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Glendale Area Mental Health Professionals Association
(818) 771-7680 www.psychotherapy.org/gamhpa
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GAMHPA News

The second annual continuing education conference cosponsored by Professional Development Programs and GAMHPA, titled *Diagnostic Dilemmas: Diagnosing AD/HD and Bipolar Disorders in Children and Adults*, occurred on February 2nd. It was well attended and very well received. The three panelists, Linda Woodall, M.D., Bonnie Cesak, L.C.S.W., R.N., and David Fox Ph.D., endured unseemly heat and background noise to present a stimulating talk rich in clinically relevant material. Dr. Woodall discussed the differences between AD/HD and Bipolar Disorders in children. Bonnie Cesak addressed these differences in adults. Dr. Fox presented a neuropsychological framework for understanding AD/HD. Each presenter digested an incredible amount of material and was able to present it in a clear and enjoyable manner. There seemed to be ample time for discussion with the panelists as well as opportunities for informal networking. A special thank you to Larry Brooks, Ph.D., who not only moderated but also coordinated the event.

Our next networking luncheon is set for Wednesday, April 18, at the Olive Garden in Glendale. Put it in your calendar, and bring your business cards. ?

Calendar of Events

QUARTERLY NETWORKING LUNCHES

All lunches in Glendale.
 12-1:30pm, Wednesdays.
 Separate tabs. Call ahead to reserve at (818) 551-1714.

April 18, Wednesday, Olive Garden Italian Restaurant, 101 N. Brand Blvd., Glendale

BOARD MEETINGS

Fridays, 9:30-11 a.m.
 138 N. Brand Blvd., Ste. 300, Glendale. All are welcome.

Apr 20	Sept 14
June 29	Nov 16

Call ahead to let us know you are coming at (818) 551-1714.

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A Conversation With . . .

by Gloria Ashby Dahlquist, L.M.F.T.

Elizabeth Kostrey, M.D.

When did you first know you wanted to be a psychiatrist?

After I did my psychiatry rotation in my third year of medical school. That was the first time I ever began to think about it. I had never considered it or thought about it before, and had even always wanted not to do it. What changed was that I really had a very positive experience in my psychiatry rotation. I felt that I was having an impact in a way that I never had before. It was very, very fulfilling. I looked forward to it every morning, which was very different from some of my other rotations. Being turned off to some of the other specialties in medical school made me more open to re-evaluate my whole purpose for being there.

What experiences in childhood do you suppose influenced your becoming a psychiatrist?

My father was a physician, so I think that was one of the reasons I was interested in medicine. It was something that I had been exposed to early on. In terms of psychiatry, I'm not sure there was anything in particular, because I think that, if anything, I was opposed to it. I could be wrong because I might be just nervous being interviewed! (laughter) I think there's always different interpersonal sorts of things that have an impact on one, but I can't pinpoint any particular thing.

Whom do you regard as your biggest supporter and/or inspiration?

Growing up, definitely my family. My parents were my biggest supporters. For inspiration to go into medicine, my father. Now, my own family is my inspiration, and my husband is my biggest supporter. I do everything that I do because of them. I have a new baby almost a year old, who's wonderful!

Where did you study?

I went to medical school at Southern Illinois University in Springfield. I did two years of residency at the University of Kentucky in Lexington, and then I transferred to the University of Wisconsin at Madison. When I moved to Los Angeles, I did my Geriatric Fellowship at UCLA.

What do you like most about being a psychiatrist?

I really feel that in psychiatry I can have such a positive impact on peoples' lives in a way that you really can't in other areas of medicine. I love treating the whole person, not just the physical symptoms. I just can't see leaving any aspect of the person out of the treatment. It makes me feel more whole, too, to deal with the whole person. I really like that. Early on in my residency I worked with a lot of people in mental hospitals who were very profoundly ill. And then in Madison, I did a rotation as a team member on a community mental health program. My role was to tail the social workers and nurses. At that time it was very meaningful for me to have the kind of personal relationships with patients that I developed with some of the very ill patients. Once some of the mentally ill patients got out of prison

and were released into the community, it was my role to as a team member to have weekly visits with them. For example, there was a gentleman who had chronic paranoid schizophrenia—my role was to take him shopping, to coffee, socialize, and so on. That experience changed me. I was made even more aware of what people with mental illness deal with on a day-to-day basis, and it was reinforced that patients require much more than just prescribing the right medication. Often those kinds of patients are so sick they have very little social contact. It was meaningful to be an important part of their lives.

What discourages you, if anything, about your profession?

I think it is discouraging when people have misperceptions about what the field is about, so that people who could really benefit are not able to do so. Negative publicity about the profession is discouraging, and the fact that mental health is viewed as less important than other aspects of health. Eventually I think that will change, because now more people are speaking out about mental illness and placing higher profiles on various situations people deal with. The more people in a position of influence speak up, the better.

What is your general philosophy about your work?

