

2009 CPNP Town Hall Minutes April 22, 2009

(Note: Attended by approximately 125 individuals)

Introductions

President Carla Cobb welcomed the membership and special guests and thanked the membership for participating in the Town Hall meeting.

CPNP Strategic Plan

President Carla Cobb provided the membership with an overview of the 2009-2011 strategic plan provided at each table for review. She highlighted the main goal categories and strategies.

CPNP 2009-2011 Strategic Plan				
Success and Sustainability	Awareness and Expansion	Educational Products and Services	Advocacy and Alliances	Knowledge Development and Research
Evaluate, Monitor and Plan for Financial Health	Increase Awareness of the Specialty	Repurpose Review Course	Obtain Pharmacist Provider Recognition and Reimbursement	Drive Certification Within the Specialty
Launch Subsidiary Foundation Supporting Research and Scholarship	Expand Workforce	Explore Additional Markets	Initiate and Advance Alliances	Enhance Annual Meeting
Expand and Enhance Volunteer Leadership Skills		Develop Unique Products and Services	Determine and Describe Best Practice Models	Advance the Level and Quality of Scholarship and Research Among Members
Enhance Organizational Flexibility and Efficiency				Build Support for a Journal

State of CPNP

President Carla Cobb went on to evaluate the current state of CPNP within these 5 major goal areas. Highlights from this presentation included:

Organization - Growth and Sustainability of CPNP

Strengths:

- Grants: 20 educational grant applications; 10 accepted. Grant funding declined 28%.
- Symposia: All 5 symposium slots available at the 2009 Annual Meeting were funded. Worked with 4 CME companies to make 12 topic proposals with 22 grant submissions. Symposium funding increased 27%.
- Understanding Membership: CPNP formally surveys the membership twice per year to study member satisfaction, requests and trends. Over 30% of the membership on average participates in these surveys.
- Participation of the Membership: Fourteen percent of the membership (144 members) participate in the work of CPNP through the committee and board structure.

- Membership: Broke the 1000 mark at 1044 members currently!
 - Overall Growth with 3 months remaining in membership year: 9%
 - Active Membership: Up 1%
 - Fellow/Resident Membership: Up 54%
 - Student Membership: Up 33%
- Resources: Greg Payne has joined CPNP as full-time Technology Director enhancing CPNP's ability to better serve members and outside organizations in a rapid manner.
- Communication:
 - ☐ New logo and web brand debuted at 2008 Annual Meeting. Publications, website and all products and services re-designed to reinforce and promote the brand.
 - ☐ Through communications committee, E-news, newsletters, poll questions, daily RSS feed featuring current news have all been maintained and improved for benefit of membership.
 - ☐ Next on the docket is a substantially expanded, searchable Shared Resources using a Wiki interface.

Areas for Improvement:

- Membership: 146 of 546 BCPPs (27%) are non-members of CPNP
- Membership: 182 individuals from 2008 did not renew their CPNP membership in 2009—19% of 2008 membership
- Financial: Investment declines due to market conditions.
- Financial: Identification of additional revenue streams such as Products & Service offerings to members and entities outside of CPNP. Grant funding is declining.
- Leadership identification and development.
- Communication: Increased targeted communication with and outside of the membership.

Awareness and Expansion - Promoting Entry into the Specialty

Strengths:

- VA Initiative: VA Task Force formed to identify how CPNP can provide assistance to the VA in their initiative to increase the number of personnel providing mental health services, including psychiatric pharmacists.
- Residency Focus:
 - ☐ Increased information available on psychiatric pharmacy residency programs at as we move toward automating the entry of information by residency directors.
 - ☐ Residency Committee hosted a booth at Residency Showcase at ASHP Mid-Year to promote psychiatric pharmacy as a specialty.
 - ☐ Residency Committee created and distributed an informational piece on psychiatric pharmacy as a career choice (available on website)
- Student Focus: Student chapter pilots are launching in two schools
- Specialists: 63 pharmacists sat for the initial BPS BCPP examination while another 18 sat for the recertification examination. This compares to 41 and 19 the previous year. Fifty new BCPPs joined ranks in 2008.

