

This information, funded by your membership dues,  
is intended for KPA members only.



# KPA e-NEWS

October 2014

## CE Connections: Upcoming KPA CE Events

**November 6 - 8, 2014**

[KPA Annual Convention](#)

Galt House Hotel - Louisville, KY

Earn up to 19 CE Credits!

Complete details and registration information can be found on the [KPA Event Calendar](#).

## Next KPA Board of Directors Meeting

**December 12**

Louisville, KY

[View the KPA Board of Directors](#)

-Advertisement-



## Visit the KPA Book Corner

The KPA Book Corner highlights books written by KPA Members and those recommended by KPA speakers, including those from the KPA Conventions. [Click here to take a look at our current listings.](#)

If you have presented for KPA or are a KPA Member author, please send your suggested items to [kpa@kpa.org](mailto:kpa@kpa.org). (If you order Book Corner recommendations or other items through Amazon, remember to access the Amazon site by clicking on the Amazon link on the KPA home page - Amazon donates a small percentage of these purchases back to KPA!)

## Community Bulletin Board

A forum is available to any KPA member who would like to post information that the psychology community may find interesting or helpful or for which

## Exciting News from KPA in October

Here's the October edition of the KPA e-NEWS, a regular member newsletter, to enhance communication about psychology across the state. What follows is a sampling of psychology-related news and opportunities across the Commonwealth. Check out the column on the left for upcoming KPA Social and CE events, meetings, Kentucky Currents (member news items), and more. For more updates, visit the KPA website and join KPA on Facebook: simply click "Like" on the Kentucky Psychological Association Facebook page.

## Update from KPA Executive Director

by *Lisa Willner, Ph.D., KPA Executive Director*

My life has been turned upside down since August 12th when I filed to run for elected office. Many of you know that I am running for a seat on the Jefferson County School Board. I could not have undertaken this challenge without the full support of friends and colleagues within KPA who recognize, as I do, the tremendous connection between psychology and education. Every step of the way throughout a very demanding campaign - I'm running against an incumbent first elected in 1976 - I have been carrying forth KPA's mission of promoting psychology as a science and profession. Whether on the radio, in videotaped interviews and forums, or talking with folks while going door to door, I have had the opportunity to talk about psychologists' training and expertise in cognitive, social, and emotional development; assessment; systems thinking; and the mental health needs of our public school children and their families.

My run for this seat also meets the challenge that KPA extends to all of our members to extend ourselves beyond our comfort zones, and to answer the call for leadership. As psychologists, we have a valuable perspective to bring to the table - lots of different tables! In running for office, I'm following the great example set by so many KPA members who have stepped up to lead in so many different ways - in their workplaces, as community volunteers, and for KPA.

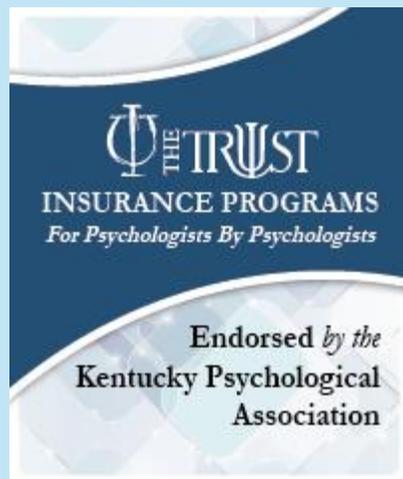
No matter the outcome of this election, I am learning a lot about the community, hearing about families' struggles and successes within the public schools, and gaining a deeper understanding and appreciation of the democratic process. And promoting psychology every step of the way!

I look forward to seeing you at Convention - I'll have lots of good campaign stories to share!

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**KPA Annual Conference – November 6-8, 2014**

psychology input is requested. Visit the [Community Bulletin Board](#) to view current messages or to post a new message.



#### KPA Currents

A Snapshot of Events in the Lives of KPA Members

Our condolences to **Dr. Kim McClanahan** and her family upon the death of her father, Adrian McClanahan, on October 28th. Mr. McClanahan was 97. Kim McClanahan is a longtime KPA member, Executive Director of Pathways Community Mental Health, KPA Northern regional rep, and chair of the KPA Ethics Committee. Please keep Dr. McClanahan and her family in your thoughts.