I like to take an integrative approach. I don't do psychotherapy, per se. I work integratively with the biological and psychosocial model but not just by giving lip service. When I see a patient, with depression for example, I don't just prescribe medication, but address everything in their life that could be impacting their health, even though I am not their primary

psychotherapist. We talk about every aspect of their situation.

Is self-care an important component of your work, and if so, what are your favorite restorative activities?

Me take care of myself? That's a hard one! (laughter) Before the baby came along it was a lot easier! So I'm still figuring it out...I used to be very good about taking care of myself, but right now it's hard to find time. I like physical activities like running and hiking. I like to read, go out for dinner, movies. My favorite activity right now is sleeping. (laughter)

How would you describe your favorite kind of patient?

It changes from time to time. If I get too many of one kind of patient, it can be a bit much. I see adults of all ages from 18 on up. I see patients in my office one day per week and I go to area nursing home and retirement homes the rest of the week. I don't think I have a favorite kind of patient. I really do like to have a variety in my practice.

What is the primary thing you would want people to know about you?

I'm accepting new patients. That's important for people to know!

Elizabeth Kostrey, M.D., practices Adult and Geriatric Psychiatry in Montrose, California, and may be reached by calling (818) 957-2248.



Our columnist, Gloria Ashby Dahlquist, is a Licensed Marital & Family Therapist. Her successful fee-for-service private practice is in Toluca Lake, California. She

works primarily with Gifted Adults and Highly Sensitive Persons who are survivors of childhood abuse or neglect. She may be contacted at (818) 766-9348 or gloriadahlquist@aol.com. ?



The Business of Practice

By Jim De Santis, Ph.D.

Recognizing Change in Your Practice

I recently saw a quote attributed to Isaac Asimov that the most important exclamation in science is not "Eureka!" but "That's funny...." If marketing is a rational endeavor of experimentation and learning, then how do you know when your marketing efforts are having an impact on your practice? What are the variables in your practice that signal change, either positive or negative? And how do you track them?

Some relevant examples of variables in a mental health practice are caseload size, number of new referrals per month, direct service hours delivered per week, percent of cases that are cash pay or full fee, patient demographics, amount of unbillable hours per week, level of personal fatigue, proportion of caseload received from specific

referral sources, number of outward referrals made to other colleagues, gross or net income, accounts receivable, average total fee collected per case, and gross promotional costs.

Does the variable mean something? I worked with a realtor a few years ago who, throughout our conversations, repeatedly used the catch-phrase, "making the phone ring." He talked about his own marketing approaches that either "made the phone ring" or failed to "make the phone ring." This attitude is not to be taken lightly. At \$100 per hour of weekly psychotherapy, a single prospective inquiry ringing your phone who turns into a client may produce gross revenue of \$5000 over the course of a year. The phone ringing is a simple example but a significant variable for noting trends in your business.

One class of data is helpful in tracking your business success overall. This includes such practice variables as income, receivables, expenses, hours per week, and caseload size.

Obviously in business the number one index to track is money. Among those clinicians who will discuss, generally in private, what their income is, most cite gross revenue as a measure of success as they do their taxes in April. Unfortunately, this is not particularly the best measure of business success for making apples-to-apples comparisons. Overhead, such as rent, staff, phones, and advertising, can vary widely and can total as high as fifty percent of a clinician's gross receipts. Net income or profit, either before or after taxes, is a better benchmark.

Many marketing activities begin with an element of playing hunches. But

tracking requires some degree of consistency and persistence. A variable is best if somehow mathematically quantifiable. Dollars and hours are easy to track, but so are SUDS and Beck depression scores. So don't be limited by the obvious. Perhaps tracking will involve some ledger-keeping. Why bother; why can't you just eyeball it? You might be surprised what a little arithmetic can unearth. It may be worth thousands of dollars. Here's an example.

A second rather important monetary index is accounts receivable. This is the amount of money that is expected in the future in payment for services already delivered. This is a sensitive measure to problem third-party payors who may be prone to lengthy delays due to financial problems or systematic accounting errors. The uncontained flow of products and services to non-paying customers can be a significant drain on a business.

I encountered this some years ago when one managed care company gradually began delaying payments later and later. Before a thorough reconciliation, I was puzzled why my income remained flat while my practice was growing in caseload and weekly hours. This accounting alerted me to the source of the problem and helped me identify a specific insurer that needed my attention.

Looking at dollars per hour will help you identify profit centers. An hour facilitating a psychotherapy group, for example, is apt to produce a higher rate of revenue than an individual psychotherapy hour. One full-fee cash client is apt to produce a higher

return than two managed care referrals.

Another useful variable to track is total hours of direct service per week. This measure is sensitive to such factors as holiday seasons, personal fatigue and illnesses, and changes in referral relationships. It is likely to be a good measure of growth trends in income and short-term business profitability.

Caseload size is an important though less sensitive measure because individual active clients may be seen intermittently or less often than once

Return on investment is a fundamental marketing concept. It is essentially an efficiency rating.

a week. Caseload size is however a better measure of long-term stability in your practice. The larger the number of open cases, the more resilient your business is to the vagaries of individual patient attrition.

