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GAMHPA News

GAMHPA Board Member, Gloria Ashby Dahlquist, will be stepping down from the GAMHPA Board this year. Gloria has been an inspiring and tempering influence in our Board activities, always with a kind word, always with a gracious gesture.

She has crafted a total of seventeen biographical interviews of GAMHPA members in her "A Conversation With..." series from 2004-2007 in the Newsletter. Her column has been a wonderful addition to the Newsletter by offering a glimpse into the professional development and views of some of our members.

A Licensed Marital and Family Therapist, Gloria Dahlquist will be continuing her private practice in Toluca Lake and will remain a GAMHPA member. Thank you and best wishes, Gloria! ?

Calendar of Events

QUARTERLY NETWORKING LUNCHES

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

July 11, Wednesday
 Fortune Inn Restaurant
 117 E. Broadway, Glendale

October 17, Wednesday
 Acapulco Mexican Restaurant
 722 N. Pacific Ave., Glendale

BOARD MEETINGS

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

June 29
 Sept 14
 Nov 16

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

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The Business of Practice

By Jim De Santis, Ph.D.

Fee-Setting

Occasionally a prospective patient begins a phone inquiry with a pointed question about rates. I respond initially with, "I'd be happy to discuss my fees with you, but first I want to know if I can help or not. Could you tell me what you are seeking?" At the very least, steering the conversation in this direction first can save you and the caller a lot of time if they are simply looking for services that you don't offer or have problems that you can't help.

More importantly, prospective patients may take well to this response because they are apt to enter the process of looking for mental health services concerned with, "Will I feel emotionally safe discussing my issues with this therapist? Will this therapist understand my concerns from my point of view?" So, the first priority in an inquiry call is to establish rapport. Discussing what the patient needs will show that you are genuinely interested. If the therapist is unable to do this, then the fee is irrelevant. Interestingly, if the therapist can, then the fee often becomes irrelevant as well.

Contrarily, some callers do not ask about fees at all. While this may mean that cost is not an issue, more often the caller is operating on some assumptions about fees, such as the

therapist will always negotiate a fee, has a low fee, will collect the same copayment as their physician, doesn't charge a fee, or won't discuss the fee. If fees have not already been discussed by the end of the call, I bring up the subject myself, "And I can discuss fees with you if you'd like."

Whether the caller has shared their problem or not, once the subject of fees is appropriate, don't balk. Quote your standard rate. Don't immediately follow, as some fledgling therapists do, with "but that's negotiable." While this qualification

... "can't afford" may be an indication that you didn't demonstrate or establish your value to the patient... before discussing your cost.

may relieve your tension at the moment, or it may seem kind, it lacks confidence and forthrightness. If you aren't comfortable with your rate, either examine the reasons or change your rate.

Prospective patients frequently balk at the cost of private therapy. This is entirely understandable: therapy can be very expensive, as well as time-consuming, and difficult. Depending on the sophistication of the patient, when your fee is at issue, clarify that the cost of therapy is perhaps less dependent on the hourly rate than other factors, such as the motivation of the patient, the expertise of the clinician, the frequency of treatment, and length of time that their particular

problem may take to resolve. This conversation is in the truest spirit of fully informed consent.

More often, however, "can't afford" may be an indication that you didn't demonstrate or establish your value to the patient (in the form of rapport or expertise, etc.) before discussing your cost. People will pay for what they view as valuable. I once had a prospective patient say she couldn't "afford" my fee, just after describing a lengthy conflict with a family member who had not repaid many thousands of dollars she had given him to ineffectively try to bail him out of his chronic problems. People often will pay dearly for things much less valuable than mental health. Usually, "affordability" is really a question of values and priorities.

More often a prospective patient will balk not at the cost of therapy but at a relative difference between your rate and a "competitor."

When a patient says, "I can't afford that fee," I entertain the suspicion that they may mean, "I don't value your service over other things" or "Solving my problem is not a priority." It can mean something as concrete as, "I prefer driving my leased 5-Series BMW over resolving my problems in therapy."