Congratulations to **Eric Russ, Ph.D.** and **Brigid Kleinman, Ph.D.** on the birth of their son, Connor!

Congratulations to **Tony Sheppard, Psy.D.**, on being appointed to a 2-year term as Chair of the International Board for Certification of Group Psychotherapists (IBCGP)!

Congratulations to **Dr. Kim McClanahan** on her induction into the Morehead State University Alumni Hall of Fame in October of this year. [Click here](#) to view a photo of Dr. McClanahan receiving the award.

#### Members in the Media

The following members appeared on "Let's Talk" at 970AM WGTK with fellow KPA member Stan Frager, Ph.D.

The 2014 KPA Annual Conference is next week! Join us Galt House in downtown Louisville on November 6-8. The conference title is "*Psychologists as Collaborators: Partnering to provide comprehensive care.*" Online registration has closed but onsite registration is available and will open at 7:45am daily. For complete details, click on the [Convention homepage](#).

KPA will continue to accept volunteer sign-ups through the weekend. The KPA Volunteer Student Program provides free admission for students who assist with workshops, registration desk, and with pre-Convention preparations; work 1/2 day, attend 1/2 day FREE! To sign up, fill out the volunteer form [here](#).

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#### Election Results: 2015 KPA Board of Directors

Congratulations and thank you to all of the candidates for your willingness to serve KPA and its members! Newly elected to the 2015 KPA Board of Directors are:

##### Officers

**President-Elect:** Amanda W. Merchant, Ph.D.

**Treasurer:** David Hanna, Ph.D.

##### Regional Representatives

**Central:** Jon Urey, Ph.D.

**Greater Fayette:** Michael DiBiasie, Ph.D.

**Northern:** Lori Bradbury-Robinson, Psy.D.

##### Board Representative

**Early Career Psychologist Representative:**

Eric Russ, Ph.D.

##### Interest Section Representatives

**Education and Training Section Representative:**

Steve Katsikas, Ph.D.

**Health Psychology Section Representative:**

Erica Adams, Ph.D.

**KPAGS Representative:** Miriam Selph, M.A.

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#### An Update From Your New Early Career Psychologist Committee Chair

by *Elizabeth Cash, Ph.D.*

I am pleased to introduce myself as the new Chair of the Early Career Psychologist (ECP) Committee for KPA. I became a student member of KPA in 2005 and have benefitted immensely from the resources and support continually made available by this organization. As I began my career as a new clinician in an academic setting, I learned how important it is to establish a network of peers and mentors who could provide the help and information I needed. I am excited to transition into this new role as a Committee Chair, and I hope to be able to extend the support of KPA to even

**Eva Markham, Ed.D.**, discussed Tourette Syndrome

**Sarah Shelton, Psy.D., M.P.H., M.S.C.P.**, discussed Child Abuse

**Dustin Wygant, Ph.D.**, discussed Psychopathic Personalities

**Kathryn Hopkins, M.Ed.**, discussed Bullying

*Please send your announcements to [kpa@kpa.org](mailto:kpa@kpa.org) so that your news may be shared with the KPA membership.*

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### KPA Interest Sections

Joining KPA Interest Sections is free and participation on the listservs is an exclusive member benefit. Many ideas, resources, and requests for treatment recommendations and other opportunities flow through the KPA listservs daily. Here is an excerpt from a post on the KPA Clinical listserv: "Thank you to everyone who shared their experiences with me. I was quite surprised at the variability of your responses.....Nice to have a community to call on for advice when such situations arise!" If you want to expand your resources and deepen your own sense of community within KPA, visit the KPA Interest Section webpage for instructions on how to join a KPA Interest Section.

[Interest Section Details](#)  
[Listserv Details](#)

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### Join KPA and KPAGS on Facebook!

KPA has always been an organization that works to be inclusive of all psychologists in the state. Kentucky Psychological Association is officially on the popular social networking site, Facebook.com, and currently has 646 "friends". All you need to do to join the Kentucky Psychological Association on Facebook is to select the "Like" button after finding our group on Facebook. Please be sure to search for "Kentucky Psychological Association" and review the KPA Social Media/Forum Policy. The KPA Graduate Students (KPAGS) are also on Facebook! Stay up to date with the latest KPAGS news and communicate with other psychology graduate students from around the state! Click here to join KPAGS on Facebook:  
<https://www.facebook.com/MyKPAGS>

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### Advertise in the KPA e-Newsletter!