Another class of data is helpful in specifically evaluating the success of your marketing. This includes such variables as referral sources and income per source or per marketing campaign.

One excellent variable to track in judging the effectiveness of specific marketing activities is referral source. I include this question in my intake forms. "How were you referred?" or "How did you hear about us?" is a

simple question to ask either in an initial phone inquiry, on an intake form, or in the initial diagnostic interview. Are you receiving business from those to whom you are promoting your services? If not, then you may be relying on luck.

Once you have some baseline data on client flow and income streams, you can then begin to examine the return on your investments made in marketing.

Return on investment is a fundamental marketing concept. It is essentially an efficiency rating. This is usually expressed as a fraction with the numerator as the dollars generated by a specific marketing campaign and the denominator as the dollars spent to execute the marketing campaign. A product greater than 1.0 indicates a positive strategy, a product less than 1.0 indicates a negative strategy. An ROI of 7.5 is better than an ROI of 3.0. Very straightforward.

But what's your time worth? A return on investment calculation should also include the value of your time spent in marketing, whether going to lunch with colleagues, giving public talks, or folding and stuffing envelopes. For example, phone calls may be cheap in terms of dollars but perhaps more time-intensive.

Return on investment can help you stay alert to outright losers. A classified ad may be inexpensive to produce and may reach a large readership, so it may seem the thing to do, but your customer may not shop in the classifieds for your services and consequently may never show up at your door.

As you experiment with several marketing activities, for example a typical combination of classifieds, fliers, phone calls, and networking, calculate the time and dollars invested in each activity. How many cases does each marketing approach generate? The most efficient marketing strategy is the one that produces the greatest income with the least expenditure of time and money. To keep your business growing, you must hold on to marketing strategies that work and eliminate those that don't.

Jim De Santis is a clinical psychologist in full time private practice in Glendale. He offers workshops and individualized consultation to professionals on business and entrepreneurship. He can be reached at (818) 551-1714. ?

Classified Advertising

GROUPS

AMAC GROUP. (Adults Molested as Children) Small, open-ended women's group, Burbank. Stability & previous or concurrent individual treatment needed. \$180 per month, negotiable. Kathy Downing, M.F.T., (818) 845-0151. Primary therapist's inquiries welcome.

CHILDRENS SOCIAL SKILLS GROUP. Ongoing small group designed for latency-age children, focusing on improving relationships with friends and family members. Through activities and discussion, the group allows youth age 7-11 to learn and practice newly-developing skills in a safe, supportive environment.

Compliments concurrent individual or family psychotherapy for your clients. \$50 per session. Pasadena. For consultation about a case, contact Rosalie Finer, Ph.D., Lic. # 10877, (818) 786-3491.

CO-ADDICTS/CODEPENDENTS GROUP. For partners of sexual addicts. This weekly group allows partners to work through their feelings and problems associated with being the partner of a sexual addict. Partners find out about their role in the "problem" and learn about the disease of sexual addiction. Individual therapy is available, also. Dale K. Rose, M.F.T., (818) 783-1283.

CO-ED ADULT PERSONAL DEVELOPMENT GROUP. Growth group for high achievers who want more out of life—to find lasting intimacy, achieve career satisfaction,

and expand friendships. Uses here-and-now interaction to increase self-awareness. Compliments concurrent individual or conjoint psychotherapy. Wednesday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P, Lic. #PSY10315, (818) 551-1714.

CREATIVE PROCESS GROUP. A group for practicing and aspiring writers, musicians, visual artists, actors, etc., utilizing the "art as practice" Zen approach of Natalie Goldberg. This ongoing workshop will support and energize your creative process. Saturday, 10am-1pm. \$30 per meeting. South Pasadena location. Call Deborah McColl, M.A., M.F.T., at (626) 665-7363.

DEL MAR GIRL POWER. Groups for girls second grade through high school. Promote self-discovery,

hardiness, growth-fostering relationships, and empowerment. Social skills groups also available. Melissa Johnson, Ph.D. (PSY 13102), Institute for Girls' Development, (626) 585-8075, ext. 108.

FAMILY MEMBERS OF ALCOHOLICS/ADDICTS. Small open-ended, insight-oriented Process Group with 12-Step emphasis. Monday evenings, 6:30-8pm, Westside, Colleen Land, Psychotherapist, Addiction Specialist, Lic. #MFT70181, (310) 887-0553.

GAY MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight-oriented group addresses coming out, dating and relationships, HIV status, career issues, life enrichment. Uses here-and-now interaction to increase self-awareness. Compliments concurrent individual or conjoint psychotherapy. Thursday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

INSTITUTE FOR GIRLS DEVELOPMENT SUMMER WORKSHOP SERIES. A fun, in-depth experience in self-discovery and hardiness! 2007 Dates: Third - fifth grade – July 9-20th; sixth -eighth grade – July 30 – Aug 3; ninth-tenth grade June 25-29. Activities include indoor and outdoor activities, arts and crafts, journaling and creative writing, skits and role-plays, Yoga, fun activities with guest experts. To learn more please refer to our website: www.InstituteforGirlsDevelopment.com or contact Robin S. Harpster, M.A., (MFC) at (626) 585-8075 x109.

