



— Volume 17, Issue 10 —



President's Message

I wish to take a few sentences to give a shout out to all the sturdy and resilient FMHCA members who took to the front lines and made themselves available to all who were in need of comfort, connection, and care to evacuees, first responders, and other volunteers while Irma was making her way into Florida. And to the many who have friends and family in Puerto Rico, may comfort, peace, and resilience arrive in the greatest abundance.

That Mental Health Counselors remain excluded from Medicare all the more reason to continue hammering the dire need for FMHCA members to get involved in all efforts to get Florida's congressmen on board with HR 3032, the one bill that when passed will place MHC's on the roles of Mental Health providers for Medicare. Let me emphasize a most cogent point:

Among the 24 co-sponsors of HR 3032, not one of those is a Florida Congressman. You have to scratch your head and ask why. Why, when Florida has the 14th highest suicide rate among elders in the country. We are 49th in what is spent on Mental Health Services. And of the total number of mental health providers in this state, Medicare recipients have access to less than a third of that total. This is unacceptable.

WE NEED YOUR HELP!

Spend half your time comforting the afflicted, and the other half afflicting the comfortable.

A week ago, I posted a letter template with these numbers on the FMHCA Facebook page, requesting each constituent to contact your congressman to co-sponsor HR3032. The membership has been provided with contact information of each congressman. This is serious stuff, folks and if we expect to be included in Medicare, then we need to do more than just complain about it.

Imprint HR3032 in your consciousness. Think Medicare. Think about the underserved. Get on the phone, talk to people. Get the word out there. Grass Roots Gets It Done!

And speaking of Grass Roots, a big fat shout out to Regional Director Joe Skelly and the huge waves he is generating with Blue Cross Blue Shield. Read about his correspondence, and moreover, his strategy to deploy counter measures to their efforts to reduce reimbursement on the meat and potatoes services we provide.

Also, a shout out to Dr. Tania Diaz who bagged a sponsor for the FMHCA Conference in February. Huahh!

And while we're at it, we would be highly remiss if we did not acknowledge with great pride Ellsworth "Tony" Williams, who is head of FMHCA Military Service Committee. While balancing his separate roles as committee chair and that of President and CEO of Veterans Counseling Veterans, Tony and his VCV volunteers continue to make inroads among key Veteran Organizations and the VA through providing expertise on suicide prevention and support for survivors of Warrior Suicide. We cannot thank you enough, Tony, for your inspiring work.

Remember to get yourselves signed up for the February, 2018 Conference. We need sponsors. Surely each and every one of us is connected to a potential donor.

Louise Sutherland-Hoyt, LMHC, CCMHC, NCC, MAC

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For some, fall represents an ending; summer is over and we begin to approach winter season and the end of another wonderful year. For me, I can't help but think of fall as an energizing time... a prequel to all the exciting plans we have for FMHCA in the upcoming year! As the New Year approaches and we begin to gear up for our 2018 Annual Conference in February, I can't help but think of how thankful I am for all the wonderful volunteers that help to make FMHCA an incredible success each and every day.


We're also excited to announce so amazing preconference breakout sessions including::

1. **Qualified Supervisor Training (QST) - February 1st, 2018 8:00am -5:00pm & February 2nd, 2018 8:00 am-12:00 pm** Dr. Stephen Giunta & Dr. Vehec 12 Clock Hours Cost \$205.00 Early Rate | \$240.00 Regular Rate Boost your income and become a role model for new counselors by becoming a Qualified Supervisor!
2. **Child and Adolescent Trauma and Treating Traumatized Families Training- February 1st & 2nd, 2018 8:00am-5:00pm** Dr. Benjamin B. Keyes 16 Clock Hours Cost: \$200.00 This two-day workshop explores childhood issues and antecedent to risk and resiliency to trauma situations and explores reactions and symptoms of the major DSM 5 diagnostic disorders related to trauma in children, adolescents, and the family structure. Emphasis is placed and effective evidence based interventions and specific skills such as 'modified sand tray, use of methaohor, and story narrative are explored.
3. **Forensic Mental Health Evaluators Training-February 1st, 2018 8:00am -5:00pm** National Board of Forensic Evaluators Register for this event with our facilitate partner at <https://nbfe.net/event-2590920>. NBFE will be presenting a one-day certification training towards the prestigious Certified Forensic Mental Health Evaluator (CFMHE) credential.
4. **Required State of Florida CEUs for Re-Licensure - February 1st, 2018 8:00am-5:00pm** Bob Decker Cost \$75.00 Early Rate | \$110.00 Regular Rate
5. **Update for Licensed Provider Ethics 3 Clock Hours | Medical Errors 2 Clock Hours |Michael Holler Laws & Rules 3 Clock Hours**
6. **We Are Memory Workers: Introducing Neurocise® & NeuroPointing™** February 1st, 2018 9:00am-5:00pm Elvis Lester 6 Clock Hours Cost \$75.00 Early Rate | \$99.00 Regular Rate
7. **8 Hours Laws and Rules- February 1st, 2018 8:00am-5:00pm** Michael Holler 8 Clock Hours Cost \$75.00 Early Rate | \$110.00 Regular Rate
8. **Qualified Supervisor Update – February 3rd, 2018 8:00am -12:00pm** Dr. Stephen Giunta & Carmen Genovese 4 Clock Hours Cost \$55.00 Early Rate | \$90.00 Regular Rate

