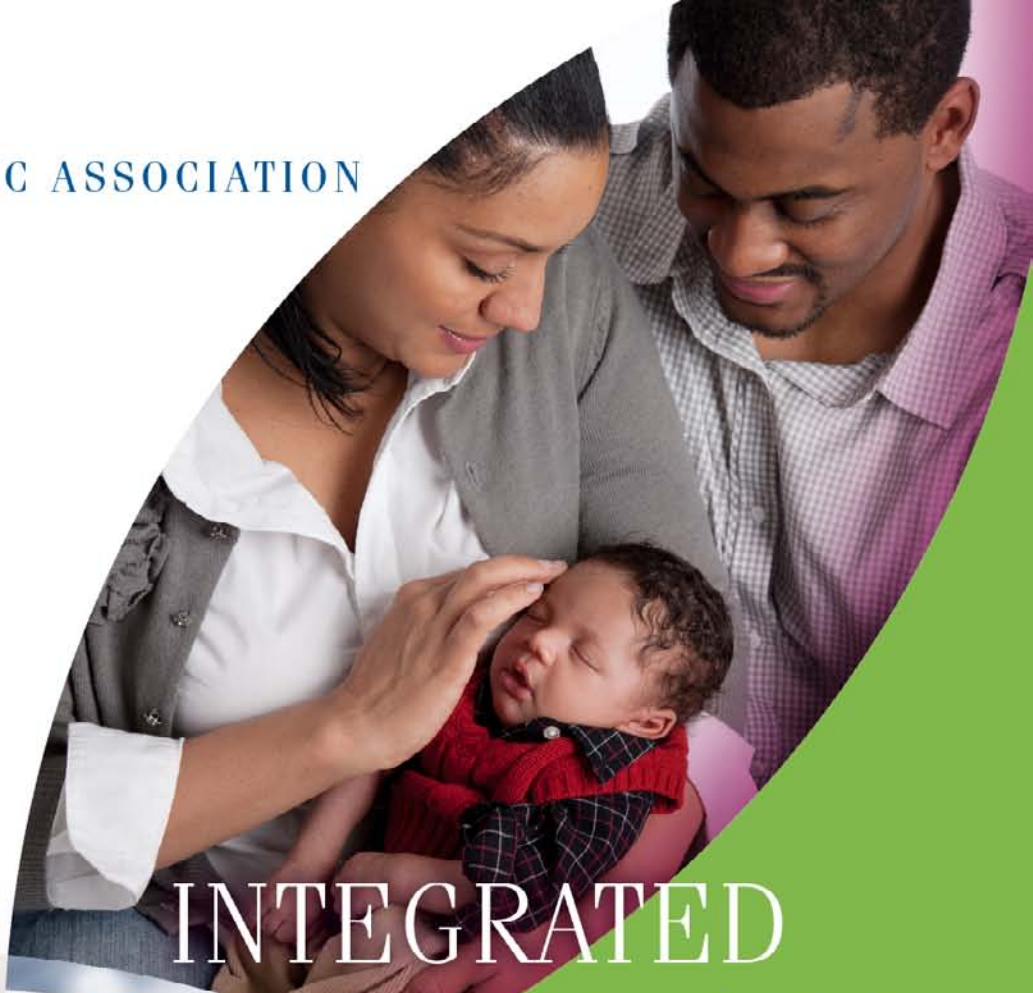


AMERICAN PSYCHIATRIC ASSOCIATION



INTEGRATED
care



2011 ANNUAL REPORT



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President's Report

Dear Colleagues,

I am pleased to present to you the American Psychiatric Association's 2011 Annual Report with the theme of "Integrated Care," which is also the theme of my presidential year. To me, integrated care has many important meanings—integrating psychiatry with the rest of medicine; combining education, teaching, and the latest research findings with our clinical work; and integrating the stages of a patient's treatment into a coherent, progressive plan.

Throughout last year, the dedicated staff of the APA combined its efforts with leaders from the medical, government, advocacy, academic, and foundation sectors to support our membership and enhance the integration of psychiatry with the rest of medicine – providing more cost-effective and better care for our patients. Here are just a few highlights:

The APA's Department of Government Relations worked closely with the AMA and other physician organizations to keep the Medicare sustainable growth rate (SGR) issue a priority. APA joined with Congressional leaders and the medical community to reject the reduction of specialist reimbursements in order to fund an SGR repeal.

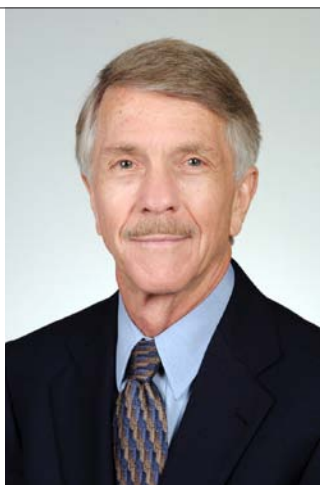
Safeguarding mental health parity was another focus for APA in 2011, when the Office of Healthcare Systems and Financing led the **Parity Implementation Coalition (PIC)**, created to ensure that the landmark Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act is properly implemented and enforced. APA and **PIC** have advocated for proper psychiatric access for Americans through coordinated efforts on Capitol Hill, the Obama administration, and in the private sector.

In addition to integrating initiatives that promote our patients' right to quality treatment, the APA and the American Psychiatric Foundation worked to end mental health stigma through various public education outreach programs. One of the Foundation's key accomplishments in 2011, its collaboration with the justice system for the **Judges' Leadership Initiative**, included the completion of a training module that provides judges with knowledge about mental illnesses and co-occurring substance use disorders; how these health issues are likely to impact an individual's interactions with the criminal justice system; and what judges can do to achieve just and efficient outcomes in this context.

Emphasizing the importance of research, the APA helped lead the way to systematically test the proposed criteria and revisions to the DSM-5, supporting its Task Force and work group members' efforts to better understand the potential impact of proposed changes. Patient enrollment was completed for the field trials at the large academic centers, and findings will play an integral role in informing the decision-making process. Updates on DSM-5 development continue to be posted at www.dsm5.org.



The APA's Division of Education, always committed to helping members keep current with evolving **Maintenance of Certification (MOC)** requirements, collaborated with the American Psychiatric Institute for Research and Education (APIRE) to introduce three American Board of Psychiatry and Neurology (ABPN)-approved **Performance in Practice (PIP)** modules, covering the Screening, Assessment, and Treatment of Adults with Substance Use Disorders and the Assessment and Treatment of Adults at Risk for Suicide and Suicide-Related Behaviors. These clinical chart review modules can serve as a foundation in developing a systematic approach to practice improvement, and they have been made available to all APA members at no cost.



During 2011, APA initiated development of a new **clinical practice guideline** for the psychiatric evaluation and management of adult patients. All new guidelines are being created using a new process intended to align with standards recommended by the Institute of Medicine.

I hope you enjoy reading about all of the achievements made by the APA for its members in this report. Thank you for your support in making 2011 a successful year in the field of psychiatry and for your dedication to the very best of care for our patients.

Sincerely,

JOHN M. OLDHAM, M.D.

