



Black Applied Behavior Analysts

BABA CONFERENCE

Keynote Speaker : Angelica N. Gray, MA, BCBA

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DETROIT, MI



Title : Ownership & Profitability: Breaking Barriers for Black Owned ABA Therapy Practices

Abstract

According to 2021 US Census Bureau data, Black Americans own 34,567 businesses, with 29.5% of those businesses being in the areas of healthcare and social assistance. Collectively, black owned businesses earn an annual revenue of \$133.7 billion dollars, employ 1.3 million individuals, and have an annual payroll of \$40.5 billion. Amid this seemingly impressive data, black owned businesses continue to struggle and fail at a rate higher than white owned businesses. 8 out of 10 black businesses fail within the first 18 months. Failure rates are related to a lack of support within their family and business network, lack of knowledge related to business ownership, no access to capital, and no opportunities for business mentorship. Within the field of ABA, black owned therapy practices have compounding factors that contribute to their failure rate such as: a lack of understanding of working with insurance payers and understanding revenue cycles, insufficient capital for overhead and payroll expenses, inability to adapt with funding source requirement changes, inability to scale due to lack of or untrained workforce, and the inability to diversify funding sources. This workshop will address these barriers, discuss real world scenarios and solutions, and provide resources from both within and outside of the ABA field. Participants of this workshop will receive a variety of handouts and resources.

Learning Objectives

1. State barriers for black Americans to start, grow, and sustain profitable ABA Therapy Practices
2. State essential steps to legally and ethically start and operate an ABA Practice
3. State departments and roles critical to their practice's daily operations and profitability
4. List Key Performance Indicators to track by department to guide policy and decision making at an ownership level
5. Develop a strategy to provide resources and increase awareness about Autism within their community
6. State available resources for networking, mentorship and support within the black community for black business owners
7. State trainings and resources available to increase their knowledge in financial and legal aspects of operating a business