Patients can sometimes insist on a lower fee despite having the financial means. I once had a prospective patient who asked me to adjust his fee. I said, sure, explained my formula, and asked for his household income. He pressed with an indignant tone, "Isn't that kinda personal?" As it turned out his small

family earned six-figures...three times over.

Very few patients actually shop based exclusively on price. Prospective patients who do not have real financial need may balk at our rate anyway. Upon offering them alternatives, like referrals to low-fee clinics or training centers, I've seen some respond with, "Well, I don't want that; I want an experienced therapist." Or, "I want a private therapist." Or, "You were highly recommended." These responses illustrate some factors involved in selecting a therapist. In the end, I've said on occasion, "Perhaps it would be best for you to go ahead and take some time to consider your options."

If a prospective patient has reservations about our fee, in most cases, we should consider whether the real issue is the difference between what the customer expects to pay and what we believe we should be paid. This difference can be large or small. The service itself has already been sold before the customer called, but the critical issue is that, in most cases, the patient may really be gauging whether we are worth the price compared to some "competitor," whether it be a colleague with a lower rate, a sliding-scale clinic--even a luxury vacation or a weekend binge for that matter--in other words, any of a number of possible alternatives that offer some potential for well-being.

Obviously, do not scare or intimidate people and do not promise results or outcomes, but truly ethical, fully informed consent involves examining the pro's and con's of a choice. Therefore, discussing fees may involve discussing the advantages of various types of services and various

types of outcomes. This conversation may involve reviewing any special competencies you may have. Discuss medical offset if appropriate. The value that patients perceive in mental health services is in its outcomes, such as freedom from debilitating symptoms, achieving satisfaction in a career, or in establishing and maintaining happy, adjusted relationships.

In response to a true affordability concern, alternatives to adjusting your standard rate include an adjustment to the length of the session (half session) or the frequency (every 2 or 3 weeks) rather than lower your fee--as long as safety and efficacy are not jeopardized. This can sometimes help a prospective patient better conceptualize the cost of service in terms of a monthly budget.

If you are on managed care panels, you will note that most are phasing out clinical management because this function failed to reduce outpatient costs. Clinicians are increasingly considering dropping their managed care affiliations because the negotiated rates have remained unchanged over the last decade and the associated paperwork further reduces net income. If you dread getting managed care referrals for this reason, consider resigning some of your panel affiliations. One fee for service hour may produce the same revenue as two or three managed care hours.

If you are willing to accept insurance assignment or a managed care contractual obligation, then you definitely should obtain three basic pieces of information in an initial call in order to verify eligibility and benefits before the first appointment. Obtain the subscriber's identification number

(which generally now is not a social security number), the prospective patient's date of birth, and the "800" number on the patient's membership card (for provider services). Call the company and confirm exactly what the benefit is and where the bill should be sent. You want to know (1) if there is a deductible and, if so, how much is left to be paid, (2) the copayment the patient is responsible for at each session, (3) how many sessions are allowed per year, (4) how many sessions have already been used, (5) how many sessions are currently authorized, and (6) the date that the benefit-year renews. Clarify whether these numbers are different for "parity" versus "nervous and mental" diagnoses. Document the name of the clerk you spoke to and the date of your call.

If you don't want to deal with insurance, you don't necessarily have to eschew the patient with insurance. As long as you do not have a contract with a third-party payor that requires you to accept the patient's plan, common practice is to ask the patient to pay in full at the time of the appointment and provide a receipt that the patient can submit for reimbursement. Occasional objections to this policy can be explained that the contractual relationship is between the patient and the carrier, not with you. A gentle limit can be set by saying that if they have insurance, there should be no problem. I routinely advise people in this situation to contact their carrier to confirm their benefit structure.