APA President



CEO's Report

The APA staff is a tremendously talented and devoted group of employees who work extremely hard and are dedicated to our Association's mission. Working collaboratively with the Board and staff, 2011 was a year of many successes.

In February, Colleen Coyle joined our staff as the new Deputy General Counsel. In this capacity, Ms. Coyle worked closely with staff, officers, and external counsel to adequately address the legal needs of our Association. In October, Ms. Coyle became the APA General Counsel.

Rebecca Rinehart joined the APA staff on April 18, 2011 as the Publisher following the retirement of Ronald McMillen on April 1. The Publishing Division underwent organizational changes to consolidate the journals, outsource some advertising and production functions, and to consolidate all production functions under a **new unit** designed to manage all publications.

In July, the Board of Directors of the American Psychiatric Foundation named Paul Burke as the Executive Director of the newly formed Foundation. Mr. Burke served as the Executive Director of the old Foundation.

An extensive search effort resulted in **Dr. Jeffrey Borenstein** being appointed Editor-in-Chief of *Psychiatric News* in late December, and he is actively involved in developing new print and online enhancements for the publication.

Throughout 2011, significant progress was made in the revision of the development of DSM-5, which included: a second public posting and feedback period via the **dsm5.org website**; completion of the large, academic-medical field trials, which involved more than 2,300 patients and 300 clinicians at 11 sites; initiation of the field trials in routine clinical practice settings; completion of initial drafts of DSM-5 text; and coordination with the World

Health Organization (WHO) to harmonize DSM-5 and ICD-11. The projected publication date is at the APA Annual Meeting in May 2013.

Education staff developed **CME products** tailored to the needs of members and psychiatrists in general by addressing: a) gaps in knowledge and clinical practice; b) CME licensure requirements, special state requirements and c) the full spectrum of ABPN's Maintenance of Certification (MOC) requirements. The APA continues to build recognition and make strides with the **FOCUS-branded** CME product line.

The APA, in partnership with our AMA Scope of Practice Partnership, District Branches, and State Associations in Hawaii, Utah, Oregon, Tennessee, Arizona, and Montana defeated psychologist prescribing legislation, while legislation in New Jersey has been effectively contained.

APA worked with AMA and other specialties in the effort to prevent severe cuts to Medicare payments to physicians and to develop an alternative payment methodology. **DGR staff** worked relentlessly and successfully to postpone a nearly 30% payment reduction. Efforts will continue in 2012.

Based on the feedback that we anticipate receiving from a pending survey, 2012 will be a year of strong focus on targeted membership recruitment and retention, including our international colleagues.

Sincerely,


JAMES H. SCULLY, Jr., M.D.
CEO and Medical Director



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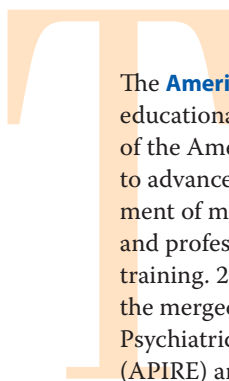
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American Psychiatric Foundation



The **American Psychiatric Foundation** (APF) is the educational, research, and philanthropic subsidiary of the American Psychiatric Association. It works to advance understanding, prevention, and treatment of mental disorders through an array of public and professional education, research, and research training. 2011 was the first full year functioning as the merged organization of the former American Psychiatric Institute for Research and Education (APIRE) and the former American Psychiatric Foundation, so it was a very busy year!

Recognized outstanding mental health organizations.

For nine years, the Foundation has awarded \$5,000 to organizations, physicians, and programs through its Awards for Advancing Minority Mental Health program. Awardees have demonstrated innovative and supportive efforts to raise awareness of mental illness and the need for early recognition in underserved minority communities and to increase access to quality mental health services for those communities. In 2011, **four organizations received awards** during the Foundation's annual benefit event at the APA Annual Meeting: Latinas, Tabaco, y Cáncer; Family Service of El Paso; Northside Center for Child Development; Student Stress and Anger Management Program.

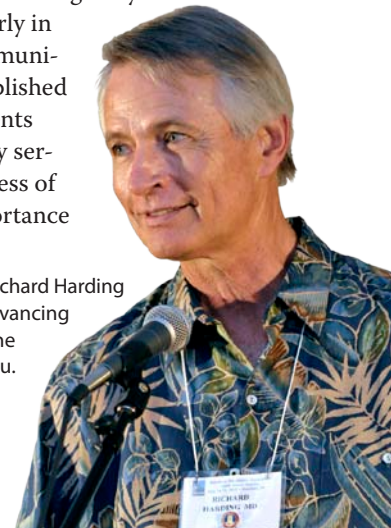


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Medical students from The University of Toledo College of Medicine presented a poster of their 2010 Helping Hands Grant results at the 2011 Institute on Psychiatric Services in San Francisco.

Encouraged the new generation of psychiatry.

In 2011, the Helping Hands Grant Program **awarded eight grants** to medical schools for mental health service projects created and managed by medical students, particularly in underserved minority communities. The program was established to encourage medical students to participate in community service activities; raise awareness of mental illness and the importance



Foundation Board member Dr. Richard Harding presents the 2011 Awards for Advancing Minority Mental Health during the 2011 Annual Meeting in Honolulu.

of early recognition of illness; and build an interest among medical students in psychiatry and working in underserved communities.

Additionally, four of the **2010 Helping Hands Grant recipients** presented posters at the APA Institute on Psychiatric Services (IPS) meeting in October. The grantees were The University of Chicago Pritzker School of Medicine, Medical College of Georgia, Weill Cornell Medical College, and The University of Toledo College of Medicine. The 2010 grant recipients completed their grant year in August 2011.

Tackled mental health stigma.

As part of its efforts to battle mental health stigma, the Foundation invites well-known people with personal mental illness experiences to speak at its annual Conversations event at the APA Annual Meeting. Celebrating its 10th year, the 2011 special guest was Actress Lorraine Bracco. Nearly 500 audience members heard Bracco share her personal story of depression. She's famous, in part, for playing the role of psychiatrist Dr. Jennifer Melfi on the HBO television Series, *The Sopranos*. "I'm only a TV doctor!" Bracco exclaimed while recounting her memories of people approaching her on the street, hoping to talk to her about their mental health.

Addressed mental health in the workplace.

The **Partnership for Workplace Mental Health's** message to business is simple: "Employee mental health is essential for a healthy corporate bottom line." The Partnership collaborates with employers to advance the business case for addressing mental health and features companies that have had success doing so.

In 2011, the Partnership highlighted the practices of a number of employers, including one of the oldest teams in the history of baseball, the 2010 World Series Champion San Francisco Giants. The Partnership teamed up with the Giants to promote how changing the dynamic and the stigma within their organization associated with accessing mental health information and intervention led to major league results. Their story was shared at employer conferences, webinars, and in the Partnership's signature publication, *Mental Health Works*, now distributed digitally to a circulation of 50,000.

Educated high school teachers and staff.