Sincerely,

Darlene Silvernail PhD, LMHC, CAP





Register at
www.FMHCA.org

FMHCA CE Provider #: 50-748

CE Broker Tracking #: 20-618502

MAKE IT HAPPEN, MAKE IT MATTER COUNSELING IN THE MODERN TIME

FEBRUARY 1ST-3RD, 2018

ORLANDO MARRIOTT IN
LAKE MARY, FLORIDA

FMHCA ANNUAL CONFERENCE

Discounted Early Bird Registration

Ends November 30, 2017



Preconference Workshops | Limited Seating—Register Early!

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Conference Keynote Speakers



Dr. Charles R. Figley



Lobbyist Corinne Mixon



Louise Sutherland-Hoyt



Dr. Salima Patel



Hello to all.

HR 3032 which is in committee (Medicare and adding MHCs to providers) now has 23 co-sponsors, none of whom represent Florida.

Attached is a letter from constituent that I am asking you to make available to your chapter leaders to distribute to their members so we can generate waves from the grassroots.

It is imperative that we be persistent in our efforts.

Please share if you can, how many emails have gone out to legislators.

Here is a link, by the way, that provides info on the Florida delegation.

https://ballotpedia.org/List_of_United_States_Representatives_from_Florida

Thanks a bunch!

Louise Sutherland-Hoyt, LMHC, NCC, CCMHC, MAC

Benchmark Counseling, Consulting, Education

President, Florida Mental Health Counselors Association

Chairman, Government Relations Committee, FMHCA

[Download Letter Here](#)

SATURDAY FEBRUARY 3rd		WORKSHOP	SALON	TRACK
7:00AM-8:00AM	REGISTRATION	SALON C		
7:00AM-8:00AM	BREAKFAST:	GRAND FOYER		
8:00 AM-12:00PM 4 Clock Hours	Qualified Supervisor Continuing Education Update <i>Stephen Giunta Ph.D., LMHC, NCC, CCMHC</i> <i>Carmen Robert Genovese MS, NCC, LMHC</i>	ORCHID BALLROOM		
8:00AM-9:30AM 1.5 Clock Hour (Keynote)	The Traumatology of Life: Counseling Lessons Learned and Applied over my 46-Year Study and Treatment of Trauma <i>Charles Figley, Ph.D., Published Author</i>	GRAND BALLROOM		(TR)
9:30AM-9:45AM	SNACK BREAK	GRAND FOYER		
9:45AM-11:45AM 2 Clock Hours	Trauma Informed Treatment and Dual Diagnosis <i>Benjamin B. Keyes Ph.D., Ed.D., LMHC, NCC, CCMHC Published Author</i> <i>Kathie Erwin Ed.D., LMHC, NCC, NCGC</i> <i>Kathie Figley Ph.D.</i> Working with Narcissistic Personality Disorder <i>Christine Hammond, LMHC, NCC Published Author</i> The Positive Experiences of Adult Children of Alcoholics, with and without Personal Addictions, after Long-Term Recovery <i>Daniella Jackson, Ph.D., LMHC, Qualified Supervisor, Certified Health Coach Published Author</i> Marital Counseling in Culturally Diverse America <i>Ana Alutsky, LMHC, LMFT Published Author</i> Eating Disorders: Treatment across the continuum <i>Lacey Lauer, LMHC Published Author</i>	SALON A		(TR)
		SALON B		(EB)
		SALON F		General/Other
		SALON G		(CD)
		SALON H		(EB)
12:00PM-1:30PM 1.5 Clock Hours	AWARDS LUNCHEON/ANNUAL MEMBERSHIP MEETING <i>Louise Sutherland-Hoyt, LMHC, NCC, CCMHC, MAC, Corrine Nixon, Darlene Silvernail Ph.D., LMHC, CAP</i> <i>(All participants are on their own, for lunch unless RSVP)</i>	GRAND BALLROOM		
1:30PM-3:30PM 2 Clock Hours	Chemistry Of Survival <i>Daniel Casey, Ph.D.</i> Sleeping Soundly and Sedative Free: The Role of Mental Health Counselors in the Treatment of Sleep Disorders <i>Aaron Norton, LMHC, LMFT, MCAP, CRC Published Author</i> Adventure Therapy and Experiential Activities: A Facilitator's Guide <i>Ricardo Santiago, LMHC</i> <i>Nicky Treadway LMHC, NCC.</i> Domestic and Intimate Partner Violence in Special Populations (Sexual, Gender, and Relationship Minorities) <i>Dr. Patsy Evans, Ph.D., LMHC, AP Published Author</i> Serving those who Served: Re-Integrating our Combat Veterans <i>Miguel Rivera, LMHC, NCC, CCJS</i>	SALON A		(TR)
		SALON B		(EB)
		ORCHID BALLROOM		(EB)
		SALON G		(RC)
		SALON H		(MV)
3:30PM -3:45PM	SNACK BREAK	GRAND FOYER		
3:45PM-6:45PM 3 Clock Hours	Canine working with Compassion Fatigue and Green Cross on the Ground <i>Raquel Lackey, MA</i> <i>Molly Fischer, MA</i> <i>Mary Schoenfeldt, Ph.D.</i> Business Ethics for Success of Mental Health Counselors <i>Amanda Patterson, LMHC, CAP, NCC</i> Creative Group Activities for a Variety of Settings and Individuals <i>Jennifer Marshall, Ed.D., LMHC, Published Author</i> <i>Meleah Smith, MS</i> <i>Olivia Heath, LMHC</i> <i>Betsy McLendon LMHC</i> <i>Gidnara McCullough, MS.</i> Using the Expressive Arts to Motivate Change in Substance Addicted Clients <i>Deborah Rasso, LMHC, NCC, CAP, ICADC, QS, CH</i> Creating Secure Attachments for Children and Families through the Powers of Play <i>Amy Iannitelli, LMHC Registered Play Therapist</i> <i>Sarah Allen, LMHC</i>	SALON A		(TR)
		SALON B		(RC)
		SALON F		(EB)
		SALON G		(AT)
		SALON H		(CH)

