Becoming a Multifaceted Psychologist

How State Associations Can Help Broaden Perspectives, Develop Skills and Find New Career Paths
Early Career
Private practice less likely, embrace employee model
Ongoing training and skill evolution
Consider non-traditional settings

Mid-Career
Niche private practice
Multiple income sources
Consider re-training
Strength in numbers

Later Career
Likely can “ride out” established practice
Hire younger providers and create group practice?
Bring skill set to community service

Need for flexibility
Starting a Conversation
Relapse
Falling back into old patterns, actions and behaviours. Each relapse is met with new insights and knowledge leading to less frequency in setbacks.

Pre-Contemplation
Not thinking about or has rejected change.
Living in Harms Way

Maintenance
Achieving positive and concrete developments with continuing and potentially little support.
Living Out Of Harms Way

Contemplation
Thinking and talking about change. Seeks out support.
Tired of Living in Harms Way

Action
Taking positive steps by putting the plan into practice.
Gradually Moving Out of Harms Way

Planning
Planning what it would take to make change happen.
Strategizing How to Move Out of Harms Way

STAGES OF CHANGE

Adapted from Prochaska & DiClemente and Ignacio Pacheco | YOUCAN 2012
INNOVATION ADOPTION LIFECYCLE
Kotter’s 8 step change management model

1. Create urgency
2. Form a powerful coalition
3. Create a vision for change
4. Communicate the vision
5. Empower action
6. Create quick wins
7. Build on the change
8. Make it stick

Implementing & sustaining for change

Creating the climate for change

Engaging & enabling the organisation

Source: Srinath Ramakrishnan, Renatus Consultants,
https://www.scrumalliance.org/community/articles/2014/march/change-management-models
How does our professional identity confine us?

How can we begin to change our interventions to better meet community needs?

How do emerging health care trends help us? Threaten us?
What’s Required?
A Fresh Start

- Provide diverse role models
- Collaborate with other professional groups
- Engage with health systems
- Dispel the “success = private practice” norm
- Create diverse training opportunities
- Support advocacy for people we serve
- Conduct a needs assessment
- Motivate and measure
What’s Required?
A Fresh Start

- Create mentorship programs
- Partner with industry
- Address fear of change
- Market our skill set & competencies
- Mindful change management
- Engage with non-profits
- Engage the “Non-C’s”
- Foster small grants
Insanity: doing the same thing over and over again and expecting different results.
My story

- 1991  Ph.D.  Bowling Green State University, Clinical Child Psychology
the 2000s
( Decade Five )

New Jersey
only the strong survive.

Hunterdon Medical Center

HackensackUMC Mountainside
Flexibility about how where and with whom we provide services

With a focus on who we serve, not what we need
VP – Behavioral Strategist & Health Educator Job Description

McCann Health has an exciting opportunity for a senior level Behavioral and Health education strategist to help build a new practice to support the 4 agencies that comprise the McCann Torre Lazur Group. This start up within a larger organization is focused on developing new models of patient education based on applying the latest thinking in behavioral theory, adult learning principles and digital technology to patient education programs. The successful candidate for this position should have extensive experience designing and implementing successful direct-to-patient & healthcare professional programs, managing client engagements, leading staff and working **collaboratively with cross functional teams** within the agencies. This position reports to the SVP, Behavioral Strategist and Health Educator.
Core Responsibilities:

- Develop patient education programs in collaboration with interdisciplinary teams by:
  - Assessing the needs of the target audience (patients, care partners and healthcare extenders) and determine relevant behavioral interventions that can be incorporated into marketing and education programs
  - Conducting competitive analyses for patient insights, health literacy and behavioral opportunities for healthcare marketing programs
  - Acting as an internal resource to multi-disciplinary teams regarding the target audience, the condition, the treatments, etc.
  - Collaborate with internal teams to develop both behavioral and marketing key performance indicators, develop measurement plans and approaches to evaluate program effectiveness
  - Presenting findings and recommendations to internal and client teams

- Design and supervise a wide range of market research activities:
  - Conducting 3rd party literature reviews for client target audiences using medical, behavioral and communication journals, interpret study results, and determine key behavioral insights
  - Outlining research objectives
  - Developing research instruments (i.e., discussion guides, surveys, ethnographies)
  - Assisting with analysis of qualitative and quantitative data
  - Summarizing key findings/insights from market research
Sometimes, you just have to take a leap of faith....
How can we best serve?