The **Typical or Troubled?**TM School Mental Health Education Program is designed to train school personnel who closely interact with adolescents to identify if teenage behavior is typical, or if mental health warning signs are present and some type of intervention might be needed. In 2011, the program awarded 15 grants totaling \$28,000. *The Typical or Troubled?*TM program educated nearly 4,000 teachers and school personnel, equipping them to recognize mental illness warning signs in 60,000 students and refer them to help.

Evolved the Judges' Leadership Initiative.

According to a report released in May 2010, there are three times as many persons with serious mental illnesses in jails and prisons than in hospitals. To address this crisis, the Foundation along with The Council for State Governments Justice Center's



Employee mental health is essential for a healthy corporate bottom line.

 THE PARTNERSHIP FOR WORKPLACE MENTAL HEALTH

(CSG) and the **Judges' Leadership Initiative** (JLI) have convened judges from all levels of state judiciaries to improve judicial understanding of, and responses to, individuals with mental illnesses in our nation's courts – integrating efforts of psychiatrists with leaders in the justice system.

The partnership between APF and the JLI, initiated in 2010, created a Psychiatric Leadership Group comprised of 11 members: six judges from across the country and five APA member psychiatrists. In 2011, the Psychiatric Leadership Group completed the development of a training module to provide judges with knowledge about mental illnesses and co-occurring substance use disorders; how these health issues are likely to impact an individual's interactions with the criminal justice system; and what judges can do to achieve just and efficient outcomes in this context.



APF Board of Directors member Judge Steven Leifman

In May 2011, APA member Fred Osher, M.D., and APF Board of Directors member Judge Steven Leifman presented a pilot of the training module in Springfield, IL to more than 60 judges from across the state. The focus was on how best to identify and communicate with individuals in the criminal justice system coping with mental illnesses. In October

2011, at the APA Institute on Psychiatric Services meeting, approximately 30 APA members and meeting attendees learned from Dr. Osher and Judge Leifman how to get involved with the JLI including training opportunities for colleagues and judges.

Enhanced Support for Military Service Members, Veterans, and their Loved Ones

APF doesn't just participate in research for mental health services to aid military members and veterans, the Foundation also supports studies helping families of service personnel.

Throughout 2011, APF worked with the Department of Defense in a pilot study to provide high quality, evidence-based behavioral health care for service members and families. By successfully testing improvements to clinical infrastructure and information systems, APF is playing a key role in potentially changing the way mental health care is provided at all military treatment facilities across the U.S.

60,000 students

The Typical or Troubled?™ program educated nearly 4,000 teachers and school personnel, equipping them to recognize mental illness warning signs in 60,000 students and refer them to help.

Fought Stigma over the Television Waves.

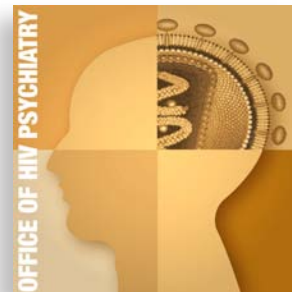
The Foundation participated in three episodes of the *Healthy Minds TV series* airing on PBS stations as part of its 2011 season. Additionally, the APF participated in the filming of six episodes for the 2012 season, including three episodes that will focus on military mental health issues.

The American Psychiatric Foundation first partnered with *Healthy Minds*, hosted by APA member Jeffrey Borenstein, M.D., and produced by WNET and WLIW TV, in 2010. Since then, the Foundation's contributions made it possible to distribute the program to PBS stations across the country. The show can now be seen in more than 60% of US TV households.

Office of HIV Psychiatry

The integration of psychiatric services with primary medicine is crucial in the care of patients with HIV and AIDS. Direct infection of the brain occurs early in the course of illness. In addition, psychiatric comorbidity is more prevalent in this patient population and impacts the progression of disease, increases risk behaviors, interferes with prevention and testing, reduces engagement in active treatment, and adversely impacts quality of life. In 2011, **APA's Office of HIV Psychiatry** collaborated with district branches, federal and state agencies, hospitals, universities, allied associations, and community-based organizations to provide training, education, and resources to clinicians working in settings that offer HIV treatment and/or HIV prevention efforts (including psychiatrists, psychologists, social workers, nurses, and primary care physicians). These integrated care initiatives prepare clinicians

to recognize, assess, treat, and manage the complex mental health issues that accompany HIV disease.



American Psychiatric Institute for Research and Education

Understanding the Impact of Psychiatric Diagnosis

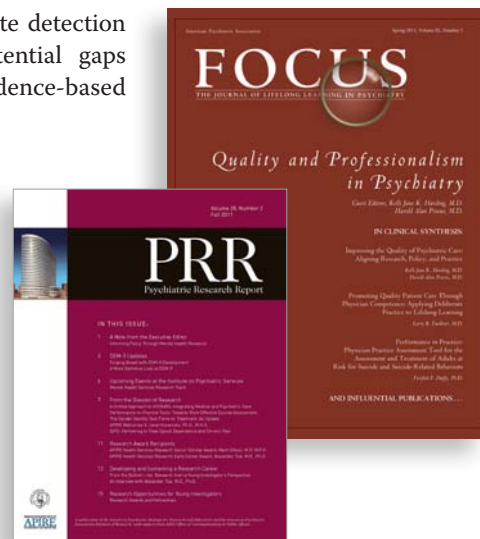
The **American Psychiatric Institute for Research and Education (APIRE)** collaborated with colleagues at the World Health Organization (WHO) to advance publication of a monograph on public health implications of the current state of psychiatric diagnosis and service provision. *Public Health Aspects of Diagnosis and Classification of Mental and Behavioral Disorders* is a compendium of reviews presented at a WHO-APIRE conference that was among a series of meetings collectively entitled “The Future of Psychiatric Diagnosis: Refining the Research Agenda.” This volume will provide mental health clinicians, researchers, and stakeholders with a better understanding of current challenges to public health care as well as discuss how potential changes to psychiatric diagnosis and classification might address these gaps. In 2011, the title went into production and is scheduled for release in spring 2012.

Improving Treatment Access and Provision

APIRE’s **Practice Research Network (PRN)** collaborated with Walter Reed Army Institute for Research on data analyses identifying opportunities to improve treatment access and quality for service members suffering from posttraumatic stress disorder (PTSD), depression, traumatic brain injuries (TBI), and substance use disorders. Findings will also help the Department of Defense consider potential approaches to enhance its services delivery systems and promote access to evidence-based pharmacologic and psychosocial treatments – both of which translate to more effective patient care.

Ensuring Clinical Competence

APIRE collaborated with **APA’s Division of Education** and Division of Research to develop Performance-in-Practice (PIP) self-assessment tools to help physicians prepare for the new 2014 Maintenance of Certification (MOC) requirements. These innovative measures translate conceptual information from evidence-based practice guidelines into practical steps for doctors, enabling them to maintain expertise that is consistent with the latest scientific findings. These tools can be applied at the clinician, practice, or systems-level to facilitate detection of potential gaps in evidence-based care.



The Spring 2011 issue of FOCUS featured publication of the Division of Education and Division of Research’s Performance-in-Practice tool for the assessment of adult suicide and suicide-related behavior (Duffy et al., 2011).

