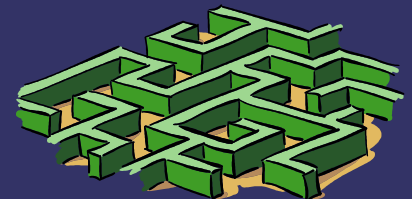


Restore Psychotherapy

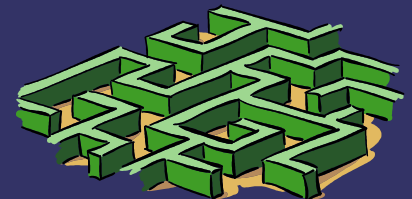
National Alliance of Professional Psychology
Providers
www.NAPPP.org



Overview

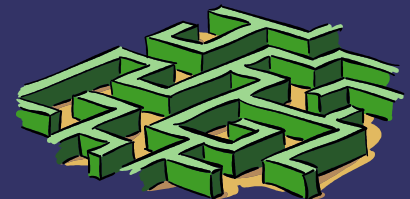
⇒ *The NAPPP Program To Promote
Practice And Psychotherapy*

*The NAPPP Executive Board
2010*



Promoting Public Awareness

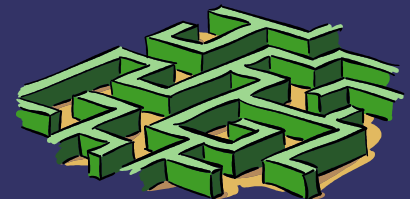
Mental Health providers and our practices have been subjected to market forces and events that we have not responded to and consequently, as providers, we are on the brink of becoming irrelevant players in the health care system.



The Present Situation

Forces And Events Affecting Practice

- 1. The proliferation of managed care.*
- 2. The medicalization of mental health.*
- 3. No focused strategy to promote behavioral healthcare practice.*
- 4. Psychotherapy is seen as an alternative Treatment as opposed to being a first line treatment.*



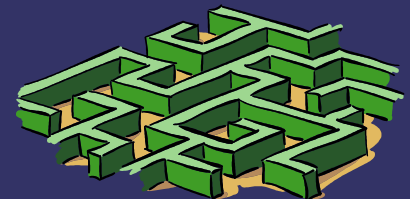
The Medicalization of Mental Health

Psychotropic medicines have become the first line treatment of mental disorders. Primary care physicians have become the dominant mental health providers. This has occurred because medications are a cheap alternative to psychotherapy in the short run.



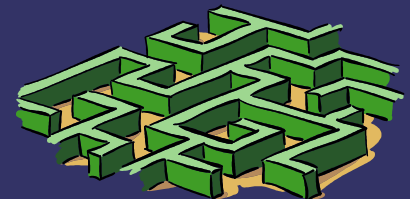
The Medicalization of Mental Health

The continued shortage of psychiatrists and the inability of mental health providers to obtain meaningful legislation requiring that primary care centers and hospitals be staffed with mental health providers has allowed mental health treatment to become the domain of primary care physicians.



The NAPPP Proposal

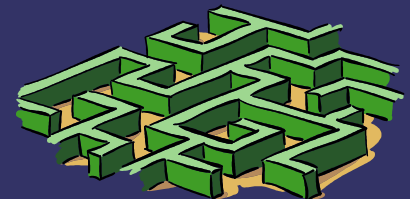
- 1. NAPPP proposes a national campaign to drive public opinion to our position that mental health professionals be utilized to evaluate a patient's condition before a medication is considered as a treatment option.*



The NAPPP Proposal Continued....

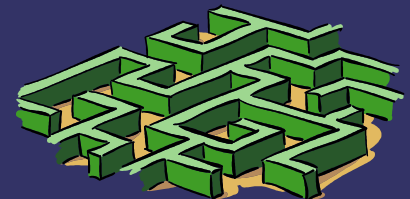
2. If medications are to be part of a treatment regimen, the patient must be followed by a mental health professional until medications have significantly improved and stabilized the patient's condition.

3. That rules be promulgated that any primary care center reimbursed by Medicaid/Medicare must have a psychologist, social worker or psychiatrist on staff.



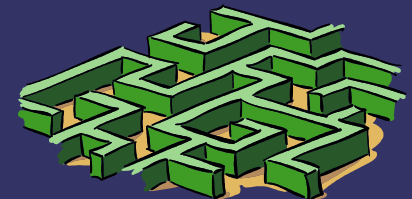
Patients Deserve Better

Patients deserve the best treatment available. Master level practitioners can provide counseling services that are within their scope of practice. Doctoral level psychologists have the training and expertise to assist patients and physicians in achieving an effective and appropriate psychological assessment and diagnosis. When patients are on medications, medical psychologists who are trained in clinical psychopharmacology can greatly assist physicians with patient care.



