APAPPO Annual Report

to the APA Council

February 19, 2011

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Executive Director for Professional Practice
Focuses on advancing a particular trade such as professional psychology

Key differences with 501(c)(3) associations:
- Fewer tax benefits
- Fewer restrictions on use of money
- Unrestricted lobbying
- Permitted to work with PACs to facilitate political giving
APAPO Governance

Same Officers who govern APA in these positions govern the APAPO

Same CAPP Committee members elected to the APA C3 CAPP constitute APAPO C6 CAPP
The mission of the APAPO is to advance, protect and defend the professional practice of psychology.

APAPO is dedicated to serving the professional interests of its members.
Medicare Payment

- 25% Sustainable Growth Rate (SGR) cut postponed
- 5% psychotherapy payment restoration extended through 2011
- Centers for Medicare and Medicaid Services payment policies that reduce psychologists’ reimbursement
- Psychotherapy codes review
Breaking Down Barriers to Psychological Services

- Medicare “physician” definition
- HITECH incentive payments for electronic health records
- Hospital reimbursement for psychology internship training
Health Care Reform

- Protecting psychology and mental health provisions in Patient Protection and Accountable Care Act
- Privacy safeguards for psychological testing data
Mobilizing Grassroots Members

- APAPO Government Relations Office
- Field Consultants
- Federal Advocacy Coordinators
- Practitioners
Communicating with Members of Congress
Legal Advocacy

- Mental health parity law implementation
- Class action lawsuits and settlements
- Coalition for Patients’ Rights – Scope of practice
Consultation with members and SPTAs

Sample issues and initiatives:

- Health insurers/Managed Behavioral Healthcare Organizations
- Licensure
- Responding to subpoenas
- Hospital practice
- Prescriptive authority
Marketplace Initiatives

Psychologically Healthy Workplace Program (PHWP)

- Positioning psychologists as experts with employer, health promotion and wellness communities
- Providing resources for employers and the psychologists who work with them

Collaborative relationships with industry stakeholders

Educational efforts about the value of psychologists practicing in applied settings
Marketplace Initiatives

PHWP Programming

- Psychologically Healthy Workplace Conference
PHWP Communications Vehicles

- Website – phwa.org
PHWP Communications Vehicles

- *Good Company* e-newsletter, blog and podcast
Marketplace Initiatives

PHWP Communications Vehicles

- Social media presence
  - Facebook
  - LinkedIn
  - Twitter
  - YouTube
Practice Central

- Regular content updates featured on landing page at apapracticecentral.org
- Variety of reimbursement tools and resources
- Guidance on complying with the Health Insurance Portability and Accountability Act
- Resources for early career psychologists
- Much more – visit often
Keeping Practitioners Informed

- *PracticeUpdate* e-newsletter
- *Good Practice* magazine
- 2010 Year in Review
- Pocket Guide to Practice
- Regular activity update reports to Council and APAPO members
Serving Our Members

New Tools and Resources

• Online Practice Finances Calculator
• More online learning and multimedia programs planned for Practice Central
• More frequent communications in 2011: PracticeUpdate, Good Practice
Psychologist Locator – Connecting Consumers with Practitioners
Serving SPTAs

- Annual grants
- Consultation on organizational needs and advocacy initiatives, public relations strategies regarding practice issues
- Staff support for the Council of Executives of State, Provincial and Territorial Psychological Associations
- Annual State Leadership Conference
- Business of Practice workshops at annual SPTA meetings
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