Areas for Improvement:

- Increasing membership and product and service purchases amongst students, BCPPs, contract pharmacy organizations, state hospital, community health center and other health care providers providing psychiatric services.

Educational Product and Service - Educational Products and Services

Strengths:

- Quality of speakers and programming is highly rated by attendees and purchasers.
- Recertification:
 - ❑ The new 2008-2009 BCPP Examination Review and Recertification Course has been purchased by 326 individuals in one year requiring placement of an additional order for the remaining 6 months of product life.
 - ❑ 217 individuals have purchased 288 recertification products in the 9 months of 2009 compared to 399 product purchases for 2007-2008.
- Product Sales Outside of CPNP:
 - ❑ CPNP is partnering with APNA to make the Review Course product available to its 6000 person membership.
 - ❑ A third party mail order pharmacy business has contracted with CPNP to provide over 16 hours of programming online and in the classroom using portions of the Review Course as base curriculum. Up to 250 pharmacists will receive this training over a 2-year period.
 - ❑ Two hours of programming was arranged and approved for ACPE credit by CPNP at the Minnesota Multistate Contracting Alliance for Pharmacy meeting in May of 2008.

Areas for Improvement:

- Annual Meeting registrations are down 66 individuals from last year—a 14.6% decline. Nationally associations are experiencing, on average, a 15% decline in attendance at Annual Meetings. Increased scrutiny will be placed on marketing and Annual Meeting locations.
- Increased offerings.

Advocacy and Alliances - Voice of the Specialty

Strengths

- Relationship with NAMI:
 - ❑ Medication Fact Sheets: For the first quarter of 2009 there were 41,065 visits. This equates to approximately 164,260 per year. Every medication fact sheet has an acknowledgement of CPNP, the CPNP logo, and a link to the CPNP web site. Top 10 in either Google or yahoo: Abilify, Celexa, Clozaril, Depakote, Geodon, Prolixin, Prozac, Remeron, and Zyprexa. This means that NAMI-CPNP medication fact sheets for these drugs are more likely to be viewed by individuals than the fact sheet offered on other sites.
 - ❑ Ask the Psychiatric Pharmacist Questions continue to be developed and posted.
 - ❑ CPNP staffs a booth at the NAMI Annual Meeting, displays posters, participates in the Ask the Doctor booths and if accepted, provides educational programming.
 - ❑ Donation via the CPNP Walks for NAMI; \$4300 donation from attendee and CPNP match in 2008. 2009 increased to \$5000.
 - ❑ Active engagement with NAMI leadership at the NAMI Annual Meeting thanks to Julie Kissack in 2008 and Julie Dopheide in 2007.
- ASHP:
 - ❑ Programming on Antidepressants and Suicide Risk provided at 2008 Mid-Year meeting and repurposed for Recertification credit at the 2009 AM.
 - ❑ Continued communication with accreditation staff providing feedback on residency process, match, etc.
- ASCP:
 - ❑ Programming on Delirium provided at 2008 ASCP Annual meeting. Similar topic at the 2009 CPNP AM.
- LMM:
 - ❑ Ray Love continues to represent LMM which has become quite active in seeking reimbursement for pharmacists.
 - ❑ During this past year, LMM has been working with strategists to develop a plan for achieving Medicare reimbursement for pharmacist cognitive services.

- LMM has developed an outline of principles for reimbursement.
- LMM has developed a white paper on the Medical Home Model to try and partner with other professions and organizations to garner support for non-product related services.

Areas for Improvement

- Increased Political Advocacy
- Increased successful outreach to organizations with like missions to identify joint initiatives.

Knowledge Development and Research - Development, Dissemination and Demonstration

Strengths:

- Foundation: Pursuit of Foundation to provide for opportunities to advance and support research, knowledge development, health initiatives.
- Posters: Growth in number of submissions continues.
- Awards continue
- Journal:
 - Under the leadership of Michael Jann and the Journal TF, thorough study of the feasibility of a formal CPNP journal was undertaken. Although the conclusion was that CPNP is not quite ready for a journal, steps are in place to move towards the offering of a CPNP journal.
 - 2nd year of JPP publishing abstracts.