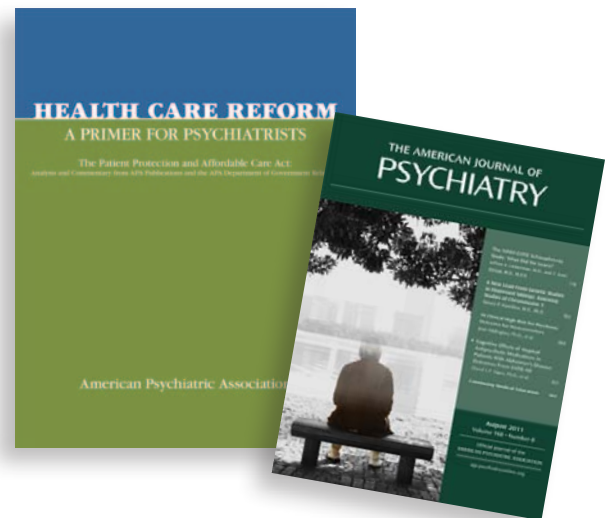


American Psychiatric Publishing

American Psychiatric Publishing (APP) continues to be the leading publisher of journals and books on mental health. In 2011, APP launched some major new online initiatives to strengthen its digital presence in the field.

Journals

Finding effective ways to integrate care for mental health and general medical conditions is an important focus of current research. Several 2011 studies in *Psychiatric Services*, APA's high-ranking research journal on the delivery of care, examined the impact of a **collaborative care model**. Such models are at the heart of the health care reform law, which has already begun to reshape the provision of services in public and private systems. To inform APA members about the implications of health care reform for their practice, American Psychiatric Publishing released in June 2011 a compendium of *Psychiatric Services* articles such as *Health Care Reform: A Primer for Psychiatrists*.



APA's journal publishing program continued to make significant contributions to the medical literature. *The American Journal of Psychiatry*, which saw its **Impact Factor** rise once again in 2011 to 12.759, published one of the major scientific articles of the year: "**Prevalence of Autism Spectrum Disorders in a Total Population Sample.**" The study, which placed the prevalence at 1 in 38, generated over 500 news stories, led off *Nature's* "2011 Editor's Choice" selections, and changed the way we think about autism.

Other thought-provoking and highly sought-after pieces of 2011 included “**Professional Boundaries in the Era of the Internet**” published in the May-June issue of *Academic Psychiatry* and “**Impact of Playing American Professional Football on Long-Term Brain Function**” in the Winter issue of *The Journal of Neuropsychiatry and Clinical Neurosciences*.

In addition to new research contributions, APA concluded another successful year of helping members meet ABPN Maintenance of Certification through its CME journal *Focus*, covering the topics of **Addiction, Professionalism and Quality Measures in Psychiatry, Anxiety Disorders, and Bipolar Disorder**.

PsychiatryOnline

As the year closed, APP content received an enhanced online presence as the journals and selected textbooks moved to a new robust online portal site. The new **PsychiatryOnline** represented a major redesign and upgrade through semantically enriched content and sophisticated mapping to link each page to reliable, highly relevant information. **PsychiatryOnline** supports integrated care by offering the most comprehensive online access available to psychiatry books, journals, and professional development tools, including the *Diagnostic and Statistical Manual of Mental Disorders* library, *The American Journal of Psychiatry* and *Psychiatric Services*, practice guidelines, and textbooks.

Psychiatric News: The First and Last Word in Psychiatry

In the past year, **Psychiatric News** has undergone major changes to ensure that it responds to APA members’ informational needs in the age of lightning-speed communication while respecting the continuing desire of many members for a strong print publication. **Psychiatric News** has undertaken the following initiatives in its quest to be “the first and last word in psychiatry:”

- **Psychiatric News Alert** is a daily email alert that highlights breaking news of interest to psychiatrists with links to related articles in *Psychiatric News*, *American Journal of Psychiatry*, *Psychiatric Services*, American Psychiatric Publishing books, and items on APA’s website.
- **Psychiatric News Update**, a weekly e-newsletter, delivers the latest on APA advocacy and practice management news, as well as announcements about APA’s programs and services. Many items contain links to valuable resources on APA’s website.

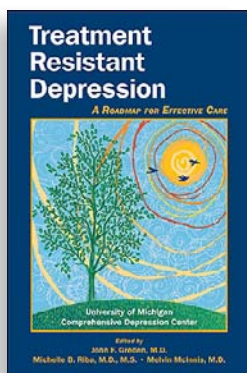
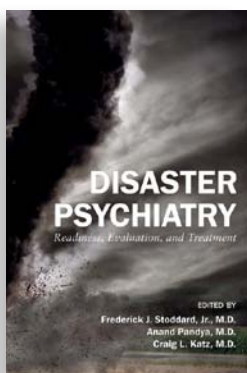
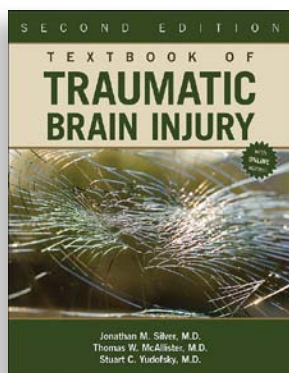
“Finding effective ways to integrate care for mental health and general medical conditions is an important focus of current research.”

- **Psychiatric News** has a new look that features a contemporary, clean design; shorter articles; boxes containing key points of major studies and reports; increased coverage of clinical and research news; and a smaller, easier-to-hold size.

APP Books

From schizophrenia, substance abuse, and treatment-resistant depression to child psychiatry, geriatric neuropsychiatry, and disaster psychiatry, **APP books** supported the best integrated care possible with 29 new and revised titles published in 2011. Two titles, in particular, proved popular in 2011, *Introductory Textbook of Psychiatry* and *Textbook of Traumatic Brain Injury*.

500
News stories generated by the study, “Prevalence of Autism Spectrum Disorders in a Total Population Sample.”





Department of Government Relations

The **Department of Government Relations (DGR)** works to advance member- and patient-centered federal and state legislative and regulatory agendas before Congress, federal agencies, and in support of APA's District Branches and State Associations.

Federal Legislation

Safeguarding Mental Health Parity

The APA co-founded and has been a leader of the **Parity Implementation Coalition (PIC)**, which was formed to ensure the landmark Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act is properly implemented and enforced. APA and PIC have advocated for proper psychiatric access for Americans through coordinated efforts on Capitol Hill, the Obama administration, and in the private sector.

Advocating for Sustainable Growth Rate Reform

During 2011, APA advocated for full repeal of the flawed Medicare Sustainable Growth Rate formula (SGR) that, if in effect, would severely inhibit elderly and disabled Americans from access to a psychiatric physician. APA joined with Congressional leaders and the medical community to reject cutting specialist reimbursement to fund a SGR repeal.

Supporting Returning Veterans and their Families

Collaborating with the White House, APA has reaffirmed active participation in the "Joining Forces" campaign established by First Lady Michelle Obama and Dr. Jill Biden. The initiative works in partnership with medical schools, medical societies, the Veterans Administration, and the Department of Defense

to train a new generation of physicians to meet the unique clinical challenges and best practices as they relate to traumatic brain injury (TBI) and post-traumatic stress disorder (PTSD).