As an ethical consideration under conditions of patient financial hardship, we should consider offering an adjustment to our rate. I have a sliding scale. I will show it to anybody

who asks. It is not arbitrary. It is not based on how I feel about the patient. It is not based on what the patient thinks they should pay. It is not based on their looks or what they are wearing or what they are driving. When I negotiate a fee, it is based two arithmetic factors, adjusted gross household income and the number of people that income supports. In the case of a student living at home, this number includes the parents' income and if family assets are substantial, they do not qualify for my sliding scale. They quote me numbers, I quote them numbers. Very straightforward and impartial.

Some people truly cannot afford a private psychotherapy fee who nonetheless don't qualify for Medi-Cal or Medicare. If a sliding scale is still too high, and it may be for some individuals, be prepared to offer referrals to low fee and sliding scale clinics in the community.

These elements contribute to achieving not only financial security, professional fulfillment, balance in life, and a sense of well-being for the therapist, but also ethical standards to satisfy real human needs through delivering genuine value to others from the very first patient contact.

Jim De Santis, Ph.D., 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 or JJDeSantis@aol.com. ?

Winners of Free Advertising

In each issue of the newsletter, we randomly select six GAMHPA members who are awarded the opportunity to distribute their own practice brochure or flier as a newsletter insert at no charge. This benefit is worth \$225 in first-class postage to each winner.

This month, congratulations go to the following winners:

Michael Barnes, Ph.D.
Bonnie Cesak, L.C.S.W., R.N.
Nanette de Fuentes, Ph.D.
Anita Frankel, M.F.T.
Mimi Hanzel, Ph.D.
Melissa Johnson, Ph.D.

Top Reasons to Visit GAMHPA Online

1. Online Directory
2. Online Newsletter
3. Online Application Form
4. Links to Member Websites

psychotherapy.org/gamhpa

Classified Advertising

GROUPS

AMAC GROUP. (Adults Molested as Children) Small, open-ended women's group, Burbank. Stability and 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-

institute for *girls'* development
A Psychological Corporation

Empowering Girls For Life
through programs and services for girls, their families
and their circles of community.



- **Individual, Parenting and Family Therapy**
- **Del Mar Girl Power Groups** (2nd grade-high school)
- **Eating Disorder Program** (teens and young adults)
- **Young Women's Program** (women 18-30)
- **Parents Finding Solutions** (counseling, groups & workshops)
- **Assessment Services**
- **Summer Workshop Programs** (*Mind, Body, Spirit Adventures* for 3rd grade through Middle School, *Steppin' Up Adventures* for girls entering 9th and 10th grades.)

Contact the Institute Team at: 626.585.8075
95 N. Marengo Avenue, Suite 205, Pasadena
www.InstituteForGirlsDevelopment.com

Melissa Johnson, Ph.D., PSY 13102

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., L.M.F.T., 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., Lic. # 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 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, dream work, 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,

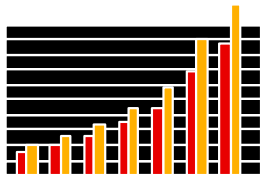
Ph.D., or Peter Sepsis, M.S., M.P.H.,
at (626) 943-4084.

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.



MARKETING WORKSHOP FOR MENTAL HEALTH PROFESSIONALS

New Series Begins September 2007

Practical discussion, action-oriented assignments, and customized advice. Formulate your goals, identify target markets, design ethical and effective marketing strategy, and track results.

Appropriate for recently licensed or relocated, students and interns, re-entering the private sector, wanting to increase net income, not seeing patients you work with best.

Twelve 90-minute meetings convene every other week in a small group format---no more than 8 participants. A workbook is included. A free 30-minute follow-up phone consultation is available upon completion of the course.

Recognized for 18 units of BBS continuing education credit for Marriage and Family Therapists and Licensed Clinical Social Workers.

What Participants Have Said

“Thought-provoking.” “Expanded my horizons.” “A helpful process.” “I enjoyed the balance of practical information and philosophy-centered discussion.”