Schedule at a Glance: 2018 Florida Mental Health Counselors Association

Subject to Change

THURSDAY-FEBRUARY 1st		FRIDAY-FEBRUARY 2nd		WORKSHOP		SALON		TRACK	
PRE-CONFERENCE WORKSHOP		REGISTRATION		REGISTRATION		SALON C		SALON C	
SEE SIGNS FOR DIRECTION 7:00AM-8:00AM	REGISTRATION	7:00AM-8:00AM	7:00AM-8:00AM	BREAKFAST:		GRAND FOYER		GRAND FOYER	
GRAND FOYER 7:00AM-8:00AM	BREAKFAST:	8:00AM-5:00PM 16 Clock Hours (2-Day Workshop)	8:00AM-5:00PM 16 Clock Hours (2-Day Workshop)	Child and Adolescent Trauma and Treating Traumatized Families Training <i>Benjamin B. Keyes Ph.D., Ed.D., LMHC, NCC, CCMHC, Published Author</i> <i>Kathie Erwin Ed.D., LMHC, NCC, NCCG</i>		SALON G & H		SALON G & H	
SALON A 9:00AM-5:00PM 7 Clock Hours	We Are Memory Workers: Introducing Neuroscience® & NeuroPointing™ Hypnosis Training <i>Elvis Lester MA, LMHC, NCC, MAC, NBCFCH</i> <i>Qualified Teacher of Hypnosis (State of FL DMC04)</i>	8:00AM-12:00PM 12 Clock Hours (2-Day Workshop)	8:00AM-12:00PM 12 Clock Hours (2-Day Workshop)	Qualified Supervisor Training (QST) <i>Stephen Giunta Ph.D., LMHC, NCC, CCMHC</i> <i>Kenneth Yehoc Ph.D., LMHC, CHT</i>		ORCHID BALLROOM		ORCHID BALLROOM	
SALON B 8:00AM-5:00PM 8 Clock Hours	Forensic Mental Health Evaluators Training <i>National Board of Forensic Evaluators</i>	8:00AM-9:30AM 1.5 Clock Hour (Keynote)	8:00AM-9:30AM 1.5 Clock Hour (Keynote)	What is Family Recovery? Is It Important? <i>J. Salina Pael, Ph.D.</i>		GRAND BALLROOM		GRAND BALLROOM (AT)	
SALON D 8:00AM-5:00PM 8 Clock Hours	Laws & Rules <i>Michael G. Holler, MA, NCC, CFMHE, CCCE, CCMHC, LMHC</i>	9:30AM-9:45AM	9:30AM-9:45AM	SNACK BREAK		GRAND FOYER		GRAND FOYER	
SALON E 8:00AM-5:00PM • Ethics (3 Clock Hours) • Medical Errors (2 Clock Hours) • Laws & Rules (3 Clock Hours)	Required State of Florida Clock Hours for Re-Licensure: • <i>Bob Decker Ph.D., NCC, LMHC</i> • <i>Bob Decker Ph.D., NCC, LMHC</i> • <i>Michael G. Holler, MA, NCC, CFMHE, CCCE, CCMHC, LMHC</i>	9:45AM-11:45AM 2 Clock Hours	9:45AM-11:45AM 2 Clock Hours	The Trauma Triangle: ACE Points, Chronic Pain, and Opioid Use Disorder <i>Martha Teater, MA, LMFT Published Author</i>		SALON A		SALON A (TR)	
SALON G & H 8:00AM-5:00PM 16 Clock Hours (2-Day Workshop)	Child and Adolescent Trauma and Treating Traumatized Families Training <i>Benjamin B. Keyes Ph.D., Ed.D., LMHC, NCC, CCMHC, Published Author</i> <i>Kathie Erwin Ed.D., LMHC, NCC, NCCG</i>	11:45AM-1:15PM 1.5 Clock Hours	11:45AM-1:15PM 1.5 Clock Hours	Innovation, technology and resilience: The next generation of mental health counselors <i>Tania Diaz, Psy.D., Hearmath Certified Trainer</i>		SALON B		SALON B (EB)	
ORCHID BALLROOM 8:00AM-5:00PM 12 Clock Hours (2-Day Workshop)	Qualified Supervisor Training (QST) <i>Stephen Giunta Ph.D., LMHC, NCC, CCMHC</i> <i>Kenneth Yehoc Ph.D., LMHC, CHT</i>	1:15PM-3:15PM 2 Clock Hours	1:15PM-3:15PM 2 Clock Hours	Stays in the Night: Exploring a World of Non-Suicidal Self Injury <i>Erica Whitfield, LMHC</i>		SALON D		SALON D (EB)	
LUNCH 12:00PM-1:00PM	All participants are on their own for lunch	3:00PM-3:15PM	3:00PM-3:15PM	Counseling victims of PTSD, Sexual Abuse, Human Trafficking and Domestic Violence <i>Patrick Nave, D.Min., ABD, LMHC, MCP, CET Published Author</i> Tobacco Cessation Treatment in Behavioral Health: Models and Strategies <i>Andreae Aubrey, LCSW, CTTIS</i>		SALON E		SALON E (RC)	
GRAND FOYER 3:00PM-3:15PM	SNACK BREAK	3:30PM-6:30PM 3 Clock Hours	3:30PM-6:30PM 3 Clock Hours	WORKING LUNCH <i>(All participants are on their own for lunch unless ESTP)</i>		SALON F		SALON F (EB)	
				Government Relations Panel		SALON A & B		General/Other	
				Student Panel		SALON D		General/Other	
				Military Panel		SALON E		(MV)	
				Accelerated Resolution Therapy for Combat Trauma: Working Model including Interventions for Combat Trauma <i>Diego F. Hernandez, Psy.D., Published Author</i>		SALON A		(TR)	
				The Psychology of School Shooters <i>Dwight Bain, LMHC, NCC</i>		SALON B		(MV)	
				The Secret Overlap of Video Games & Gambling Problems <i>Daniel Kaufmann, Ph.D., LMHC, ICGG-II Published Author</i>		SALON D		General/Other	
				An Exploration of HIV/AIDS <i>Corinna Peters LMHC, CLC, CSE</i>		SALON E		(AT)	
				Brace for Impact! Creating Individual & Group Therapy Interventions/Activities that Stimulate Breakthroughs <i>Nichole K. DeMora, M.A., LMHC, CJC Published Author</i>		GRAND FOYER		(RC)	
				Compassion Fatigue: Instilling Hope When We Have Little Left to Give & Neuro-therapy for Vicarious Trauma <i>Celia-Inella Farr, MA, NCC, Arlene Petersen, MA, Sherry M. Todd, Ph.D., LPC</i> <i>Donna McCarten White, RN, Ph.D., CS, CADAC-II</i>		SALON A		(EB)	
				Complex Therapy: How do I...? A Complex Therapy Primer: Empowering Couples with Tools for Jumpstarting and Keeping Complex Engaged in the Process <i>Michael G. Holler, MA, NCC, CFMHE, CCCE, CCMHC, LMHC</i>		SALON B		(CH)	
				Binge Eating Disorder: What's It All About? <i>Joann Hendelman, PhD, FAED, CEDS, CEDRN, RN Published Author</i>		ORCHID I		General/Other	
				Sex Addiction: Assessment, Diagnosis and Treatment Strategies <i>Daniel Lacerava, LMFT Published Author</i>		ORCHID II & III		(CD)	
				Laws and Ethics 2018 <i>Bruce Borkosky, Psy.D. Published Author</i>		SALON F		(EB)	
				Student Poster Session <i>Hassiem Kambui, Ph.D., CCMHC, LMHC, NCC, ACS</i>		GRAND BALLROOM		GRAND BALLROOM	