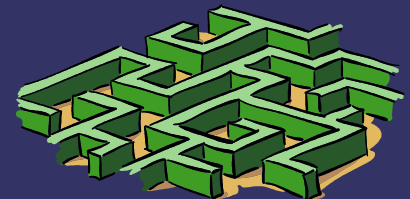
Primary Care Physicians Do Not Have The Expertise To Diagnose Mental Disorders

Physicians have expertise in diagnosing and treating physical disorders. Most lack the training and expertise to diagnose mental disorders. By and large, patients are being denied sound and appropriate treatment as physicians work with insurance and pharmaceutical interests to convince an uninformed public to accept ineffective treatment on the cheap.



The Misuse Of Medications

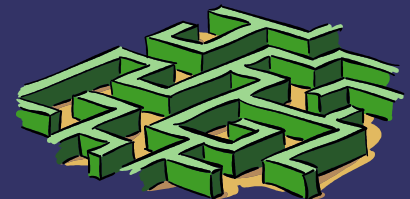
The public has been sold a bill of goods that medications are a cure for depression, anxiety and other mental disorders. The research is clear on this issue: Only about 12% to 15% of depressed patients are helped or improved by antidepressants. Over 80% of patients, however, do respond well to cognitive Behavioral therapy.



We Need To Adopt The Drug Company Strategy

Drug companies have been successful in persuading the public through advertising to demand medications from physicians.

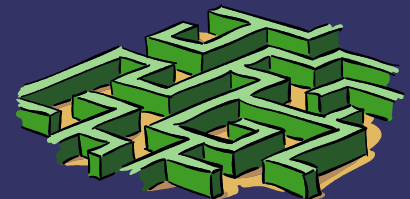
We need to adopt that strategy to provide the public with information that allows them to demand an evaluation and treatment by the appropriate mental health professional before a psychothropic medication is prescribed.



How Will The NAPPP Program Be Implemented?

NAPPP proposes a national marketing campaign consisting of advertising in Influential newspapers, such as The New York Times, Washington Post and Wall Street Journal. We propose also to develop public interest message videos for the web and TV.

These ads will be directed to the public making the case for professional mental health providers.



The NAPPP Advertising Campaign

- ⇒ *1. Newspaper ads will be augmented with television ads on cable networks saturated with viewers of family programs.*
- ⇒ *2. NAPPP will train a team of professionals to become public speakers on our issues and program.*
- ⇒ *3. We will provide practitioners with*
- ⇒ *Printed brochures to give to patients who will give them to their physicians.*



The NAPPP Advertising Campaign

NAPPP will develop a “White Papers” for members of the press and send these out to reporters who write on healthcare matters.

Providers and the Public will be able to download relevant materials from the www.Psycmedfacts.com website. Relevant research findings supporting our assertions will also be available on the website.



NAPPP Strategy To Deal With Organized Medicine

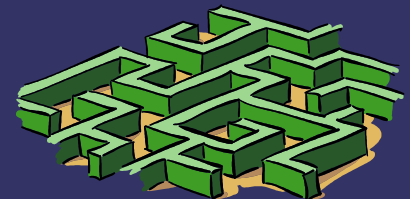
We recognize that physicians are not the enemy. We must encourage physicians friendly to our position to join the campaign. NAPPP will petition the AMA and national family practice associations to adopt the NAPPP protocols for evaluation and treatment by mental health practitioners.

We will provide physician groups with research findings that support our position and show how collaborative care can work.



How Will The Program Be Financed?

Clearly, this program will be expensive. NAPPP will contribute at least \$70,000 to the campaign with a starting \$50,000 contribution. However, as this program will benefit the practices of all mental health providers, NAPPP proposes to fund the program through contributions from others based on the model used by successful fundraising. We will raise funds by a pledge system.



Pledge System

Providers and supporters will be asked to pledge a contribution. The amount of funds pledged will appear on the NAPPP website.

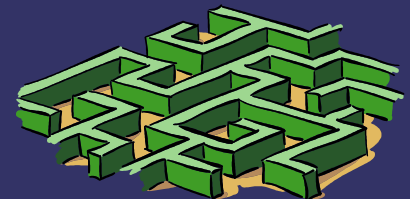
Supporters of the campaign who pledge contributions will have available a detailed budget showing the projected costs of every item in the program. Only when the fundraising goals are met will we ask that the contributions pledged be honored.



Pledging On The Website

Contributors will be able to make their pledge easily and effortlessly on the NAPPP Website and on www.psychmedfacts.com. There will be a section on the sites showing the amount of contributions pledged so everyone can see exactly where we are at any given time.

When pledges equal the cost for a given aspect of the campaign, that part of the campaign will be implemented as soon as we receive the honored pledges.



In Conclusion

- 1. NAPPP is proposing an assertive marketing campaign to drive public opinion to support Effective mental health treatments and practice.*
- 2. The campaign will address issues that have contributed to the decline of psychotherapy.*
- 3. The campaign will be funded by NAPPP and a pledge system of contributions.*

