

Learn how APA and the
APA Practice Organization
are working for you.
2007 | The Year in Review

AMERICAN
PSYCHOLOGICAL
ASSOCIATION
PRACTICE ORGANIZATION
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Stay Connected to Information for Your Practice

The APA Practice Directorate and APA Practice Organization provide a variety of communications to keep you and your clients informed, including:

On the Web:

- ▶ The monthly *PracticeUpdate* e-newsletter found at APApractice.org.
New in 2008: It's now easier than ever for members to access the *PracticeUpdate* e-newsletter. In response to member requests, **login at APApractice.org will no longer be required.**
- ▶ Fact sheets, articles and other material about psychology for consumers at apahelpcenter.org. The same content is provided at the Spanish-language Web site, centrodeapoyoapa.org.
- ▶ Periodic emails from the APA Practice Organization about **timely issues for practitioners.**

In the Mail:

- ▶ *Good Practice* magazine – two issues in 2008
- ▶ *The Year in Review*, an annual wrap-up of our activities on behalf of professional psychology

... and more. Don't hesitate to let us know how we can better meet your needs for timely and practical information by sending an email to practice@apa.org or by calling toll-free, **1-800-374-2723**.

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Highlights from the past year—and a glimpse at 2008

This publication for practitioners identifies many of the ways that your American Psychological Association (APA) dues and APA Practice Organization Practice Assessment monies are being used to: represent your interests; provide you with tools and information; and communicate the value of psychology to the public.

REPRESENTING YOUR INTERESTS

- ▶ The APA Practice Organization successfully lobbied Congress to **delay an across-the-board 10.1 percent cut in Medicare reimbursement** scheduled for January 1, 2008. However, practitioners will see some payment reductions in 2008 for certain Medicare services, including psychotherapy, because of other cuts that took effect in 2007.
- ▶ Newly added measures give psychologists who participate in the PQRI, Medicare's voluntary quality reporting program, **greater opportunity to earn bonus payments from Medicare in 2008**. A work group of APA members is creating additional PQRI measures for use by interested psychologists in 2009.
- ▶ The Senate **unanimously passed the Mental Health Parity Act in 2007** that would achieve full parity between mental and physical health insurance benefits. In helping to pave the way for this Senate victory, APA Practice Organization representatives were instrumental in negotiating successfully with traditional opponents of parity in the insurance and employer industries.
- ▶ We also succeeded in our efforts to incorporate language into Current Procedural Terminology (CPT®) 2008 that helps **clarify appropriate use of the psychological and neuropsychological testing codes**. The clarifying language indicates when it is appropriate for psychologists to bill using more than one testing code.
- ▶ The APA Practice Organization helped practicing psychologists claim their share of a \$3.5 million **nationwide class action lawsuit settlement** by Humana, building on the previous settlement with CIGNA to yield \$15 million in total settlement amounts to date. The APA Practice Organization continues pressing for other managed care company defendants to settle the lawsuit.
- ▶ In 2007, **a record nine states introduced bills to achieve prescriptive authority (RxP)** for qualified psychologists. The Hawaii legislature, which sent RxP legislation to the governor for approval in May, was unable to override her veto.
- ▶ The APA Practice Directorate co-sponsored the **tenth annual Department of Veterans Affairs (VA) Psychology Leadership Conference**, where participants focused on improving mental health services for veterans amidst changes in health care and technology.

A glimpse at 2008:

We will intensify our advocacy efforts to reverse Medicare payment cuts and to secure payment increases for psychologists. With regard to parity, the APA Practice Organization will actively pursue passage of a strong full parity bill as the House of Representatives considers parity legislation in 2008.

PROVIDING YOU WITH TOOLS AND INFORMATION

- ▶ Using a variety of communications mechanisms, the Practice Directorate staff helped hundreds of APA members understand and apply for their **National Provider Identifier (NPI)** in 2007. We also succeeded in modifying the “taxonomy code” list associated with the NPI so the list more appropriately reflects the practice of psychology.
- ▶ APA widely disseminated **revised Record Keeping Guidelines** approved by the Council of Representatives in February 2007. The revised guidelines reflect changes in practice such as the growth of electronic record keeping and requirements of the Health Insurance Portability and Accountability Act (HIPAA).
- ▶ The APA Practice Organization published two issues of **Good Practice magazine** (upper right) for practitioners. In addition to a general issue of the magazine, a topical edition provided practical guidance for members in complying with the HIPAA Privacy and Security Rules.
- ▶ **PracticeUpdate** (center right), our award-winning e-newsletter, regularly delivers important news and information for practicing psychologists. Visit **APApractice.org** to find back issues featuring a wealth of practical material for psychologists.
- ▶ Among the resources added to **APApractice.org** in 2007, the **Managed Care Reimbursement Toolkit** contains information to help you respond to managed care rate cuts, diversify your sources of professional income and manage practice finances.
- ▶ At **phwa.org**, the **Web site for the Psychologically Healthy Workplace Program (PHWP)**, new resources for employers and psychologists who work with them include the **Good Company e-newsletter** (lower right) and a searchable database of research abstracts.
- ▶ We continue to present **continuing education programs about the business of practice** at APA Convention and state psychological association conferences.



A glimpse at 2008:

We will continue to use a wide variety of communications channels to provide members with practical information, tools and resources. Be on the lookout for new additions such as podcasts and blogs.

How can APA and the APA Practice Organization better meet your needs for timely and practical information? Email practice@apa.org or call toll-free, 1-800-374-2723.

COMMUNICATING THE VALUE OF PSYCHOLOGY TO THE PUBLIC

- ▶ The Mind/Body Health Campaign, a major facet of APA's Public Education Campaign, continues to educate the public about the connection between psychological and physical health and the role that lifestyle and behaviors play in mind/body health. The Practice Directorate unveiled the **APA Mind/Body Health Toolkit** to members at the 2007 APA Convention. The toolkit is designed to support psychologists' community outreach presentations, media interviews and other local activities that address mind/body health issues. APA members can request a copy of the toolkit by sending an email to pracpr@apa.org.
- ▶ To help serve America's growing Hispanic population and their need for health education materials, APA launched in March 2007 a new Spanish-language Web site, **centrodeapoyoapa.org** (right). The site mirrors content found online at **apahelpcenter.org**, the APA Help Center associated with the Public Education Campaign.
- ▶ Immediately after the Virginia Tech campus shootings in April, APA provided **information for students in distress and their parents** at the APA Help Center. The Virginia Tech Counseling Center linked to **apahelpcenter.org** from its homepage, while MTV University featured information from APA in an online list of mental health resources that linked to the Web sites of 500 colleges.
- ▶ APA garnered considerable media attention in releasing the results of its **2007 "Stress in America"** survey of attitudes and perceptions of stress among the general public. *USA Today*, *The New York Times*, NBC Nightly News, the Today Show and NBC affiliates across the country were among the hundreds of media outlets that covered the survey findings.
- ▶ The APA's 2007 **National Psychologically Healthy Workplace Awards and Best Practices Honors** recognized 14 organizations for fostering employee health and well-being while enhancing organizational performance.
- ▶ **Disaster Response Network (DRN)** members regularly offer assistance following disasters in their local communities. Volunteer DRN psychologists assisted the American Red Cross after the Virginia Tech shootings, Minneapolis bridge collapse, California wildfires and other disasters in 2007.



A glimpse at 2008:

We're adding families to our target audiences for public education campaign messages while also developing new materials to help psychologists engage in culturally competent outreach activities. Our Psychologically Healthy Workplace Program will expand psychology's connections to the employer community through **phwa.org** and other mechanisms.

Practice Working for You