LESBIAN PROCESS GROUP. Ongoing, meets on the second and fourth Tuesday each month from 7-

8:30pm. \$50 per month. Openings for 2 people. Maximum 8 women. Interview required. In Sherman Oaks. Call Dr. Mathis, (818) 386-9028.

MEN'S GROWTH-SUPPORT PROCESS GROUP. Wednesday 7-8:30pm. New group starting. Safe environment. \$45/session with discounts available. Call for referral, brochure, or intake assessment appointment. Andy Sway, M.A., L.M.F.T., MFC34846, (818) 563-1152.

MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight oriented group addresses male-female relationships, career, self-care,

and personal fulfillment. Uses here-and-now interaction to increase self-awareness. Compliments concurrent individual or conjoint psychotherapy. Thursday, 7:45-9:15pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

MIXED ADULT PSYCHOTHERAPY GROUP. Ongoing small group for high functioning adults interested in personal growth through the intersubjective experience. Development of interpersonal insight, effective self-expression, increased capacity for trust and intimacy. Compliments concurrent individual or conjoint psychotherapy for your clients. \$50 per session. Pasadena. For consultation about a case, contact Rosalie Finer, Ph.D., Lic. # 10877, (818) 786-3491.

PARENT SUPPORT GROUP. For parents of children and teens who are difficult, spirited, academically struggling or underachieving. In a safe and nurturing environment, the group provides both a psychoeducational and supportive format for parents to better understand and address their child's unique needs, learn about barriers to academic achievement and develop effective strategies for behavioral management. Dr. Finer has significant experience in working with challenging youth as well as their families both within schools and clinical settings. Compliments concurrent individual, conjoint, or family therapy for your clients. \$50 per session. Pasadena. For more information, contact Rosalie Finer, Ph.D., Lic. #PSY10877, at (818) 786-3491.

PARENTING GROUP FOR PARENTS OF TEEN AND PRE-TEEN GIRLS. This 12-week group

Winners of Free Advertising

In each issue of the newsletter, we select randomly-drawn members awarded the opportunity to distribute their own practice brochure or flier as a newsletter insert at no charge.

This month, congratulations go to the following winners:

Martha Carr, M.F.T.
Ira Heilveil, Ph.D.
Kay Kates, M.F.T.
Don Rubenstein, Ph.D.
Mark Sergi, Ph.D.
Anthony Zamudio, Ph.D.

format combines parent education with sharing and support. This group is designed to help parents enhance their relationships with their teens. For more information contact Lisa Blum, Psy.D., Lic # PSY19790, at (626) 585-8075 x104.

PERSONAL GROWTH AND SUPPORT GROUP. Leaderless, introspective, longstanding, seeks new members, male and female. No charge. Meets alternate Saturdays in members' homes. Contact Gil Speer at (323) 661-7769 or gilstchr@aol.com.

SECOND HALF OF LIFE GROUP for women 48+ who are interested in deepening their relationship with the Self through creative activities designed to tap inner resources and promote individuation in a nurturing and supportive environment. Activities include art, music, movement, sand play, meditation, guided imagery, dreamwork, role play, as well as cognitive exercises and group discussion. Tuesday and Wednesday evening groups in Encino. Limited to six people per group. Concurrent or prior individual therapy recommended. Call Christi at (818) 759-1898.

STRESS MANAGEMENT TRAINING. An education- and process-oriented training course to help participants understand the physiology and psychology of stress and learn skills to manage physical, emotional, and behavioral reactivity. For men and women with chronic health conditions as well as those overwhelmed by fear, anxiety, and anger due to a variety of life events. This is an ongoing 12-session course. Participants may join at any time. Tuesdays from 7:30-8:45pm in Pasadena. For more information

please contact Michael Obarski, Ph.D., or Peter Sepsis, M.S., M.P.H., at (626) 943-4084.

SUPPORT GROUP FOR MEN GOING THROUGH SEPARATION AND DIVORCE. Starting January 2007. Meets Wednesday eves. 7:30-9pm. \$45 per session. For more information call Larry Brooks Ph.D., Lic. # PSY8161, at (818) 243-0839.

THRIVING IN RETIREMENT GROUP. On-going group forming now for retired people who want to make the most of this next phase of life. Discussions will focus on identity, roles, relationships, leisure activities, and fulfillment outside of work. Tuesdays 1-2:30pm, Pasadena. Contact Pamela Toll, Psy.D., Lic. # PSY20373, (626) 224-4563. **WOMEN COMING OUT 40ish AND BEYOND.** This is a group for women who are coming out as lesbians a bit later in life, and/or who find themselves in a relationship with a woman and are struggling to understand what this means for their lives from here forward. Group is in Pasadena, Tuesdays 7:30pm, and cost is \$35/session. Contact Emily Moore, M.F.T., for information at (626) 793-1078.