The bi-monthly editions of the KPA e-

more early career members.

Early career psychologists are doctoral and master's level clinicians who have earned their terminal degree within the past seven years. ECPs are widely regarded as the future of the field, the ones with the motivation, energy and power to effect real change in the profession. Early advocacy and engagement is therefore vital during this phase in our careers. The KPA ECP Committee is designed to support and meet the unique needs of these members and help facilitate engagement efforts. We hope to encourage professional development and increased involvement for all of KPA's ECP members. We continue to work toward re-establishing the mentoring program, and are developing a platform that will establish and facilitate consultation groups. We are also planning a few social and networking events in the coming months, so be on the lookout for those invitations!

We want to be able to provide information and resources pertinent to our members' development. We are always open to ideas from our ECP members. To let us know what you feel is most important, please take a few moments to complete the survey available on the [ECP webpage](#), or feel free to contact me directly ([lizdcash@gmail.com](mailto:lizdcash@gmail.com)).

We have great potential to influence the profession in our state, and our committee is one of the most important resources for new clinicians as they transition into their careers. We aim to increase our productivity, and are seeking motivated members who want to become more involved. If you are interested in joining the ECP committee, please let us know! You can contact me directly, or sign up at our information booth at the Convention. We plan to have resources for ECPs available at our booth, and your committee members will be available, so please stop by!

I hope to meet you personally at the Convention and the KPA Reception for Newly Licensed Psychologists on Friday, November 7!

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### Reception to Honor New Licensed Psychologists

We hope you will attend the reception to honor newly licensed psychologists will be held during the KPA convention on Friday, November 7 at 5 pm, in the Rivue Tower – Waterford Room of the Galt House Hotel.

This reception is a great way to relax at the end of the convention day and spend a happy hour with fellow KPA members. You will have the opportunity to network with members and establish new connections with fellow ECPs. To help get the conversations started, KPA is offering one free drink ticket to all ECPs!

An array of hors d'oeuvres will also be served, with vegetarian options, and there is a cash bar.

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### APA Council Representative Report

*by David T. Susman, Ph.D.*

At its August 2014 meeting at the APA Convention in Washington, DC, APA's Council of Representatives approved several proposals recommended by the Good Governance Project (GGP) Implementation Work Group (IWG) to streamline APA's governance system and make it more inclusive. The GGP model, seeks primarily to increase

Newsletter, are distributed to over 1100 KPA members. The eNewsletter is sent via blast email at the end of Feb, Apr, Jun, Aug, Oct and Dec with submissions accepted at any time. Complete information and pricing details are available on the KPA Advertising webpage.

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### Support KPA During in 2014 via Shopping on Amazon.com

You can support KPA when shopping on Amazon by clicking the Amazon link on the main KPA website as a first step in making purchases on Amazon.com. Up to 3% of every purchase made on Amazon when you click their link on the main KPA website benefits KPA.

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### The Easiest Way to Accept Payments

The Kentucky Psychological Association is pleased to offer member merchant accounts - credit and debit card processing for your practice. A merchant account provides your clients with a convenient and immediate payment option and makes it easy for them to pay you for your services. Accept payment for consultation fees, counseling sessions and insurance co-pays. With a merchant account, you can:

- Accept Visa, MasterCard, Discover & AMEX.
- Control cash flow & increase business.
- Save up to 25% off standard bank fees.
- No contract or annual fees.
- No cost to transfer services - call to compare!

The process is simple. Begin accepting payments today! Call 866-376-0950 or visit [www.affinipay.com/kpa](http://www.affinipay.com/kpa).

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### KPA Home Study Opportunities

Under revised KRS CE regulations, you can now earn up to 12 credits per licensure cycle for home study courses. See what KPA has to offer...