Advancing Military Suicide Prevention Efforts

Under the Consolidated Appropriations Act of 2012 (H.R. 2055), \$40 million was secured to support military suicide prevention efforts. Of the funds, \$20 million will support suicide prevention efforts for active-duty soldiers and reservists at the Department of Defense, while the other \$20 million will support veterans' suicide prevention at the Department of Veterans Affairs. Activities funded may include outreach to vulnerable soldiers and veterans through TV, radio, and social media, as well as direct suicide intervention efforts.

Federal Funding for Services and Research

Despite pressure from some legislators to cut spending on health services, Congress approved a bill at the end of 2011 that includes important increases for mental health and addiction services, as well as a boost for biomedical research. The legislation (H.R. 2055)—an omnibus spending bill that funds the government through September 2012—provides a nearly \$40 million increase for the Mental Health Block Grant, the first funding increase for the Block Grant in close to a decade. The bill also provides close to a \$20 million increase for the Substance Abuse Block Grant. These increases are critical at a time when states have reduced funding for mental health care by nearly \$3.4 billion over the last 3 years. The bill also provides a two

percent increase for important research activities at the National Institute of Mental Health (NIMH), National Institute on Drug Abuse (NIDA), and the National Institute of Alcohol Abuse and Alcoholism (NIAAA).

State Legislation

Scope of Practice Legislation

With a strong boost from APA and in partnership with our American Medical Association (AMA) Scope of Practice Partnership, district branches and state associations in Hawaii, Utah, Oregon, Tennessee, Arizona, and Montana defeated psychologist prescribing legislation, with legislation in New Jersey effectively contained. Throughout 2011, District Branches and State Associations continued to work with state medical societies and conduct outreach to potential allies, including state bar associations, law enforcement authorities, and others.

The APA's **Department of Government Relations** also assisted district branches and state associations in their advocacy to improve rural access to psychiatric care; on bills to add insurance coverage for autism, state mental health budget cuts, children's mental health coverage, and mental health parity.

Regulations

Throughout 2011, APA worked toward **responses** to proposal rulemaking that have been adopted by the Centers for Medicare and Medicaid Services (CMS). For example:

- CMS adopted an APA-advocated "Conflict of Laws" hardship exemption for psychiatrists who are unable to electronically prescribe;

- CMS added depression screenings to Medicare's annual preventive benefits package;
- CMS set forth six APA-supported conditions of participation for community mental health centers seeking Medicare funding;
- CMS revised its Accountable Care Organizations (ACO) rule to include APA-advocated changes (easier reporting requirements, first dollar savings, and less risk);
- CMS adopted APA's recommendation to add benzodiazepines to the definition of Part D drug; and
- CMS accepted two of the four CPT valuations advocated for by APA for the 2012 Medicare Physician Fee Schedule.

APA Political Action Committee

Shaping Congress – APAPAC

After a decrease in participation in 2010, APAPAC saw increased activity in 2011, when APA members visited 252 congressional offices for the annual Advocacy Day held in Washington, D.C. The critical 2012 elections present the APA with an opportunity to shape the 113th Congress with true friends of psychiatry and patients. It is critical that the APA community strengthen the sole political voice for our specialty in order to ensure it is heard above competing messages on **Capitol Hill**.

Great Potential

Currently, just four percent of eligible APA members contribute to the PAC. If the APA could just double that number, APAPAC would be catapulted into the top tier of medical PAC's. It is vital that the APA continues building on its momentum in order to have an impact on the future of mental health. Strengthening our numbers means strengthening our specialty.

Meeting New Leaders

APAPAC continues to see strong growth in political activity among the younger members who recognize "strength in numbers" and are proactive in political initiatives. The efforts of these APA members signal a powerful future for psychiatry and for patients.

252

Number of congressional offices APA members visited for the annual Advocacy Day held in Washington, D.C.



Bruce Hershfield, M.D., Congressman and physician Phil Gingrey, M.D., and APAPAC Chair John Wernert, M.D.

Department of Quality Improvement and Psychiatric Services

APA co-led an effort to revise and develop new performance measures on major depressive disorder with the American Medical Association-supported Physician Consortium for Performance Improvement (PCPI). APA's Quality Improvement and Psychiatric Services (QIPS) monitors and contributes to the fast-evolving national quality measurement enterprise, develops performance measures in collaboration with other organizations, and develops educational material on performance measures.

2011 marked the first year that physicians were eligible to receive financial incentives for using **Electronic Health Records (EHRs)** through the Medicare and Medicaid EHR Incentive Programs. QIPS has provided information on these programs and other national health information technology efforts in a variety of forums, including on the **APA website**.

The APA continued providing the successful **webinar series** as part of the **Physicians' Clinical Support System-Buprenorphine (PCSS-B)** partnership. Each monthly session featured a nationally known clinical expert, researcher, or

government official and benefitted physicians who treat opioid dependence in an office-based setting and other interested doctors. The APA presents these free, live broadcasts on the second Tuesday of every month. Each webinar is recorded and made available for on-demand viewing via **APA's website**.

In mid-year, APA collaborated with six other national organizations to develop the **Prescribers' Clinical Support System-Opioid Therapies (PCSS-O)**. Led by the American Academy of Addiction Psychiatry (AAAP), this initiative focuses on the use of opioid therapies for treatment of opioid dependence and on the safe use of opioids in the treatment of chronic pain. In 2012, APA will offer six free **PCSS-O webinars** featuring presentations by nationally known physicians.

Training courses on the treatment of opioid dependence with buprenorphine were offered at both the 2011 Annual Meeting and 2011 Institute on Psychiatric Services (IPS) meeting.

During 2011, APA initiated development of new **clinical practice guidelines** for the psychiatric evaluation and management of adult patients. The guidelines are being created using a new process intended to meet standards recommended by the Institute of Medicine. A grant to the American Psychiatric Institute for Research from the National Library of Medicine, awarded in 2010, continues to fund technological innovations related to APA's evidence review process.



Office of Healthcare Systems and Financing

APA's **Office of Healthcare Systems and Financing (OHSF)** was actively involved in several significant initiatives established to implement integrated care as mandated in the health reform legislation passed in 2010. In 2011, the APA worked to ensure that psychiatry was at the table as new entities such as Accountable Care Organizations (ACOs) and Medical Homes were created.

Mental Health Parity

The APA became a leader in the **Parity Implementation Coalition (PIC)**, presenting legal and educational resources vital to upholding the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act (**Parity Act**). mentalhealthparitywatch.org (later renamed "parityispersonal.org") was developed to make all of the Coalition's tools available to the public.

Payment for Psychiatry

The APA and its Committee on RBRVS, Codes, and Reimbursement joined with the American Medical Association's (AMA) RUC and **CPT Editorial Panel** to assure psychiatry codes were appropriately described and valued during the year.

Supporting District Branches and State Associations

APA's Office of Healthcare Systems and Financing collaborated with District Branches and State Associations by providing assistance on a number of issues, such as when private insurers within the states proposed limiting access to psychiatric treatment in ways that were clearly counter to the regulations issued to implement the Parity Act, and when Medicaid programs proposed limiting access to psychiatric treatment in response to state budget shortfalls.





