next month too!
Hallie S.	Yes, the recording is going out.
Hallie S.	Actually the link you used to access this is where the recording is after this ends.
Carrie G.	We also post the recording on the provider resources page.
Heather H.	Wahoo! Thanks so much! This has been great!
Hallie S.	Good night, everyone!