(Specific Strategies/Action Plan At End Of Email)

As I begin this E-Mail, please know that I am very disheartened by the policies of a company (and its minions) to which I have been a subscriber for over 30 years. I continue to be a BCBS consumer, and I had held this organization in both personal and professional regard. The "Blues'" current approach to our profession and the people we serve is inarguably rapacious and a disappointment to me as a member and as a clinician. I am not seeing my personal insurance rates decreasing; I am seeing rather an attack on my income and ability to serve my patients. I had thought better of the Blues than this, but I find BCBS taking advantage of its dominant penetration in the Florida market and exploiting the very practitioners upon whom so many - including their employees - depend. And I find them doing it at a time when Florida needs its mental health practitioners on the front line.

What follows is a summarizing of my conversation with Darryl Donlin, LCSW, MBA, regarding BCBS of Florida's slashing the most utilized of Master's level clinicians' CPT codes by 6-37%. The biggest cuts decimate the most used CPT codes - effectively depriving practices of income. The two biggest cuts come - unsurprisingly - in the two codes that form over 90% of psychotherapy charges.

In my conversation with the Vice President of Network Operations (for behavioral management corporation New Directions), it became clear that there is no negotiation on these changes - "no exceptions". Your only option is to opt out of the PPO network, which would require 90 day notification of BCBS.