Division of Education

Maintenance of Certification

APA's **Division of Education** is committed to helping members keep current with evolving Maintenance of Certification (MOC) requirements. In 2011, the Division collaborated with APIRE to introduce three American Board of Psychiatry and Neurology (ABPN)-approved **Performance in Practice (PIP)** modules, covering the Screening, Assessment, and Treatment of Adults with Substance Use Disorders and the Assessment and Treatment of Adults at Risk for Suicide and Suicide-Related Behaviors. These clinical chart review modules can serve as a foundation in developing a systematic approach to practice improvement. Completion of three stages of a PIP module is worth 20 CME credits and fulfills a requirement of MOC Part IV. Members can access these modules by subscribing to **FOCUS: The Journal of Lifelong Learning in Psychiatry**.

Member Education

The Division of Education delivers online **Continuing Medical Education (CME)** courses, CME tests and certificates and maintains member transcript data. In 2011, the Division of Education introduced the first **Annual Meeting Self-Assessment**, a 100-question examination designed to help Annual Meeting registrants identify areas of strength and weakness, choose Annual Meeting activities accordingly, and earn self-assessment credits for Part II of MOC. Annual Meeting registrants are automatically enrolled in this activity for free.

Sharpening Skills

FOCUS: The Journal of Lifelong Learning in Psychiatry challenges subscribers to continue their professional growth and presents them with the tools to prepare for recertification. Each quarterly issue addresses a different topic from the ABPN recertification outline, featuring articles on the most important developments in psychiatry and clinical practice. In 2011, FOCUS examined Addiction, Quality and Professionalism, Anxiety Disorders, and Bipolar Disorder.

Each issue includes a quiz worth five hours of CME credit, and subscribers receive the annual **Self-Assessment Examination** providing an additional 20 hours of CME credit. All APA members and Focus subscribers also have access to the Clinical eFOCUS Program, a survey developed on a quarterly basis to help practicing psychiatrists assess their level of knowledge. This activity provides up to two hours of self-assessment CME credit and assists physicians by providing resources on evidence-based care.

Last year, over nine thousand professionals took part in the CME scientific programs during May's Annual Meeting and October's IPS meeting. At the Annual Meeting, attendees explored the theme of "Transforming Mental Health through Leadership, Discovery, and Collaboration," joining with the National Institute on Mental Health (NIMH) to highlight scientific advances for mental disorders and the impact on clinical practice. NIMH director Thomas Insel, M.D., and Davis Lewis, M.D., director of the Translational Neuroscience Program at the University of Pittsburgh headlined this track. Other sessions studied special populations such as victims of disasters, persons with HIV/AIDS, and military families.

over
9,000

Professionals
who took part
in CME scientific
programs at APA
meetings.

Division of Research

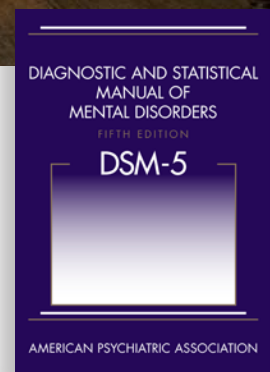


Members of the DSM-5 Task Force will make decisions later this year about the inclusion of proposed revisions in DSM-5. Results from field testing, completed in 2011, will play a key role in this process. Publication of DSM-5 will take place during the 2013 APA Annual Meeting.

Advancing Psychiatric Diagnosis

One of the most important activities in the development of the fifth edition of *Diagnostic and Statistical Manual of Mental Disorders (DSM-5)* is the implementation of the DSM-5 Field Trials. APA's Division of Research helped lead the way to systematically test the proposed criteria and revisions to the manual, supporting the DSM-5 Task Force and Work Group members' efforts to better understand the potential impact of proposed changes. Patient enrollment was completed, and findings will play an

integral role in informing the decision-making process (to be finalized in 2012). Updates on DSM-5 development continue to be posted at www.dsm5.org.



Information Technology Department

The Information Technology Department collaborated with member focus groups on the redesign of **psych.org**. APA's new website, **psychiatry.org**, will made its debut in 2012. Visitors to the new site will see significant enhancements with simplified navigation, improved search capabilities, and easier access to important information.

IT also moved forward with several critical infrastructure projects to ensure APA has a stable and secure operating environment. IT upgraded all APA desktop PCs to conform to current industry hardware, security, and software standards. IT began work to replace APA's current telephone system with cost effective VOIP (Voice Over IP) technology. Scheduled to be completed in 2012, the new VOIP system has a variety of capabilities that can be leveraged to better communicate with and support our members.





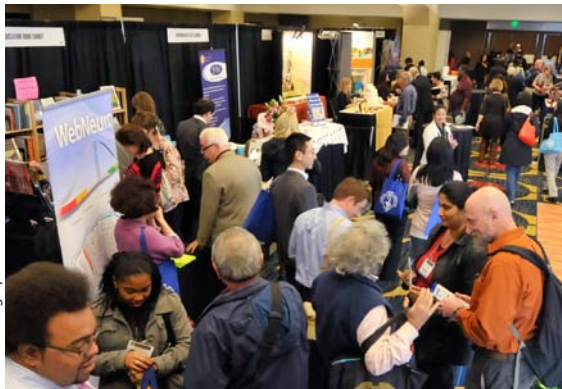
Membership

International Recruitment Campaigns

In an effort to increase the APA international member community, in 2011, **APA Membership** executed many successful projects like the **International Member Get-A-Member recruitment campaign**. For this campaign, any member who refers an international colleague for APA membership is eligible to win special prizes for both the new recruit and the referrer (free meeting registration, free membership dues). The program continues in 2012.

Royal College of Psychiatrists (UK) Joint Campaign

Promotion began in the fall of 2011 for the **joint membership campaign** that the APA and Royal College of Psychiatrists will implement in 2012. As part of the campaign, members of each organization may join the other one in 2012 for a one-time 25% discounted fee.



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International Meetings

Membership managed an APA exhibit booth at the World Psychiatric Association's World Congress meeting in Buenos Aires, Argentina, September 18-22, 2011, where 10,000 people attended. Membership collected over 20 **international applications** completed onsite and followed up with an additional 100 psychiatrists afterwards interested in **APA international membership**.

The APA's Membership department also partnered with American Psychiatric Publishing (APP) to have APA International Membership brochures/applications on display at various meetings throughout Europe and Japan where APP's counterparts were exhibiting in 2011. Applications were made available at ten meetings across the globe, including at the Association of European Psychiatrists Congress, Vienna, Austria; International Conference on Autism, Glasgow, Scotland; World Psychiatric Association International Congress, Prague, Czech Republic; 10th World Congress of Biological Psychiatry, Prague; Japan Psychiatry Society, Tokyo; and German Psychiatry, Psychotherapy & Neurology Congress, Berlin, Germany.

x2
Residency training programs joining the 100% Club doubled from 15 to 30.

Attracting the Next Generation: APA Celebrates Members of the 100% Club

In 2011-2012, the number of residency training programs to join the ranks of the exclusive **100% Club** doubled from the previous year. The 100% Club was established to encourage residents throughout the United States and Canada to join the APA along with other trainees in their programs.