WOMEN'S 10-WEEK DIVORCE SUPPORT GROUP. Designed for women in all stages of divorce. Discover the meaning in this life transition. Through storytelling, dreams, artwork, writing, sandtray, and other activities, members explore the vastness of their own psyches and the resources it offers for healing and renewal. Based on the idea that divorce is an initiation/individuation experience and thus offers an opportunity for psychological and spiritual growth. Call Christi at (818)

759-1898.

YOUNG WOMEN'S PROGRAM at the Institute for Girls' Development (for women 18-30). Groups offered: Developing the Creative Self, Healing Body-Food-Soul, Relationships, Transforming Anxiety, Depression, and Stress, Healing from Trauma. Melissa Johnson, Ph.D (PSY13102) (626) 585-8075, ext 108. Program co-coordinator: Psychological Assistant Amy Willcoxon, Psy.D. (PSB 31585).

OFFICE SPACE

BURBANK/TOLUCA LAKE. Heart of the Media District, beautifully furnished office with window in two office suites. Available daytime Monday, day and evening Wednesday, Friday, and Sunday. \$150 per month for one day. Please contact Shelia Goss, M.F.T. at (818) 348-8568.

EAGLE ROCK. Newly designed psychotherapy suite with waiting room in a professional building off of the 134 fwy. Convenient parking. Spacious offices. One unfurnished and available full time. Furnished office space available part time. \$745 for full time, \$175 per month for one day a week, \$300 per month for 2 days. Please call Ann Montgomery, Ph.D., M.F.T., at (818) 952-9595 or (323) 982-9595.

GLENDALE. Office space available 5 mornings a week plus Monday & Friday all day. Beautifully decorated with view toward mountains and Pasadena. Receptionist, copier, and full kitchen. Landmark building, corner of Brand & Broadway. Call Tina Clarfield, Ph.D., (818) 507-1550.

GLENDALE. Office space available Tuesdays and Saturday mornings in busy northeast Glendale/Montrose psychotherapy office. Second floor, windowed office in the 1809 medical building, across the street from Verdugo Hills Hospital. Warmly decorated waiting room, reception area, call system, bathroom in the suite, accessible parking, possible referrals and growth potential. Tuesdays and Saturdays. Call Marie, (818) 957-8385.

GLENDALE. Full-time or part-time office available January 1, 2007. Suite shared by psychiatrist and psychologist. Building next to Glendale Adventist Medical Center with parking, kitchenette, and private WC. Compatible MH colleague sought. Contact Sandy Weimer, M.D., (323) 662-5798.

PASADENA. Beautiful, historic Pasadena office near freeways and Old Town. Spacious psychotherapy offices available part time, day, and evening hours. Call light system, waiting room, separate restroom, kitchen, fax, copy machine, DSL with firewall. Contact Harriet Callier, Institute for Girls' Development, (626) 585-8075, ext 106.

PASADENA. Psychotherapy office in charming Victorian house. Large bay window overlooking rose garden. Xerox machine, refrigerator, microwave, and coffee maker. Ample free parking. Available one day + evening/week. Jacqueline, (626) 577-4733.

PASADENA. Office space available in newly renovated building in Pasadena's Playhouse District. Excellent location. Free parking, handicapped accessibility. Office

space leased by the hour, day or 6 hour blocks of time. Spacious, pleasant offices. Opportunities for referrals. Contact Debbie Hedgecock, L.C.S.W., (626) 821-4028.

SHERMAN OAKS. Full time or split 50:50. Window office. Free parking. Secure building. Unfurnished. Signal light. Attractive waiting area, kitchen, fax/copier. Congenial environment. Close to freeway. Call (818) 783-0781.

GROUPS FOR PROFESSIONALS

COACH available for psychiatrists and M.S.W.s preparing for board exams. Francie Issenman, L.C.S.W., developed and wrote extensive material for the Association for Advanced Training in the Behavioral Sciences (AATBS) preparatory manuals for M.S.W.s preparing for the L.C.S.W. board examination. She also conducted the AATBS training seminars for M.S.W.s in both northern and southern California. Most recently she has been assisting psychiatrists in developing treatment planning and psychotherapeutic intervention skills in preparation for general as well as child psychiatric board exams. For individual or group coaching sessions, please call Francie Issenman, L.C.S.W., at (818) 759-3433.

CONSULTATION PROCESS GROUP. Ongoing small group focuses on professional development for licensed psychotherapists through emotionally safe intersubjective process approach to understand your impact on clients, including increased awareness of countertransference, tolerance for affect, ability for empathic confrontation, and capacity for interpretive depth. Group will be

facilitated by licensed clinical psychologist with significant experience in training and consultation. \$50 per session. Pasadena. Rosalie Finer, Ph.D., Lic. # 10877, (818) 786-3491.