BCBSFL has initiated this change to begin on October 1, 2017 - directly following Florida's ravaging by Hurricane Irma. BCBS's own subscribers affected by the breadth and amount of devastation are jeopardized by this indefensible and punishing assault on private providers, many of whom make up the first line of defense against trauma.

These are our family, neighbors, colleagues, and friends. Simply unconscionable, and when you add the obvious need for our presence in events like the Pulse Night Club Shooting, you wonder how these ignoble policies are devised. This is a cynical and thinly veiled attempt to slash expenses for a corporation with a CEO (J. Patrick Geraghty, BCBS) whose compensation increased OVER 17% in 2015, for a combined package of over \$8,000,000 - which, by the way, would fund over 84,210 visits with a 90837 code. And this, from a not for profit corporation enjoying special tax status. Really?

The new program goes so far financially as to equate experienced providers with novices - there is no distinction between a newly licensed graduate and veteran practitioners who have accumulated not just experience, but hundreds of hours of continued education, certifications, specialty training, workshops, etc. Add to that mandatory courses in ethics, law, domestic violence, medical errors, AIDS, and more. This is a false and disingenuous equivalency - antipathetic to quality medicine.

Shame on you, Blues.

The contract stipulates that there is no difference in pay between a 45 minute session and a 60 minute session, setting up another false equivalency that protects BCBS coffers and effectively offers patients less service by realistically reducing rates. Psychotherapy time is our stock in trade; equating session times with no compelling reason is just plain flawed. And, finally, there are the patients, with whose care we have been entrusted. Read on for the impact on them, and try to convince yourself of BCBS's compassion. If we opt out of the plan, an internal survey we ran indicated the following typical changes to out-of-network deductibles: \$0 deductible to \$12,200 deductible; \$0 deductible to \$11,000 deductible; \$0 deductible to \$3000 deductible; \$0 deductible to \$1500 deductible; etc. depending on the policy. Coordinated patient co-pays rise from: \$25; \$19; \$20; \$10; etc. to: 60%; 50%; 40%; 30; etc. - again policy dependent. If we revolt and opt out, what happens to these patients who can no longer afford psychotherapy? And in areas like the Panhandle and other similar areas of Florida - should we opt for cash only - what is the impact on the diversity of our patient populations? Ethnic, income, socio-cultural and other diversity will almost assuredly be savaged by this discreditable policy.

While Darryl Donlin's response was a credit to his corporation and his genuine sensibilities reminded me that there is an LCSW behind his name (besides the MBA), he made it clear that there is no flexibility in the current contract - that we're either "in" or we're "out" of network.

So, are we helpless?

Simply no.

In the past 11 days, I have received 11 electronic and 2 personal reminders for me to sign the abominable contract. While I don't think we have them "on the run," I don't think the urgency of their entreaties is coincidence.

We have to make sure that BCBS & New Directions experience direct and consistent consequences for this infamy. We are powerful as a united voice with the media, with our legislators (who regulate insurance), with our patients, and with a general public (including BCBS subscribers) who are mostly unaware of the perfidy.

So, let's get off our psychotherapeutic a**es, and mobilize the following strategies:

Strategies/Action Plan

Delay signing and transmitting the contract as long as you can until the deadline on September 30th.

Gather data like ferrets and funnel to me at joeskel@cox.net, i.e., names, phone numbers, E-Mail addresses, titles, of any Blue Cross Blue Shield FL or New Directions personnel. It doesn't matter what level - we need to make sure that they're included in hearing our outrage and hearing it consistently. I will disseminate this info.

You must give them a call or communication when you have even a couple of minutes. Tie up their personnel and salaries handling our resistance. They have shifted the cost of care and burden to the patients and to us. Plague the Blues and New Directions by helpfully sharing our load.

Use the E-Mail addresses in the "cc: section" above and start your barrage NOW. There are media addresses there and I'll be updating with phone numbers and anything else y'all can get to me. Let's rumble.

If you are deciding to opt out, still sign the contract for now, then terminate after you alert your patients to your decision over the next 90 days required for your exit. This will give patients and us chance to make arrangements for their care. We must not treat them with the same disregard that BCBS does; they are in our care.

Try to maintain diversity in your practices in view of BCBS contra-pressures by public, media and organizational communications.

Speak/write to local media about the impact on your practice and your patients at every opportunity.

Create a patient, subscriber, people petition to be sent to BC/BS opposing their singling out mental health coverage/psychotherapy for these cuts (I will send out a template later, if you wish.)

Contact your statewide and national organizations - strongly ask for assistance in publicizing our plight and let them see the effectiveness of collectivizing and mobilizing.

If I am successful with our State organization, participate in a Survey Monkey that we will send regarding rates in order to confront BCBS/New Direction's self-serving, conformationally biased data.

Joe P. Skelly, M.S., L.M.H.C.

President

*Emerald Coast Mental Health
Counselors Association (ECMHCA)*

NWF Regional Director

*Florida Mental Health Counselors
Association (FMHCA)*



C.W. Young Bay Pines VA opening ceremony for new Mental Health Clinic



On 22 September 2017 C.W. Young Bay Pines VA Medical Center held a ribbon-cutting ceremony for their new mental health clinic. There were several dignitaries present including Representative Charlie Crist, Timothy acting VISN 8 Director Miguel Paluz (acting under VA Under Secretary of Health).