Areas for Improvement:

- Strengthening research amongst the membership via mentoring and visibility

State of CPNP-Treasurer Report

Treasurer Jayme Trott provided a report on CPNP financial condition through February 2009.

Operations Income-8 months ending 2/09	
Dues	\$73,200
Dividends	\$13,956
Interest	\$500
Realized Losses	\$(5,397)
Capital Gains on Investment	\$1,415
Miscellaneous	\$402
Total (not including AM and Recert)	\$84,076
Prior Year Comparative	\$127,718
2007	\$84,060

Expenses ending 2/09	
Administrative/Payroll	\$95,010
Website/Branding/Newsletter	\$63,953
Other Operating Expenses	\$43,150
Board/Strategic Planning Retreat	\$38,717
Committees (excl programming)	\$7,543
Donations/Advocacy	\$6,000
Total (not incl. AM)	\$254,373
Prior Year Comparative	\$210,208

Budget Estimates for FY 2009	
<i>Operations</i>	
Operating Income (Est)	\$77,101
Operating Exp + Other (Est)	\$382,542
<i>Annual Meeting and Recert</i>	
Income/Grants (Est)	\$626,818
Expenses (Est)	\$317,912
Net Income (Est)	\$3,465

CPNP Reserves	Feb 2009	Feb 2008
Cash Reserves	\$98,415	\$60,409
Investments	\$828,565	\$1,064,416
Memorial Fund	\$1,606	\$2241
TOTAL	\$955,174	\$1,127,210
Unrealized Gains and Losses	\$255,436	\$57,749

CPNP Committee Reports

Cobb recognized the members and efforts of each committee and requested specific reports from committee chairs.

NAMI Chair Julie Kissack reported that the second NAMI Walks for CPNP event held April 22 at the Annual Meeting netted a \$5000 donation to NAMI.

2010 Program Chair Joshana Goga reported on the initial programming ideas being developed within the 2010 Program Committee. She encouraged early registration and the booking of lodging and flight arrangements due to the Fiesta Celebration that will be occurring in San Antonio at that same time.

Transition of Officers

President-Elect Ann Richards presented the Outgoing President Carla Cobb with a plaque recognizing her service to the organization. The ceremonial transition of officers was conducted next with Current President Carla Cobb passing the gavel to Incoming President Ann Richards. Official transition of officers will occur July 1, 2009.

Open Forum

Items brought up for discussion/suggestion during the open forum included:

- Requested that CPNP’s annual audit and investment holdings be published on the CPNP website.
- It was recommended that consideration of spring break schedules and local celebrations be considered when booking Annual Meeting sites.
- Several members supported the reduction in materials printed for the Annual Meeting and suggested further reductions.
- Increased downloadable file formats for Annual Meeting documents was recommended.
- It was suggested that the potential CPNP Foundation will need to be supported by CPNP as an organization. As well, encouraging speakers to donate their honorariums to the CPNP Foundation was encouraged. Scholarships to students through the foundation were suggested.
- Discussion regarding follow-up with non-renewing members was discussed with a description of all that the organization and membership committee do to contact and retain members. Automatic re-upping of membership and lifetime memberships were recommending.
- Dick Bertin of BPS announced improvements to the BPS website including the addition of a transcript by individual.
- VA:

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April 22, 2009—Jacksonville, Florida

- Recovery is an area of emphasis in the VA.
- Specific VA programming offered at the Annual Meeting was recommended as a means of attracting attendees.
- Efforts/programming to help define the role for new VA pharmacists that attend may be helpful.
- Marketing the Annual Meeting and products and services over the VA email list was recommended.

The Town Hall meeting concluded at 10:00 a.m.

Submitted by

A handwritten signature in black ink that reads "Buenda Schumert". The signature is written in a cursive style with a large initial 'B'.

Recording Secretary