MARKETING WORKSHOP. How-to workshop designed for mental health professionals and students/interns wanting to build a private practice. 12 facilitated meetings biweekly with 18 CEUs available for M.F.T.s and L.C.S.W.s. Small group format uses practical lecture & discussion, action-oriented assignments, and peer support. Glendale location. Call Jim De Santis, Ph.D., at (818) 551-1714 for information or to register.

SUPERVISION CONSULTATION GROUP. This group is for licensed mental health professionals who are interested in contemporary psychoanalytic theory. The goal of this group is to provide a place for open, creative discussion of case material with the objective of deepening one's therapeutic work, enhancing one's clinical understanding, and refining one's utilization of theory in practice. Therapists will have the chance to explore the personal dimension of doing therapy, looking at what they bring into the therapy room, their strengths, weaknesses, conflicts, and passions. Contact Larry Brooks, Ph.D., Lic # PSY 8161 at (818) 243-0839.

SERVICES

ACCEPT ATM, DEBIT AND CREDIT CARD PAYMENTS for your professional services. Service developed by psychologists specifically for mental health professionals. Very easy to use. Fair

rates, no long-term contract, no expensive equipment to buy or lease. Check it out at: www.ProfessionalCharges.com, or contact Larry Nadig, Ph.D., at (818) 240-8295.

ATTENTION DEFICIT DISORDER AND SPECIFIC LEARNING DISORDER. The Assessment Center offers psychoeducational testing to evaluate specific learning disorders, attention deficit hyperactivity disorder, and emotional difficulties, both in children and adults. Reduce the stress and frustration of an undetected client problem. To discuss a case or receive a brochure, contact Jim De Santis, Ph.D., Lic. #PSY10315, at (818) 551-1714.

BUSINESS CONSULTATION. Private, individualized how-to for mental health professionals and students/interns wanting to start or build a private practice. Formulate goals, identify optimal niches and target markets, design ethical and effective marketing strategy, write effective advertising materials, and track results. Jim De Santis, Ph.D., at (818) 551-1714 or JJDeSantis@aol.com.

CHILD AND FAMILY CONSULTATION. Consultation to professionals seeking to expand child and family psychotherapy skills. Three decades of experience with child development and parenting issues. Diagnostic and clinical processes develop awareness of character strengths and talents as well as problem areas. Continuing education units available. Frances Brown, L.C.S.W., (818) 780-9086.

COMPREHENSIVE NEUROPSYCHOLOGICAL EVALUATIONS (AVAILABLE IN

ARMENIAN, FARSI, & ENGLISH. Dementia examinations and differential diagnosis (e.g., Alzheimer's disease, multi-infarct dementia, depression, other cognitive disorders of the elderly). Unexplained cognitive decline (e.g., memory problems, attention/concentration problems). Other neurological disorders (e.g., seizure disorder, tumors, stroke, Parkinson's disease). Head injuries (e.g., motor vehicle accidents, falls). Psychodiagnostic assessments (e.g., determining degree of thought disorder, delusions). School performance difficulties (e.g., ADD/ADHD, learning disabilities). Competency evaluations (e.g., medical & financial decision-making capacity). Disability assessment (e.g., Worker's Compensation cases). Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

NUTRITIONAL THERAPIES for anxiety, depression, OCD, ADD, and mania, addressing the underlying causes of these problems such as PMS, Menopausal Syndrome, yeast (Candida), parasites, food reactions, chronic fatigue, fibromyalgia, and heavy metal toxicity. Can be used to augment medication or in place of it. Contact Nancy Mullan, M.D., at (818) 954-9267.

PRIVATE PRACTICE OFFICE FORMS. Field-tested, up-to-date fast-start kit of forms includes patient intake, financial agreements, HIPAA notice, consents and releases, and clinical assessment forms now available via CD-ROM, hard copy, or download from the internet. For more information or to examine samples, visit <http://hometown.aol.com/jjdesantis/office.html> or call Jim De Santis, Ph.D., at (818) 551-1714.

PROFESSIONAL DEVELOPMENT PROGRAMS. PDP is certified by the CPAAA and the BBS to provide continuing education to Psychologists, Licensed Clinical Social Workers, and Marriage and Family Therapists. We work with small groups and agencies to design programs to meet your specific needs. Call (818) 243-0839, or e-mail ProDevProg@aol.com for information about our programs.

PSYCHOLOGICAL ASSESSMENT. Psychological assessments provided are designed to help with diagnosis and treatment planning for clients age 18 and over. This can be especially helpful with new clients or clients with a complex presentation. Fees are reasonable, and reports are comprehensive, integrating material from interview and a battery of tests selected to answer your diagnostic and treatment questions. Contact Chris D. Cooper, Ph.D., Lic. #PSY17395, at (626) 293-5252.

SPECIAL EDUCATION ADVOCACY. Services provided to parents needing help in obtaining special education services from public schools. This includes the initial assessment as well as supporting parents in the IEP process to make sure their children receive all of the services the child needs. Call Ed Brostoff at (323) 664-9312.