[A First Step in Understanding the Affordable Care Act and Its Potential Impact on the Health and Mental Health of Kentuckians](#)

[Navigating the CPT Changes for 2013](#)

[KPAF Diversity Conference Home Study Courses](#)

[KPA Domestic Violence Home Study Series](#)  
[Clinical Applications of Neuroscience Research Home Study Series](#)

[Religion, Spirituality, and Clinical Practice Webinar Home Study Series](#)

member engagement and give members a more direct voice in the decision-making process. It also strives to enable APA governance to respond more nimbly to issues of the day and to ensure strategic alignment across the organization.

Over the last year, the Council has approved several proposals from the IWG, including a three-year trial delegation of duties from the Council to the Board of Directors in four areas: financial and budgetary matters; the oversight of APA's chief executive officer; the alignment of the budget with APA's Strategic Plan; and internally focused policy development. These changes free up Council to focus on strategic and emerging issues affecting psychology and to engage in higher level dialogues that inform the development of policy and strategic directions.

The Council also approved a change in the composition of APA's Board of Directors. Under the change, the board would have six member-at-large seats open to election from and by the general membership. In addition, the board would have a public member, as well as student and early career psychologist representation. Two seats would also be reserved for members of a newly created Council Leadership Team (CLT), in order to ensure a bridge between the APA board and Council. The CLT will manage the work of Council, determine the process for Council to select topics for discussions and provide recommendations on agenda items that Council would consider. The CLT will have 12 members, all of whom would be current or past Council members. The changes to the board's composition require a Bylaw change which is expected to be sent to members for approval next year.

At its August meeting, the Council continued to grapple with the group's optimal size and structure. The questions still remaining -- and that will be considered at the February 2015 Council meeting -- include:

- The overall size of the Council.
- Whether the allocation of Council seats should be made on an apportionment basis, as they are currently allocated, based on size of a division or state/provincial/territorial association or based on one seat per constituency,
- Whether to adopt an IWG proposal recommending that nine at-large Council seats be added with slates based on an annual needs assessment.

In other GGP action, the Council received reports from the IWG on making better use of technology, on the delineation of financial oversight responsibilities within the new governance structure, a plan for developing a leadership pipeline and development program, and a plan for how emerging issues would be introduced to and triaged by the new governance system.

In addition, the Council approved a change in the functions of the Committee for the Advancement of Professional Practice (CAPP). The committee will now be wholly a committee of the APA Practice Organization (APAPO) and will continue to be responsible for the day to day oversight of APAPO in advocating for the c-6 professional and marketplace interests of practitioners in legislative, legal and regulatory arenas. CAPP will now report directly to the APAPO Board of Directors. The APA Board of Professional Affairs will continue to oversee the work of the Practice Directorate, including policy formulation; the development of both professional practice and clinical practice guidelines; public education and disaster response; and advocacy for access to quality mental health services.

In other action the Council:

[Exploring Attachment: Clinical Insights Across the Life Span, Season 1.](#)

[Exploring Attachment: Clinical Insights Across the Life Span, Season 2.](#)

View the [KPA Home Study Page for additional options.](#)

- Approved a change to the Association Rules to now require that most APA boards and committees have at least one member who is an early career psychologist. Exceptions were allowed when membership criteria for a particular board or committee made a slate solely comprised of early career members impossible.
- Adopted a resolution aimed at stemming false confessions and wrongful convictions, including a recommendation that all interrogations of domestic criminal felony suspects be videotaped in their entirety and from a “neutral” angle. The resolution, which relies heavily on psychological research, states that law enforcement officers often close their investigations after a criminal suspect confesses, even in cases where the confession is inconsistent, contradicted by evidence or coerced. Many adults with mental disabilities and younger suspects don’t fully understand their right to remain silent and to have a lawyer present, and are more likely to waive their rights. In addition, jurors often have difficulty distinguishing true confessions from false, in part because even false confessions sometimes contain vivid and accurate details and facts that had not been previously reported.
- Adopted as APA policy a resolution on gender and sexual orientation diversity in children and adolescents in schools that encourages education, training and ongoing professional development about the needs of gender and sexual orientation diverse students for educators and other school personnel.
- Adopted as APA policy a resolution in support of the UN Convention on the Rights and Dignity of Person with Disabilities.
- Adopted as APA policy the Guidelines for Clinical Supervision in Health Service Psychology. These guidelines delineate optimal performance expectations for psychologists who supervise trainees in health-service delivery settings.
- Approved the creation of a Div. 42 (Psychologists in Independent Practice) journal titled *Practice Innovation*.
- Approved the creation of an APA Committee on Associate and Baccalaureate Education. This committee will subsume the work of the current Psychology Teachers at Community College Committee.
- Adopted new policy that supports the inclusion on all governance boards and committee members who have not previously served in governance. Such members running for governance will be given the option to have the fact that they are new to governance service noted by an asterisk on the election ballot.
- Elected a class of 111 new APA Fellows.  
(Rhea K. Farberman, APA *Monitor* Executive Editor provided the initial draft of this summary.)