The new clinic will house all VA mental health services into one building.

The opening of the new Clinic demonstrates that the VA is committed to investing in Veterans Mental Health, but that is just one step. Hopefully, with all of the mental health providers in one building it will encourage more collaboration when it comes to the Veteran and treatment

The key is not how nice you look on the outside but how good you are in the inside figuratively speaking and literally. This of course put most of the accountability on the mental health providers and how they treat the veterans. Only time will tell if the outside and the inside are aligned properly.

The coming months will be an indicator. One of my hats (president/CEO VCV and Florida Mental Health Counselors Association Military Service Committee Chair) is the American Legion Central Area Veteran Affairs Rehab Chairman. CW Young Bay Pines VA Medical Center is in the American Legion 16th District area and one of 3 districts that come under my area of responsibility (15th and 7 Districts).

One of my responsibilities is knowing how the VA is treating its veterans. I do this by having quarterly sensing sessions what the district VAR, County VSOs and Post Service Officers).

The opening of this new Clinic is a good step, but this is Journey and will take veterans and veteran service organizations to ensure our veterans are being treated fairly

Need is now for new mental health center at Bay Pines, veterans say:

ST. PETERSBURG — Veteran Ellsworth "Tony" Williams says the Bay Pines VA Healthcare System's new mental health center will help fill an immediate need.

Related News/Archive

Ernest Hooper: More legislators need to recognize importance of money for mental health: 4 Months Ago

Mental Health Coalition hosts fundraising dinner: 5 Months Ago

Clearwater Police launching Mental Health Check Team: 4 Months Ago

"In the past six months, I know of six veterans in Hillsborough County who committed suicide," said Williams, 55, who served in the Army and is president of Veterans Counseling Veterans, a non-profit group helping struggling vets. "Having this kind of one-stop shopping, in a nice place, will help eliminate the stigma of seeking help."

Williams was one of more than 100 veterans attending the opening of the new 155,000-square-foot center Friday morning, along with Miguel LaPuz, the VA's acting principal deputy undersecretary for health, staff from both Bay Pines and the James A. Haley VA Hospital in Tampa, and elected leaders such as U.S. Rep. Charlie Crist, D-St. Petersburg.

Williams' sentiments go to the heart of the center's mission, said Alfonso F. Carreno, chief of mental health and behavioral science services at Bay Pines.

"We now have most of our mental health programs in one building," Carreno said.

This helps make the services more efficient and improves communications, he said. It is adjacent to the hospital, making it more convenient and less stigma-inducing. And it makes it easier for patients and potential patients.

"They don't have to go to seven different buildings," he said. "They don't have to navigate the campus, because now all these services are in one place."

Bay Pines director Suzanne Klinker said the new center answers a growing demand.

Out of the 108,000 patients the hospital system sees every year, 22,000 seek mental and behavioral health services.

Across the nation, Carreno said, 1 million people attempt suicide every year. More than 110, including 20 veterans, kill themselves every day.

Construction on the four-story building, about the size of a Walmart Super Center, began in March 2014 and cost nearly \$92 million.

The new center increases the number of residential patient beds from 50 to 60 and the number of acute in-patient beds from 33 to 40, Carreno said.

Ramon McCool, 63, a retired Marine master sergeant from Seminole, said he would recommend friends struggling with mental issues to seek help at the new center.

"There are too many veterans and their families who don't know where to go," said McCool. "This center shows that the VA has a commitment to helping veterans seek mental health."

Contact Howard Altman at haltman@tampabay.com or (813) 225-3112. Follow [@haltman](#)

WHO IS YOUR IDEAL CLIENT?

I met recently with a client I will call Maria who's presenting issue was the need for tools to communicate better at work and with family relationships. She was, and still is, the ideal client for me. She never missed our scheduled appointments that were weekly and not only completed the homework assigned but was anxious to tell how it helped her at work and with the other relationships in her life. And she would say at the end how helpful the sessions were and was telling her friends about all that she was learning. Talk about an ego boost, I can ride the cloud of pride for days after we meet.

But I had to admit that why Maria still stands out for me today is that she is the ideal, which says something about all the rest of the 20 or so clients I see throughout the week. And how can I get more clients like Maria?

WAYS TO GET THE IDEAL CLIENT

1. One way to attract the ideal client is through bio's on a website, blogging about relevant helping tools, and creating your own website. These are all meant to attract the ideal client. The research shows that a small percentage of people seek out counseling. So those going to search it out now have the internet to find what and who they want. Now, it's true that most will use some form of insurance and likely get referred this way. But so many others seek therapy out through trolling websites and finding stories that relate to their needs. I was challenged by this new wave of searching from a podcast on Private Practice Startup (THE PRIVATE PRACTICE START UP Episode 23: How Content Marketing Can Help You Target Your Ideal Clients & Make More Money). I can't count how many times I have heard people say that they have read my bio and personal information and that drew them to make the call for an appointment.
2. Another way to use a website to attract the ideal client is through key words, brand marketing, and website development. Key words in a website are ways to get your information online, which is where people are going to find you now. Brand marketing is you creating a brand that meets the needs of specific clients and their issues. It's marketing yourself to the ideal client. I'm building my own website for my business now and adding these tools as I have learned how valuable they are.
3. Specializing, certifications, and training that you can post on a website is another way to attract clients. I have been doing court ordered drug evaluations for years now in the same county and now get referrals from the local court system and hospitals for aftercare and ongoing therapy. This certification has brought me the ideal client.

