



## HAWAI'I PSYCHIATRIC MEDICAL ASSOCIATION

Minutes of HPMA Executive Retreat

September 8, 2012

Mission: Helping Hawaii's Psychiatrists Provide the Highest Quality Care

Location: Home of Dr Ona, MD in Honolulu

Attendees on Oahu: Drs Ahmed, Prier, Aulwes, Suzuki, Sakuda, Gise, Fugeli, Ona, Murayama-Sung, Akaka, Hodge (guest)

Call to order: 2:00pm

- Review of the past 2 years: Jeffrey Akaka, past president, led discussion.
  - Challenges:
    - Difficulties transitioning from having paid executive director to current status of an outside management agency SBIMS providing administrative support for membership communication, budget management, and website maintenance
    - Membership on the decline. Financial struggles. 2 years ago had a retreat to decide course of action. Decision was made to eliminate executive director and entered contract with SBIMS.
  - Positives:
    - With changes made above, membership and finances are back on track.
    - Improvements in communication: New website, HPMA logo (Identifiable brand), business cards, easier for members to access the membership via email.
    - Annual APA meeting held in Hawaii in 2011 thanks to the efforts of Dr Akaka. Legislators such as Gov Abercrombie, Rep Yamane, Rep Oshiro, etc came out to the annual meeting. Through this meeting and subsequent other medical association meetings held in Hawaii, legislators are now aware of the role HPMA has in generating money for the state.
    - Progression of leadership. The new model allows us to know who is going to be in leadership positions for the next few years.

- Future Challenges:
  - Keeping HPMA relevant so that members want to continue their membership. Currently limited membership involvement.
    - Discussed 7 steps to create a successful organization (book).
      - Define our purpose. Should it be education/CME? Legislative? Other? Poll the membership?
      - Commitment to action
    - Race for relevance (book about non-profit success): What do you need for a nonprofit to survive? Need to focus on only 1-2 things to do well. Need to find something that HPMA can come up with that every HI psychiatrists “has to have”.
- Current Status: SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, budget, model DB
  - Strengths:
    - Still in Black: >164 members. Budget income from membership: ?10-12,000. CALF Grant: 35,000 until 2014 to be used for paying lobbyist.
    - Held off psychology prescribing.
    - APA annual meeting and other medical meetings. AMA Fall business meeting coming again in Nov.
    - Committed leadership. Developing new leaders
  - Weaknesses:
    - Lack of membership involvement
    - Geographic limitations
    - Lack of clarity how HPMA is beneficial to membership
    - Generational attitude differences
    - Perpetual threats of psychology prescribing
    - Finances
- Future Ideas/Plans:

- How to keep HPMA relevant to its members? What are the goals HPMA wants to focus on?
  - Ideas:
    - Education: Annual CME meeting?
    - Educating members about benefits of being members.
      - Journal FOCUS now free for all early career psychiatrists (ECPs) Rika will contact APA membership office to verify this information and get back to us
      - Patient protection/safety through legislation on scope of practice etc.
      - APA advocacy in Congress/legislative initiatives
      - Help with billing for service through pushing for new CPT codes, development of DSM 5
      - mentorship, promoting the field
    - Networking, meeting new people, socialization amongst members, “Shrinks & Drinks”
    - Think of giving back to the community/profession,
    - increase access to rural areas
  - Ways we can facilitate these goals:
    - HPMA can survey why members keep/don't want to keep their membership.
    - Do we need to hire an outside consulting firm to help evaluate the sustainability of our organization? One district branch did that. Consider looking into the UH Business School to look for a marketing grad student
    - Do we need an Oahu membership co-chair?
- Increase communications with members: blog, facebook and twitter.
  - HPMA Twitter account: can send weekly tweets on what HPMA/APA has done for its members each week
    - E.g. assist you in avoiding bad contracts, Job Bank

- Tweet can be specific to early, mid, and late career psychiatrists
  - May bring attention to new information in the field-articles, news etc.
- Increase member involvement, including ECPs and MITs
- Ideas to enhance membership meetings.
  - Started educational experience at meetings.
  - Free conference calling.com may enhance telecommunications with neighbor island members.
  - Consider rotating meeting locations again.
  - Change to weekends? Quarterly?
  - Will consider a spring retreat weekend mtg in 3/2013 to prepare for turnover of leadership
- Do we want Legislative advocacy training by Kate McAllister APA DB Specialist in Advocacy and Legislation?
  - Consider partnering with HMA to put on this meeting
  - Include Child Psychiatrists jointly? Hawaii AACAP\
  - Alternative is to have Bobby attend a monthly meeting to provide training on advocacy on the local level
- What are some other advocacy concerns?
  - Single formulary for the state of Hawaii (similar to Ohio)
  - For-profit companies coming in to do business in Hawaii
- Financial: Advertising on website for \$.
- APA Member Recognition program:
  - Member
  - Fellow: member for >5 years; Dr. Prier eligible
  - Distinguished Fellow: must have distinguished service in areas of clinical work, education, research or service, including service to APA or district branch
    - Nominated by district branch → submit to APA
    - Recognized at APA annual mtg during the convocation of fellows
  - Life Fellow or Distinguished Life Fellow if age plus no. of years as a member is more than 95
- Tenureship for leadership
  - President tenureship: should it be 1-4 years? Minimum 1 year
  - President-elect (vice president) x 1 year

Submitted by,  
Lori Murayama-Sung, M.D.  
Secretary, HPMA