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### **KPA Listserv Transition Information**

With the loss of our former hosting service for listservs, KPA is transitioning to a new listserv service provided through the APA Practice Organization. As we begin to make

this transition, you will be receiving a separate email from APAPO for every KPA listserv that you are subscribed to with details on how to send a message, unsubscribe, the APAPO listserv rules, etc. We hope that you enjoy our new listserv experience and look forward to getting our group communication back up and running!

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### **Tools for the Trade**

*by Laurie Mount Grimes, Ph.D., Director of Professional Affairs*

We psychologists are big on helping our clients develop toolboxes full of strategies for coping, parenting, anxiety management, stress reduction, or any other therapeutic issue. As practitioners we attend CE events to gain new treatment strategies for our clinical toolbox. But how often do we sharpen our *professional* tools? Is it our habit to think about how our profession operates in the broader health care industry or overall workplace? Caught up in the day-to-day grind of practice, family, and other responsibilities, we often ignore these broader and seemingly less-tangible, non-urgent issues. Are they really pertinent to private practitioners anyway?

- Have you ever griped about dealing with insurance companies?
- Have you ever complained about insurance reimbursement rates?
- Do you think therapists licensed under other boards should be able to administer psychological testing?
- Do you have an opinion on the number of CE hours that should be mandated?
- Is the post-doctoral year necessary?
- Do you think master's level psychologists should have autonomous functioning?
- Do you think health insurance companies should have to provide mental health benefits equal to physical health benefits?
- Do you use or would you like to use health and behavior codes for reimbursement?
- Have you become a Medicaid provider this year?
- Are you satisfied with Medicaid reimbursement rates? Do you think the Duty to Warn should apply to outpatient settings?

These are some of the very pertinent issues that directly affect our daily practice of psychology and are (or have been) decided through legislative action. The practice of psychology will be dictated by other people – non-clinicians who may not understand mental health issues - if we don't participate in the legislative process. We need tools to advocate for our profession! KPA has been strategizing on how to fill the advocacy toolbox and is hoping to activate the membership to take a bigger role in the process. Some member participation opportunities include:

Joining the **KPA Advocacy Committee** - with Georgeann Brown at the helm the committee has had an impressive first year of activity and would welcome more members.

Attending the annual **Legislative Day** in Frankfort on Tuesday, February 24, 2015 - KPA members meet in small groups with state legislators to educate about psychological practice and lobby for specific legislation.

Joining the team of **bill watchers** who will share the job of monitoring legislative activity pertinent to psychology.

Donating. KPA is exploring the possibility of establishing a **PAC** (political action committee) to make monetary donations to *both* Republican and Democrat parties.

The emphasis would be on issues important to psychology, not on partisan affiliation.

Look to hear more about these opportunities in the newsletter and at convention. Or contact KPA today to get started! You can find me at [Laurie@KPA.org](mailto:Laurie@KPA.org).

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### Kentucky Psychological Foundation News

#### 2015 Spring Academic Conference – Save the Date!

The 2015 Spring Academic Conference will be held on Saturday, March 28th, 2015 at Midway College. This year's theme is "A Call for Compassion: Using Psychology for a Better World." Complete details coming in December/Early January!