TREATMENT IN ARMENIAN, FARSI, & ENGLISH: Individual and couple's psychotherapy. Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

PUBLICATIONS

"BEST THING I EVER DID FOR MY PRACTICE." Field-tested marketing system. How to start your own interdisciplinary professional

association like GAMHPA as a successful method to build your own private practice. 226-page text available on CD-ROM, includes 35 sample forms and cover letters. For further information or to place an order, visit the web at <http://hometown.aol.com/jjdesantis/start.html> or call Jim De Santis, Ph.D., at (818) 551-1714.

BUY-ONE-GET-ONE-FREE book offer! Order "Adoption Forum" by Kasey Hamner (List Price: \$17.95) and receive "Whose Child?" by Kasey Hamner (List Price: \$14.95) free!! \$17.95 + \$4.50 S&H + \$1.48 = \$23.93. Send Check/Money Order payable to Triad Publishing. Mailing address: Triad Publishing, PO Box 299, Verdugo City, CA, 91046. Or, send your order by email to: TriadPublishing@comcast.net and we will send invoice with shipment. Phone/Fax: (818) 293-1505, Website: www.KaseyHamner.com.

DIAGNOSTIC TESTING DIRECTORY. No cost to obtain a copy or submit a listing. New directory for purposes of professional cross-referral, listing 200 psychologists throughout Los Angeles county who offer psychological assessment services, whether educational, neuropsychological, forensic, vocational, custody, or general psychiatric differential diagnosis. View or download from <http://hometown.aol.com/jjdesantis/psychtest.html> or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

GAMHPA MEMBERS DIRECTORY. Updated directory for 2006 of 125 mental health professionals in the Glendale area, cross-indexed by specialty and insurance accepted.

This 72-page directory is now available free to review or print from the following internet address: www.psychotherapy.org/gamhpa.

GROUP THERAPIST DIRECTORY. Request a copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in Los Angeles county. 300 facilitators and 800 groups. Edited by a licensed psychologist & certified group psychotherapist. Web page has received over 10,000 hits from visitors. View or download from <http://hometown.aol.com/jjdesantis/grplist.html> or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

PEDIATRIC PSYCHIATRIST DIRECTORY. Metropolitan Los Angeles Pediatric Psychiatrist Resource Directory is a concise directory of physicians in Los Angeles county who have been identified as providing mental health services to children and adolescents. Available on the internet at hometown.aol.com/jjdesantis/pedpsychmd.html.

AFFILIATE AGENCIES

COLDWATER COUNSELING CENTER is a non-profit organization based in Studio City providing depth psychotherapy to adults and children on a sliding-scale basis. All therapists and interns have had, and continue to engage in, extensive personal analysis. The staff--mostly licensed M.F.T.s--includes three Jungian analysts and a number of analysts-in-training. For information or a brochure, call (818) 508-0703, or visit us online at www.coldwatercounselingcenter.org.

FRONTPOINT CHILD & FAMILY THERAPY. FrontPoint is an

organization of highly skilled licensed clinicians who specialize in helping children, adolescents, and their families reach their goals. Services include individual, family, & group therapy, parent consultation, playtherapy, psychological testing/assessment, & psychiatric services. We also provide individual and couples therapy for adults, and group presentations and trainings for schools, churches, and parent organizations. Fee for service, sliding scale, and most PPO insurance programs accepted. Reduced rates available for psychology graduate students fulfilling their therapy requirement. For more information, visit our website at www.FrontPoint.org, or call (626) 396-9502.

INSIGHT TREATMENT PROGRAMS. An intensive outpatient adolescent program for teens and their families. Four-day program modalities include individual, family, and group process. Parent participation is required. Consultation and assessments available for parents. For more information contact Daniel Leon, L.C.S.W., at (626) 564-2703.

POSITIVE DIRECTIONS COMMUNITY COUNSELING CENTER, serving the Glendale area community since 1986, offers high-standard, low-fee, short- and long-term psychotherapy. Positive Directions is dedicated to providing excellent psychotherapy to clients who can't afford private practice fees. Substance abuse counseling is also available as well as information and referrals, sober social events, and a variety of self-help meetings. (818) 247-8180, dmccoll@vmhc.org.

T.H.A.W. Theater of Hope for Abused Women, a safe harbor in which to continue the healing process through classes in creative expression, including body image, body movement, yoga, writing, tai chi, and acting. For women who have suffered from physical or emotional abuse, including domestic violence, rape, and incest. Clinically supervised. Sliding-scale fees. Tuesday, Thursday, Friday. 9am-1pm. For intake evaluations, contact Wendy Clarke, M.A., or Leslie deBeauvais at (818) 766-9702. ?