Beyond these specializations addressed remember that attracting the ideal client is only half the story. Don't forget the basics of counseling that keep them coming back for more insight and a safe place to share their difficulties: Empathy, validation, acceptance, forgiveness, and support. These are the tools of the everyday therapist that continually need to be sharpened. A book that I refer to in my own practice and is staple when I meet with interns is *Essential Skills For Human Service* where it explains validation as, "an important component of good listening and is the acknowledgment of the persons real situation and real feelings". For more on how to add these tools to get your ideal client I can be reached at the email below.



THE PRIVATE PRACTICE STARTUP Episode 23: How Content Marketing Can Help You Target Your Ideal Clients & Make More Money. Marni Feuerman.

Poindexter, Cynthia Cannon; Valentine, Deborah; Conway, Patricia. *Essential Skills for Human Services*. Wadsworth Publishing Company, 1999.

Scott Jones LMHC (Licensed Mental Health Counselor)

CAP (Certified Addictions Specialist)

Qualified Supervisor in the state of FL

New Directions Counseling (Orlando FL)

Newdirections3623@gmail.com

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Jackson's ALL WELLness Services, LLC (JAWS) Family Wellness Class -ONLINE starts on Saturdays, and it lasts for 2 weeks. Attendees will receive a login password prior to the start of the class. They will be able to login at anytime, review the videos, read the materials, and engage with others in the class, whenever is convenient for them. Additionally, they will be able to interact online with their certified health coach, Dr. Daniella Jackson, throughout the entire duration of the class.

JAWS Family Wellness Class - ONLINE focuses on attitude, lifestyle, spirituality, exercise, and nutrition for you and your family. This class is for parents, grandparents, caregivers, teachers, professional women and men with children or grandchildren, and other adults. The class is for adults, but the entire family will benefit.

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Jackson's ALL WELLness Services (JAWS) Longevity Class -ONLINE (for women over 40) starts on Saturdays, and it lasts for 2 weeks. This class is tailored to busy or retired women, who simply would like to continue making better choices for their overall health (i.e., physically, emotionally, and spiritually)

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Our class focuses on attitude, lifestyle, spirituality, exercise, and nutrition. JAWS Longevity Wellness Class - ONLINE will empower you to continue making better choices for your life.

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Frank Hannah Student Scholarship - 2018 Annual Conference

Any graduate student enrolled in an accredited counseling program is eligible to apply for this scholarship. This scholarship is for one student admission ticket to the 2018 FMHCA Conference. The winner will be announced in the FMHCA November 2017 Newsletter and recognized at the 2018 Annual Conference Awards Luncheon.

Applicants must be a FMHCA student member and must submit the following materials:

- Essay
- Curriculum vita/resume
- Letter of recommendation from a program faculty member

The following criteria will be used to evaluate each applicant:

Commitment to the mental health profession as evidenced by:

- Career goals
- Experience working in mental health settings, including volunteer work, paid positions, practicums and internships
- Professional association membership (FMHCA membership)
- Member of professional committee (university, state, national or international)
- Voluntary participation in continuing education programs or workshops

Outstanding scholarship as evidenced by:

- Coursework
- Honors
- Conference presentations (state, national, and international)
- Publications (state or national journals)

Written expression as evidenced by:

Essay

Topic: In up to 300 words, explain what you plan to do with your counseling degree. Tell about how you plan to impact the mental health counseling field.

The applications will be judged using these categories and the final winner will be selected on the consensus judgement of the selection committee.

Please submit your application by the end of the day on **October 14th, 2017**
Submit Online at: https://docs.google.com/forms/d/e/1FAIpQLScw0cQW1WYDw5sNVzT2Yul-5JUjk5tFCVCFVN46Ira_g9q42A/viewform

Domestic Violence Awareness Month



National Domestic Violence Awareness Month (DVAM) is in October in the United States, evolved from the National Coalition Against Domestic Violence's "Day of Unity," first held in October 1981. This "Day of Unity" evolved into a full week, and in October of 1987 the first DVAM was observed, with an official designation by Congress in 1989. The importance of the October's events across the country is to help society, including communities, families, and professionals, to become more engaged in, aware of and educated about domestic violence and its impacts. This month is also an opportunity to remember those who lost their lives due domestic violence, to celebrate and honor the survivors and their families, and to recognize those who have worked diligently to end domestic violence in this country.

In the United States, domestic violence affects individuals across all racial, national, social, and economic groups, regardless of age, gender, and sexual orientation, resulting in an increased number of deaths annually. It may include physical abuse, sexual abuse, emotional abuse and economic abuse, among others. So the celebration of this month also provides an opportunity to promote programs and projects developed by certified domestic violence centers, faith-based communities, educational institutions, nonprofit and private organizations throughout the country, institutions working to change and/or save lives. Members of community and/or professionals can feel empowered to join these organizations to end of the domestic violence nationally and internationally.