Help support the Kentucky Psychological Foundation by [making a donation today!](#)

#### Research Colloquium Travel Award

The Kentucky Psychological Foundation has created an initiative to support the presentation of research colloquia by psychologists in academic or research settings within the Commonwealth of Kentucky. The purpose of this initiative is to foster inter-institutional networking between Kentucky academic or research institutions, promote the exchange of ideas, and provide career-development opportunities for academic and research psychologists within the Commonwealth. [Click here for details.](#)

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#### Call for Proposals: Randy Gerson Memorial Grant

The American Psychological Foundation (APF) is seeking proposals for the 2015 **Randy Gerson Memorial Grant**, which supports graduate student projects in family and/or couple dynamics, and/or multi-generational processes. Work that advances theory, assessment, or clinical practice in these areas is eligible. **The deadline for proposals is February 1, 2015.**

Please see the APF website for more information:

<http://www.apa.org/apf/funding/gerson.aspx>

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#### Leveraging Free Resources to Build Your Practice

*by guest Jim Ray, MBA*

When was the last time you gave serious attention to the business of your practice? In this article, I'm going to recommend several free resources you can find and use to your advantage. There are many companies out there that want to entice you to spend money with them. At times, specific services are absolutely worth the money. For now, let's concentrate on leveraging free resources to build your practice.

In [KPA's August 2014 Newsletter](#), I discussed the power of focus and the importance of crafting an easy-to-deliver description of your practice. I recommended, "Before you worry about how to spread the word, spend time defining what those actual words are." Assuming you've completed that, now let's focus on getting the word out about you and your practice.

## Where Should You Start?

There are a lot of options available to you, but you might find using the Internet is the most cost-effective place to start. You'll be able to expand your reach to the broadest audience in a relatively short period of time. But remember, this is a marathon, not a sprint.

It's helpful to break the cyberspace down into "channels." I'm a fan of making the process manageable. Think of the channels as various resources on the web that have unique capabilities, uses, and purposes. Here's a quick list to help you visualize some of those channels:

- Google Map Listings (also Yahoo, Bing and others)
- Various Online Directories (including yellow pages and healthcare specific versions)
- Social Media (including LinkedIn, Facebook, Google+ and Twitter)
- YouTube
- Your Website/Blog

For those of you who are relatively new to marketing on the web, understand that people search various ways to find information. They may use your name, the name of your practice, or even iterations of a general topic (e.g. Louisville mental health services). By making sure your online business information is valid, you have a better chance that your correct information will be one of the choices they are provided during an online search. It doesn't help if an old listing shows up with [an outdated phone number](#). It happens all the time.

**Important Note:** Don't confuse these listings with Pay-per-Click (PPC) ads. Those cost money. PPC ads (such as Google Ads or "sponsored listings") can show up on the same page, but they are a different tool all together.

### List Your Practice on Google

The first place I'd start is by claiming your Google Map (or Business) listing. Google is by far the largest search engine. Making sure information about you and/or your practice shows up correctly is vital. Google has recently made it very easy to get your practice listed. [Click on this link](#), then click on the blue GET on GOOGLE button. It's a simple process.

You'll want to set up your listings on Yahoo and Bing as well, but if your time is limited, Google will provide best use of it.

### Claim Free Listings on Directories

The next step I recommend is to visit the various yellow page sites. They all provide free listings, so go ahead and take full advantage of them. Be sure to search for your own name and the name of your practice. There may already be an established listing for you. If so, you'll want to "claim" the listing, which will enable you to update the information and provide links to your other online properties (e.g. website/blog, LinkedIn profile, YouTube Channel, etc.). Here are links to the main yellow page directories:

- [www.YP.com](http://www.YP.com)
- [www.YellowBook.com](http://www.YellowBook.com)

- [www.Superpages.com](http://www.Superpages.com)
- [www.DexKnows.com](http://www.DexKnows.com)

### **Set Up Social Media Properties**

Social media is a very robust channel for professionals who wish to promote their respective businesses. While many people already have personal Facebook pages and other properties, it's important to establish a separate property for your business. Obviously, there are some things that you may want to keep out of the general public's eyes, such as family photos and other items. Those are fine for people you've accepted as Facebook "friends," but not necessarily okay for patients/clients. I set up a separate and distinct Facebook page for my business consultancy: [www.facebook.com/JimRayConsultingServices](https://www.facebook.com/JimRayConsultingServices).

There are always ethical issues surrounding the use of social media. One of the safeguards you could employ is to make sure you change your settings so that no comment can be posted to your page without your approval. I've found that to be very helpful to block spammers and other potentially inappropriate comments.