Websites by GAMHPA Members

Megan Bearce, M.F.T.	www.meganbearce.com	Private practice for gifted teens/adults
Rodney Boone, Ph.D.	www.cbtsocal.com	Cognitive behavioral therapy
Larry Brooks, Ph.D.	www.pdpce.com	Continuing education
Ed Brostoff	www.specialedhelp.com	Educational advocacy
Martha Carr, M.F.T.	www.mcarmft.com	Private practice
Coldwater Counseling Center	www.coldwatercounselingcenter.org	Clinic
Lorraine Cummings, L.C.S.W.	www.caringwithpassion.com	Geriatric care management
Jim De Santis, Ph.D.	hometown.aol.com/jjdesantis	Testing, groups, business consultation
Rosalie Finer, Ph.D.	www.rosaliefiner.com	Private practice
David D. Fox, Ph.D.	www.psychotherapy.org	Resource center & web hosting
Ira Heilveil, Ph.D.	www.pacificchild.com	Nonpublic agency for children
Lorah Joe, L.C.S.W.	www.lorahjoe.com	Private practice
Melissa Johnson, Ph.D.	www.instituteforgirlsdevelopment.com	Private practice & resources about girls
FrontPoint	www.frontpoint.org	Group practice
Deborah McColl, M.F.T.	www.deborahmccollmfcc.com	Private practice, arts group, chem-dep
Karin Meiselman, Ph.D.	www.meiselman.net	Private practice
Thomas Oldenburger, L.C.S.W.	therapist.psychologytoday.com/42652	Private practice
Charles Weinstein, Ph.D.	www.charlesweinsteinphd.com	Private practice
Andrew Whaling, M.F.T.	www.great-marriages-now.com	Marriage/relationship counseling
Andrew Whaling, M.F.T.	www.singledirections.com	Singles seminars
Kathleen Williams, Ph.D.	www.psychologist-losangeles.com	Private practice

If you are a GAMHPA member and have a website you would like to submit for publication in this newsletter and placement as a link on the GAMHPA website, please contact David D. Fox, Ph.D., at (818) 246-3937.

GAMHPA

Glendale Area Mental Health
Professionals Association
Suite 300
138 North Brand Boulevard
Glendale, CA 91203-4618
(818) 771-7680
www.psychotherapy.org/gamhpa

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(818) 243-0839

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Newsletter Columnist,
(818) 766-9348

Michelle Barone, M.A., M.F.T.,
(818) 951-7744

MISSION

Our mission is to advance professional development through networking, continuing education, and public awareness. We offer equal membership to all licensed mental health professionals regardless of discipline. We are an interest group only and do not provide referrals to the community. We are not a profit-making organization.

MEMBERSHIP

Contact any Board member for an application form to join or download a copy from our website. Full Member dues for licensed mental health professionals, \$60 per year.

Associate Member dues for students, interns, organizations, and others, \$40 per year. Dues may be deducted as an ordinary and necessary business expense but not as a charitable contribution.

BENEFITS

Members receive a number of exclusive benefits. Members can present a talk or publish an article on a professional topic. They are listed in the annual membership directory, distributed to the business and professional community, including hundreds of colleagues in the mental health community and posted on our website.

Members can place free classified ads and receive discounted rates for display ads, newsletter flier inserts, and mailing list labels. Members are automatically entered in random drawings for free newsletter insert advertising and for publication of a professional bio in the newsletter. They receive reduced rates for continuing education.

NEWSLETTER

The GAMHPA Newsletter is customarily published bimonthly, distributed to the local mental health community, including Glendale, Burbank, Pasadena, La Crescenta, La Canada Flintridge, Los Feliz, and Silverlake. Contact us to be added to our mailing list. If you have moved, are planning to move, if we are sending your newsletter to a wrong address, or if you wish to discontinue delivery, please notify us.

EDITORIAL POLICIES

GAMHPA encourages members to contribute articles of scholarly or

clinical interest for publication. We encourage submissions in computer-readable format. Submissions must be forwarded to the editor by the deadline. Opinions expressed in this newsletter are not necessarily those of the Association or its members. GAMHPA does not endorse any of the products or services advertised.

Newsletter Deadlines

April/May Issue	March 16
June/July Issue	May 18
Aug/Sept Issue	tba

ADVERTISING

Advertising for services by psychologists or psychological assistants must include the license number of the psychologist.

Advertising Rates

<u>Item</u>	<u>Member</u>	<u>Non-Mem</u>
Classified ad	Free	\$20
1/8-page display ad	\$25	\$50
1/4-page display ad	\$45	\$70
1/2-page display ad	\$65	\$90
Mailing list, printed	\$15	\$25
Mailing list on labels	\$25	\$35
Mailing list on disk	\$80	\$80
e-Mail list	\$15	\$25
Newsletter inserts	17¢	29¢

Display ads must be camera-ready; submit one copy for each issue. To submit an insert—such as a flier or brochure—provide the number of copies to cover the mailing list. Make checks payable to “GAMHPA.” Due to publication processes, each newsletter is delivered approximately three to four weeks after a deadline.

GAMHPA Newsletter.
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