Early Career Psychiatrists (ECPs)

ECPs received a special personalized mailing in 2011 with the newly updated **APA Membership Resource Handbook** from the ECP Trustee and the Chair of the Assembly ECP Committee, highlighting membership benefits developed specifically for ECPs.

A more efficient procedure was approved in 2011 for advancing Members-in-Training (MITs) to General Member status upon completion of residency training. The advancement to General

Membership is now automatic based on the training completion date originally provided in the member's application. Instead of submitting documentation (e.g., copy of license and training certificate), members will only be asked to verify that they meet the requirements for General Member status by signing a verification form.

Changes for Fellowship Categories

2011 marked the first year that letters were not required for **APA Fellowship**. The number of applications increased significantly from 359 in 2010 to 687 in 2011. The names of all Fellowship applicants were provided to the District Branches in late September for the 30-day comment period, and the Membership Committee and the Board of Trustees approved the applicants in December.

The International Fellowship classification was re-named International Distinguished Fellowship, and the Board of Trustees approved a new category of International Fellowship. The Membership Committee will define the criteria for the new membership category for Board approval in 2012.



Membership Development Manager, Louise Martin, oversees APA's exhibit booth at the 2011 World Psychiatric Association's World Congress meeting.





Office of Communications and Public Affairs

In today's media-rich world, nonprofit organizations have unprecedented access to a wide range of communications tools to help facilitate the flow of information. OCPA is the primary APA office for developing and disseminating information to the mass media about APA news, policies, programs, and activities, as well as public education on psychiatry and its benefits to those suffering from mental illnesses. As part of its mission, OCPA strives to destigmatize mental illness and to present psychiatry in a positive light. OCPA provides support to the Board of Trustees, Assembly, Council on Communications, District Branches and State Associations, and APA subsidiaries requesting help with media, internal communications, and other key communications issues. OCPA also manages production of the APA Annual Report and engages in a wide variety of special projects designed to support the overall goals of the organization.

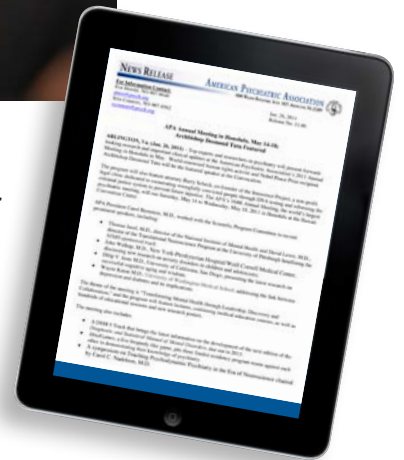
News Releases

OCPA strives to keep the media and the public informed about issues important to psychiatry through press releases, and 2011 was a busy year for psychiatry-related news. Health care reform, parity law implementation, revision of the DSM and tragic events related to untreated mental illness were just some of the issues the APA commented on. OCPA prepared and disseminated **74 news releases** during the year on these and many other subjects.



Media Relations

Each day the APA receives a large number of calls and inquiries from members of the press seeking to interview psychiatric experts on a multitude of topics. OCPA handled hundreds of calls in 2011, matching psychiatrists of all subspecialties with reporters seeking to inform the public about mental health issues. In this area, APA members are truly outstanding in their commitment to fitting media interviews in with busy clinical practices and research or teaching loads. They are the real voices of psychiatry, and their contributions are deeply appreciated.



Annual Meeting Media Coverage

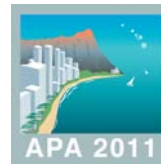
At the 2011 Annual Meeting, OCPA assisted more than 50 journalists and photographers in attendance reporting on all aspects of the meeting. This included top trade journals, national newspapers like the *Los Angeles Times*, and Hawaiian television, radio, and local media. OCPA coordinated successful news briefings during the Annual Meeting that included a webinar on new research posters, so that reporters who were unable to attend the Hawaii meeting could still cover important findings and clinical updates. OCPA oversaw the [Annual Meeting blog](#) and directed the production of APA TV (an Annual Meeting video) that aired every day of the meeting on screens throughout the convention center and on main hotel channels. APA TV, sponsored by three nonprofits (Yale-New Haven Psychiatric Hospital, Stanford University's Department of Psychiatry and Behavioral Sciences, and The Depression and Bipolar



Daily Bulletin

The Daily Bulletin is the Annual Meeting newspaper managed by OCPA to highlight event news and inform meeting attendees about program changes. In 2011, a [preview issue](#) was published to promote early registration, special event deadlines, and to showcase

sessions, symposia, and meeting attractions. In addition to the preview edition, four more issues were produced and delivered daily to the hotel rooms of meeting attendees and made available throughout the convention center and in the main hotel sites reserved for the meeting. Attendees also had access to the bulletin via their mobile devices and the digital edition posted on psych.org. The mobile editions featured key selected articles from each print issue as well as pertinent daily schedule information. Alerts were posted daily to highlight program changes and mobile edition users were able to comment on and share articles via email and social media.



Annual Meeting App Launch

For the first year, the 2011 Annual Meeting had a mobile event App that allowed Annual Meeting attendees the opportunity to have a complete interactive and personalized meeting experience on their mobile phones and other devices, allowing 24-hour access to meeting information. The App included a searchable mobile edition of the scientific program book, a list of all presenters and their sessions, and an icon to access the digital editions of the Daily Bulletin. Other features were an interactive scientific program and event schedules, a customized calendar and itinerary builder, meeting alerts, social media engagement, and exhibitor listings with booth maps. The app was widely embraced by meeting attendees and received positive reviews from the APA's members.

News from the APA for District Branches and State Associations

Each month, OCPA provided APA news to District Branches (DBs) through the e-newsletter *News from the APA*. *News from the APA* is a collection of five to eight brief articles with images and live links highlighting important APA activities and announcements that district branches can incorporate into DB websites and local newsletters - providing a useful national communication channel while maintaining the DBs' branding. *News from the APA* in 2011 featured APA tools such as "Marketing Your Practice Effectively," the "[Disaster Psychiatry Handbook](#)," and "Practice Management for Early Career Psychiatrists."

“APA Twitter: Our pick for mental health expert to follow. Tweets everything from live conference updates to interesting mental health articles.”



Support Alliance) featured “behind the scenes” interviews, coverage of special events, and reactions to the day from attending delegates. World-renowned human rights activist and Nobel Peace Prize recipient Archbishop Desmond Tutu [was interviewed](#) exclusively by APA TV following his moving Convocation speech, as was *Conversations* speaker actress Lorraine Bracco.

APA Daily “Headlines”

OCPA wrote daily “From the American Psychiatric Association” briefings in APA “Headlines” (daily e-newsletter informing members on breaking news in psychiatry) to report on APA comments for health care reform, meeting updates, and the latest APA membership benefits and educational opportunities.

WEBSITES/BLOGS/SOCIAL MEDIA

Like all busy public affairs offices, OCPA has found that a dynamic and well-focused social media strategy is essential to successful communications. APA’s social media, directed by OCPA, was recognized by **The Huffington Post** in 2011 as a top mental health expert to follow for its timely tweets on “everything from live conference updates to interesting mental health articles from mainstream news sources.”