Another issue with Facebook is that people may inadvertently expose confidential information. Again, making sure you have the ability to moderate the comments can resolve this issue.

Before you get too intimidated about social media, the positives can far outweigh the negatives. I use my social media properties as a way to distribute various articles, videos and other information. It's important to remember that you can extend your reach by publishing quality information among the various properties. Someone may "follow" you on one site (e.g. LinkedIn), but not necessarily others (e.g. Facebook). If you only update one, you'll miss many other people, some of who could turn out to be new clients or great referral sources.

Social media also provides people a way to receive updates from you, without having to visit your individual website/blog, etc. If they "follow" or "like" your page, theoretically, they'll receive a notification each time you post something new.

Another social media resource is LinkedIn. Interestingly, I chose not to set up a business profile, but rather to simply establish a profile as an individual. LinkedIn can be an excellent referral source among professionals. Here's a link to my profile: <https://www.linkedin.com/in/jimray4>

One of the features I like best about LinkedIn is the ability to add "posts" to your profile. While LinkedIn gives you the ability to enter a quick status update (very similar to Facebook), those updates get pushed further and further down and will eventually get lost. By adding posts, the articles get "pinned" to the upper area of your profile in the Posts section. Posts remain there so more people can see your useful information. Your viewers have the option of sharing/liking your posts to assist in further distribution.

You can add a post by slowly moving your mouse over the right corner of the "Status Update" window on the main page, after you've signed in. You'll notice a pencil icon. Click on that icon and you'll go to a larger window for your posts.

ProTip: It's always a good idea to ask people to "share" your article if

they've found it helpful. Don't miss out on the opportunity to incorporate a call to action. You can easily expand your reach with this simple request.

### **Launch a YouTube Channel**

YouTube is an intimidating property for many professionals. However, we're a media-driven society. Many people would prefer to watch rather than read information about a certain topic. YouTube is a great repository for all sorts of information. Here are a few facts to consider from a recent blog post I wrote about [creating online video](#):

- YouTube is the 2<sup>nd</sup> largest search engine.
- Google (the largest search engine) owns YouTube.
- Americans watched 52.4 billion online content videos in Dec 2013, alone.
- For more video stats: [Click on this link](#).

The best way to get manage your videos is to set up a YouTube Channel. I'd recommend you set up a channel for your practice, rather than your own name. If you've ever set up a Facebook or LinkedIn profile, it'll seem very familiar. You'll need to sign in to YouTube.com. Normally, if you already have a Gmail account, you may be able to use this to login. The tool will give you the option of setting up a new channel. From there, you'll be able to upload videos, write descriptions about the video and your services (take advantage of this section!), and even include a link back to your website/blog.

ProTip: Remember to use the http:// in front of your website address to make it a live link in your video's description.

Once you upload a video to your channel, you'll receive a small website link to that actual video. You can quickly copy and paste that link in your blog post, LinkedIn profile, Facebook page, etc. It makes disseminating your videos quick and easy.

One last thing about online videos: It's a good rule of thumb to limit your videos to 1-2 minutes in length. If find the need to go longer, consider breaking the video into multiple segments. That gives you additional assets and you can distribute them over time (e.g. week 1, week 2, etc.).

If you're interested in creating videos, you might want to read my post on [creating professional videos using your iPhone](#).

In summary, there are many free tools available to you for promoting your practice. While a well-designed website/blog is a great idea, there are other free, online resources you can put to work with just a little sweat equity.

If you have questions about these resources, or would like help in setting them up, I'd be happy to assist you on an hourly basis. Feel free to contact me via [my website](#) or simply **give me a call at: (502) 208-9639**. I'll be happy to discuss your specific needs. As always, if you found this information helpful, I'd appreciate the favor of having you tell your friends and colleagues about it, by sharing this article.

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### **KPA Member Benefits: FREE Consultation Resources!**

KPA members have access to free consultations with Director of Professional Affairs,

Dr. Laurie Grimes, for questions and issues related to clinical practice, and to the KPA Ethics Committee for ethics-related questions and concerns. Click [HERE](#) to learn more, and to access an on-line consult request form.

