

GPPA August 11, 2003 Strategic Plan Roadmap--

<ul style="list-style-type: none">❑ GPPA today<ul style="list-style-type: none">• Primarily social and networking, newsletter plus Legislative and Health Care committees• Stable membership of about 250, but aging: represents only 10-15% of region's psychologists, heavily weighted to clinicians; few academics and researchers	<ul style="list-style-type: none">❑ Growing pressures on psychologists<ul style="list-style-type: none">• Clinicians<ul style="list-style-type: none">- Shrinking income, increasing workloads, isolation in practices, few connections with the rest of health care teams- Managed care slow to adopt holistic approaches, often restricting coverage for services• Academics and researchers<ul style="list-style-type: none">- Declining financial support- Emphasis on quick, publishable results- Competitiveness and decreased communication• Slow uptake of research by clinicians; poor feedback from clinicians to academics.
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<ul style="list-style-type: none">❑ Wider context of societal change<ul style="list-style-type: none">• Rising teen suicide rates, sexual/child abuse, addictions, etc.• Diminished availability of care, higher insurance costs/reduced coverage• Low availability of psychological services for poor and minorities• Managed care failing to control double digit cost increases in health care.• Federal government failing to address growing crisis in health care and shrinking safety net in social services• Restructuring seems inevitable.



<ul style="list-style-type: none">❑ Psychology's values and practices have potential for improving individual and societal well being.<ul style="list-style-type: none">• Holistic health processes apply mind-body and psychological knowledge to promote healing and improved performance• Positive trends to build upon:<ul style="list-style-type: none">- Managed care beginning to cover wellness and prevention.- Employers see psychological factors in illness and absenteeism.- Public increasingly demands holistic treatment and education; many are adopting healthier behaviors.• Psychology can help improve health care system and reduce costs.	<ul style="list-style-type: none">❑ GPPA can do more, but must address its identity.<ul style="list-style-type: none">• Profession overall has done little to communicate about psychology's benefits, discuss social issues, or influence imminent healthcare restructuring.• GPPA: organization for social and organization benefits and for political and community influences as well.❑ GPPA Strategic Planning Committee believes local psychologists must become better organized, more vocal, more proactive.<ul style="list-style-type: none">• Initiatives must strengthen our businesses, create more opportunities/funding, meet our own needs as well as those of clients and community.❑ GPPA Strategic Planning Committee believes that "treading water" risks increasing marginalization that will reduce vital contributions psychology can make.
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<ul style="list-style-type: none">❑ GPPA Vision<ul style="list-style-type: none">• GPPA members acknowledge and respect the holistic nature of the world.• GPPA will serve important social and organizational needs of its members.• It will spearhead efforts to transcend individual and organizational isolation and realize new, cooperative opportunities to understand, communicate, and reconnect within the profession and with others, including those in the health care system and academia.• And it will focus on issues of professional concern that enhance psychology's influence and the benefits delivered to the community.

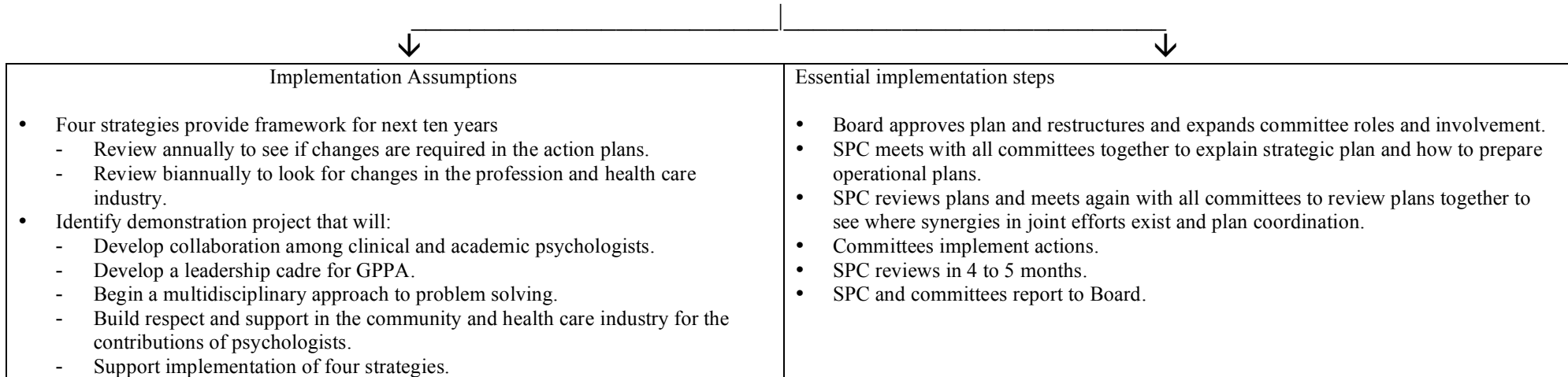
□ <u>GPPA Strategies</u>	<u>2003 and 2004 Actions</u>
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<p>1. <u>Build Organizational Strength</u></p>	<ul style="list-style-type: none"> • Increase the number and diversity of GPPA members. • Establish a leadership cadre with emphasis on younger members. • Improve internal communications • Enhance member benefits. • Restructure of committee roles.
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<p>2. <u>Establish New Roles and Cooperative Relationships with Key Stakeholders</u> in order to build understanding and influence of psychological values and practices, community health care professionals, educators, insurers, employers, and legislators.</p>	<ul style="list-style-type: none"> • Increase contacts with professional organizations with which GPPA shares common concerns. • Increase GPPA's knowledge of and visibility with insurers. • Increase contacts with legislators.
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<p>3. <u>Increase Collaborative Efforts Among Clinical, Academic, and Research Psychologists:</u> Create a project in which these psychologist groups collaborate with another health care group(s) to develop a synergistic solution to a significant problem/issue. This project will also draw upon and support all four GPPA strategies.</p>	<ul style="list-style-type: none"> • Locate key faculty at regional colleges and universities and discuss challenges and possibilities of collaboration between them, and GPPA. • Create collaborative project with hospital, hospital department, practice, etc. aimed at translating research results into treatment with a strong possibility of grant funding. • In year two, carry out project and evaluate success.
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<p>4. <u>Disseminate Useful Information To The Public About Psychology and Psychologists.</u></p>	<ul style="list-style-type: none"> • Assemble resources, including names of speakers and writers, relevant materials and information, contacts with media. • Contact APA and other organizations on publications and outreach, and coordinate • Develop and recommend by year end a focus/plan for getting public attention on at least one issue of importance as well as on the project selected in Strategy 3. • Implement plans, and evaluate in year two.
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- Strategies and operational plans pose challenges commensurate with the complexities of the health care crisis.
 - We can and should place psychology in a central role.
 - Success of the plan will enable GPPA psychologists to deliver enormous benefits to the community while realizing personal satisfaction and rewards themselves.