“I truly found all the materials and knowledge invaluable.” “The homework kept me focused, challenged, and inspired.”

“I always leave the workshop uplifted.” “I really enjoyed this course, would recommend it to others, and have done so.”

“This program was very helpful in developing my identity as a business woman. I feel much more confident about running and managing my practice as a result.”

“For those of us who were never aware, we now hear the opportunity when it arises; it arises everywhere. I’m very grateful for this.”

Call or click for schedule and fees or to register.

Jim De Santis, Ph.D., 138 North Brand Boulevard, Suite 300, Glendale
hometown.aol.com/jjdesantis (818) 551-1714

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. Attractive, fully furnished office space available on hourly, daily or monthly basis. All amenities supplied. Waiting room, reception room, call system. Convenient to studios, medical offices and freeways. Call Mimi Davis, M.F.T., at (818) 848-3022 or email miriamdavis@verizon.net.

BURBANK/TOLUCA LAKE. Designer decorated extra large waiting room and extra large office with two windows. Professional building with patient parking. Available mornings Monday, Wednesday, Thursday, and Friday, as well as Thursday afternoons. \$350 per month. Contact Elizabeth Taylor, Ph.D., (626) 792-1103.

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.

EAGLE ROCK. Nicely furnished office available Monday, Tuesday, Wednesday, and Friday. This 208 sq. ft. office is large enough for a group. Large, comfortable, waiting room, convenient location, wireless Internet service. Newly built and will add call light system. \$200 a month for one day, \$350 for two days. Please call Ann Montgomery, Ph.D, M.F.T., at (323) 982-9595. 7470 N. Figueroa St.

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

MIRACLE MILE/FAIRFAX DISTRICT. Great location at Wilshire/Fairfax. Attractive two-suite office, fully furnished with all amenities, including parking. Available days, evening, and weekends. Please call Michelle at (323) 931-6025 x0 or e-mail at mcauley1@sbcglobal.net.

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. 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.

PASADENA. Part-time and full-time psychotherapy office available in a beautiful historic building near old town Pasadena. Waiting room with separate entrance/exit, reception area, soundproofing, and a light signal system. Please contact Linda Sancerino, M.F.T., (818) 246-5457 or Susanna Friedlander, Ph.D., (818) 548-4770 for further information.

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 and 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

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.

COMPREHENSIVE NEUROPSYCHOLOGICAL EVALUATIONS AVAILABLE IN ARMENIAN, FARSI, AND 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 and financial decision-making capacity). Disability assessment (e.g., Worker's Compensation cases). Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

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, AND 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.

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 and 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 and 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, and group therapy, parent consultation, play therapy, psychological testing/assessment, and 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.

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. ?

Websites by GAMHPA Members

Michelle Barone, M.F.T.	www.michellebarone.net	Private practice
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.mcarmmft.com	Private practice
Michelle Cauley, L.C.S.W.	www.cauleyassociates.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
Anita Frankel, M.F.T.	www.therapyinla.com/area3.html#anitaf	Private practice
FrontPoint	www.frontpoint.org	Group practice
Enrico Gnaulati, Ph.D.	www.dr.gnaulati.net	Private practice
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	Group practice & resources about girls
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
Arghavan Sadeghi, M.F.T.	therapist.psychologytoday.com/38050	Private practice
Pamela Toll, Psy.D.	www.dr.pamelatoll.com	Private practice
Charles Weinstein, Ph.D.	www.charlesweinsteinphd.com	Private practice
Andrew Whaling, M.F.T.	www.great-marriages-now.com	Marriage/relationship counseling
Kathleen Williams, Ph.D.	www.psychologist-losangeles.com	Private practice
Cathy Wright, L.C.S.W.	www.petgriefsupport.com	Pet loss bereavement services

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

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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

Aug/Sept Issue	July 20
Oct/Nov Issue	Sept 21
Dec/Jan Issue	Nov 16

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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