Both **@APAPsychiatric** and **@APAHealthyminds** (Twitter for public-focused mental health education) made the top 50 best Twitter feeds for Psychology Majors by **Best Colleges Online.com** and grew its followers by the thousands.

APA’s Facebook page, updated daily, received thousands of new “likes” in 2011.

OCPA also facilitated the creation of an early career psychiatrist and member-in-training subgroup for APA’s member-exclusive **LinkedIn Group**. The group allows these special groups an opportunity to network and to engage in discussions about issues they face as they seek to build a fulfilling career in psychiatry.

Social media sites like Facebook and Twitter have enhanced the APA’s relationships with other prominent organizations within the mental health community like the National Institute on Drug Abuse, the Substance Abuse and Mental Health Services Administration, and the National Alliance on Mental Illness. As a result of OCPA’s social media efforts in 2011, APA engaged more international psychiatrists, medical students, and early career psychiatrists.

Faces of Psychiatry Video

OCPA developed a four-part video series called “Faces of Psychiatry” to show the various career paths available to psychiatrists. The doctors profiled in each segment explain how psychiatry provided them with unique options and fulfilling opportunities; whether it’s balancing time in the ER while working in private practice, treating military members and their families, researching the science of addiction, or mentoring the next generation of psychiatrists.

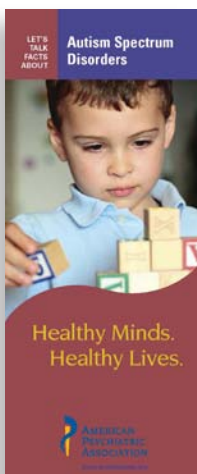


Monthly President Video

OCPA produced regular **video blogs by APA presidents** Dr. Carol Bernstein and Dr. John Oldham and posted them on psych.org. The president’s video has provided members with an intimate look at each president’s goals and objectives, and helps to highlight news of special importance to members.

HealthyMinds.org and Healthy Minds. Healthy Lives blog

OCPA educated and engaged the public on mental health issues like “men and depression” and publicized the First National PTSD Awareness Day on the Healthy Minds website, blog, and via social media. **HealthyMinds.org** and its **Healthy Minds. Healthy Lives blog** were regularly updated with anti-stigma videos and helpful resources on timely topics as well as posts by psychiatric experts that were relevant and informative. Popular posts on the Healthy Minds blog in 2011 included **Mental Illness or Muse? Amy Winehouse and Historic Artists with Bipolar Disorder**, **How to “Bully-Proof” Kids**, and **Keeping Your New Year’s Resolution with Mindfulness**.



Let’s Talk Facts

OCPA produces a series of brochures to explain mental illnesses and treatment in straight-forward, simple terms for patients and family members called **Let’s Talk Facts** with answers to commonly asked questions. In 2011, a **Let’s Talk Facts** brochure on **Autism Spectrum Disorders** was developed.



Office of Minority and National Affairs

OMNA on Tour is a traveling education program directed by APA's **Office of Minority and National Affairs (OMNA)** that is designed to inform communities around the nation about the significance of disparities in mental health care among diverse and underserved populations and to encourage collaborative action among those who can invoke change. Three programs were held in 2011:

1. An OMNA on Tour program was held in April of 2011 in Sacramento, CA to focus specifically on integrated systems of care that reduce mental health and health disparities in the state of California. The event, attended by 100 psychiatrists and primary care physicians, consisted of plenaries on service delivery, workforce, development, and funding. The most popular parts of the program were presentations by representatives from several California counties in various levels of development with regard to providing integrated care services. This successful program was co-organized by the American Association of Community Psychiatrists, University of California Davis Department of Psychiatry and Behavioral Sciences, Central California Psychiatric Society, and the Sacramento County Departments of Health and Mental Health.
2. OMNA availed itself of the rich cultural traditions in Hawaii to focus on indigenous and Native Hawaiian people during the 2011 Annual Meeting in Honolulu. Over three sessions, OMNA on Tour explored how native families have utilized cultural mechanisms to promote healing, how mental health and primary care physicians are combining tradi-

tional health practices with western medicine, and the utility of remote technology for direct psychiatric care to treat underserved indigenous populations in remote areas.

3. "One Size Does Not Fit All" was the theme of **OMNA on Tour** during the October 2011 IPS meeting in San Francisco. Diverse groups of psychiatrists presented on unique challenges in providing recovery-oriented psychiatric care to women, transgender people, and people of African, Asian, Hispanic, and Native Hawaiian descent. These presentations were inspired by OMNA's work to create a **curriculum for psychiatrists on recovery-oriented care** in partnership with the Association of Community Psychiatrists. The curriculum will be completed in 2015.

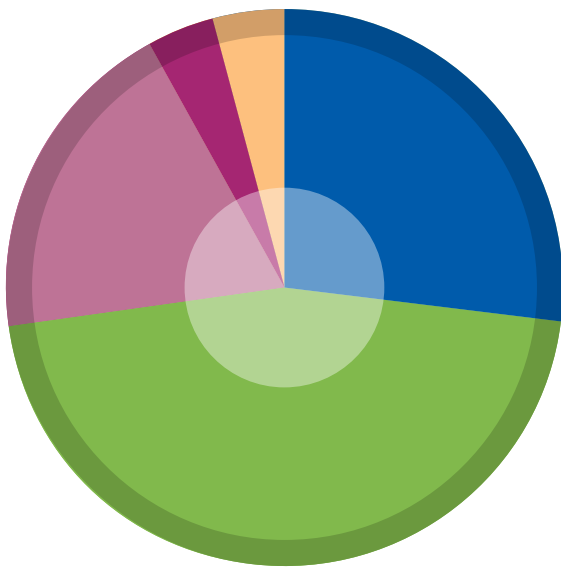
More OMNA Highlights

- OMNA director Annelle B. Primm, M.D., M.P.H., was lead author of the cultural competence section of the American Red Cross's (ARC) *Disaster Mental Health Guide* being used to train mental health professionals. APA's participation came at the special invitation of the ARC.
- Dr. Primm was invited to be an expert panelist on mental health and black women as part of Black Entertainment Television's (BET) *Leading Women Defined*. Panelists included several African American actresses who shared their personal experiences with depression and other mental illnesses.



Dr. Primm

Financials



REVENUE

Membership	27%	\$12.1M
Publishing	46%	\$21.4M
Continuing Medical Education	19%	\$8.5M
Foundation & Other	4%	\$1.9M
Private Award Revenue	4%	\$1.6M
Total Revenue	100%	\$45.5M



EXPENSES

External Affairs	8%	\$3.7M
Publishing	29%	\$13.7M
Continuing Medical Education	13%	\$5.9M
Foundation, Research & OMNA	10%	\$4.7M
Private Award Expenses	5%	\$2.2M
Business Operations	25%	\$11.9M
Governance & Components	5%	\$2.3M
Membership	5%	\$2.1M
Total Central Office Expenses	100%	\$46.5M



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