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### **Q&A on Current Issues in Ethics**

by KPA Ethics Committee

#### **Ethical Question:**

The Ethics Committee was asked a question regarding alternatives for dealing with a client with non-imminent suicidal ideation (SI) who refused to allow the psychologist to consult with the primary care physician (PCP) who prescribes psychotropic medication. The psychologist also asked whether or not services can be terminated if the client does not allow communication with the medical provider.

*The Ethics Committee believes there are a number of unanswered questions that might come to bear on an ethical decision in this case. What provisions were stated in the Consent for Treatment regarding consultation with other treatment providers in the client's life? What provisions were stated in the Consent for Treatment regarding what the treating psychologist will do when SI is expressed? What is the need to contact the PCP; are the medications being prescribed of concern in terms of the SI? Has a Safety Plan been completed with the client; if not, this should be considered. If there is imminent concern for the client's safety, disclosure of confidential information can be done without a release. Termination of the client relationship can ethically only be considered under certain circumstances, but consultation with a colleague is always a good choice when in doubt about how to proceed clinically.*

The following APA Ethical Principles apply to the question:

4.02 (a) Psychologists discuss with persons (including, to the extent feasible, persons who are legally incapable of giving informed consent and their legal representatives) and organizations with whom they establish a scientific or professional relationship (1) the relevant limits of confidentiality and (2) the foreseeable uses of the information generated through their psychological activities.

4.05 (a) Psychologists may disclose confidential information with the appropriate consent of the organizational client, the individual client/patient, or another legally authorized person on behalf of the client/patient unless prohibited by law.

4.05 (b) Psychologists disclose confidential information without the consent of the individual only as mandated by law, or where permitted by law for a valid purpose such as to (1) provide needed professional services; (2) obtain appropriate professional consultations; (3) protect the client/patient, psychologist, or others from harm; or (4) obtain payment for services from a client/patient, in which instance disclosure is limited to the minimum that is necessary to achieve the purpose.

#### **4.06 Consultations**

When consulting with colleagues, (1) psychologists do not disclose confidential information that reasonably could lead to the identification of a client/patient, research participant, or other person or organization with whom they have a confidential relationship unless they have obtained the prior consent of the person or organization or the disclosure cannot be avoided, and (2) they disclose information

only to the extent necessary to achieve the purposes of the consultation. (See also Standard 4.01, Maintaining Confidentiality.)

10.01 (a) When obtaining informed consent to therapy as required in Standard 3.10, Informed Consent, psychologists inform clients/patients as early as is feasible in the therapeutic relationship about the nature and anticipated course of therapy, fees, involvement of third parties, and limits of confidentiality and provide sufficient opportunity for the client/patient to ask questions and receive answers.

10.10 (a) Psychologists terminate therapy when it becomes reasonably clear that the client/patient no longer needs the service, is not likely to benefit, or is being harmed by continued service.

2.01 (a) Psychologists provide services, teach, conduct research with populations and in areas only within the boundaries of their competence, based on their education, training, supervised experiences, consultation, study, or professional experience.

The above principles discuss limits of confidentiality, informed consent, consultation, competence, and termination. Those regarding confidentiality and informed consent seem reasonably clear with regard to this situation. However, the Committee is not aware of possible concerns regarding the psychologist's competence to deal therapeutically with a suicidal individual. It does appear that the psychologist has a desire to consult regarding the case. Certainly, consultation with a psychologist colleague can occur without disclosing information that would identify the client in question. Such consultation may help in making a decision as to the best course of action. If it is determined that the treating psychologist does not believe he/she is competent to provide service to this client, then a referral would be in order. Regarding termination, please refer to Principle 10.10, above.

The following Kentucky Administrative Regulation addresses referrals to other professionals.

**201 KAR 26:145, Section 3(4)**

Referral. The credential holder shall make or recommend referral to other professional, technical, or administrative resources if a referral is clearly in the best interests of the client.

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**Have an Idea or Contribution for the KPA e-newsletter?**

Contact the KPA Central Office or Sean Reilley, Ph.D., KPA e-newsletter Editor at [dr.sean.reilley@gmail.com](mailto:dr.sean.reilley@gmail.com). Deadlines for submission are the 15th of the month the newsletter is scheduled for distribution (Feb, April, June, Aug, Oct and Dec).

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