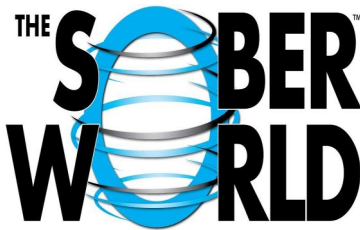
In Florida, the crime of domestic violence threatens the safety and lives of many, as the second leading allegation reported to the Florida Abuse Hotline. Today, the state's many certified domestic violence centers work 24/7 in conjunction with other agencies and providers to offer protection and services to domestic violence survivors free of charge; however, the demand exceeds the available services and centers, and the challenge is to create new avenues that could help in the task of meeting this demand of survivors and their children. Therefore, counselors have an essential role regarding application of theoretical and applied knowledge in the prevention of domestic violence, collaboration in raising awareness about domestic violence, and intervention services with survivors, during the recovery process and as they access resources for a new life. In providing culturally responsive services to attend to the needs of an increasingly diverse population living in this country dealing with domestic violence, counselors can make a true impact. Let's all do our part by advocating for survivors not just during National Domestic Violence Awareness Month, but all the other days of the year as well



Paula Carina Lazarim Mental Health Counseling Graduate Student



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\$55.00 Regular - All registered interns or non-licensed professionals

\$25.00 Retired Clinicians - License Retired

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About

Dwight Bain, MA, NCC, LMHC, CLC, CFLM



Dwight Bain is dedicated to helping people achieve greater results. In practice since 1984, he has helped thousands of people across America as a Certified Life Coach, Nationally Certified Counselor and Certified Family Law Mediator. He is known for finding rapid solutions in high stress situations that require rapid change. Bain is a national Critical Incident Stress Management expert, founder of StormStress.com, founder of LifeworksGroup.org and an experienced speaker with over 3,000 presentations on the topic of making strategic change to overcome major stress – both professionally & personally. He communicates about rapid strategies to achieve greater results. Dwight is a trusted media resource on managing major change and has been interviewed on hundreds of radio and television stations as well as being quoted in over 100 publications including: Investor's Business Daily, New York Times, Chicago Tribune, Sacramento Bee, Atlanta Journal, Orlando Sentinel, CBN.com, Miami Herald, Newsday, Fox Business and MSNBC.com. His corporate client list is extensive, and includes groups like- Disney, Toyota, AT&T, Harcourt, Convergys, DuPont, SunTrust & Bank of America. His organizational client list reflects his passion to add value to teams. He has trained groups like the US Army, US Navy, Florida Hospital, The United Way, American Heart Association, Cru, American Association of Christian Counselors, GMA, CMA & the International Critical Incident Stress Foundation. His most commonly known quote reflects his core value, "Coaching is about results." Dwight Bain adds greater value to people and organizations who want to experience positive change. He is a life-long resident of Orlando, where he lives with his wife and two college-aged children who still find time for family board game night. These are highly competitive, take-no-prisoners types of evenings. In 25 years he has never won at Scrabble, a feat his wife Sheila takes great pride in.

- Primary Specialty
Counselor
Education
Liberty University, Rollins College, Reformed Theological Seminary

- Training
FBI Citizens Academy
Orange County Sheriffs Office
International Critical Incident Stress Foundation
American Counseling Association
American Association of Christian Counseling
American Association of Training and Development
Association Conflict Resolution
Florida Dispute Resolution Center

- Affiliations
University Behavioral Center
Certification
US National Guard/ Certified Trainer
International Critical Incident Stress Foundation/ Certified Trainer
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After the Storm: Resources for Clinicians

Hurricane Irma will redefine how people view Mental Health Counselors. The remarkable community service shown by counselors working in emergency shelters across the state to help Irma survivors got people talking and that's a good thing. Immediate psychological first aid after a disaster stabilizes mental health while serving as a real-time assessment for depression, alcohol/substance abuse and domestic violence.

[Click Here for More Information](#)

This is especially true for individuals with existing mental health or substance abuse problems. Counselors state-wide are likely to see a rise in depression, anxiety and PTSD.

[Click Here for More Information](#)

Counselors are the primary mental health caregivers to our communities in Florida, both during the storm and in the months following the biggest natural disaster to ever hit our state. Yet it is easy for these dedicated people helpers to neglect the most important element after a natural disaster – their own self-care.

[Click Here for More Information](#)

Compassion fatigue is real and can overwhelm counselors, especially those in private practice who may not be able to work because of no utilities, or heavily damaged office preventing a safe place to see clients. This can lead to filing an insurance claim,

[Click Here for More Information](#)

or filing an uninsured loss caused by a natural disaster as a tax write-off.

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Counselors need to care for themselves before they try to care for others. Asking for help is not a sign of weakness- it is a sign of being human. Allowing FMHCA to be part of your support system is a major reason why we exist. We are all in this recovery together.

By: Dwight Bain, LMHC, NCC



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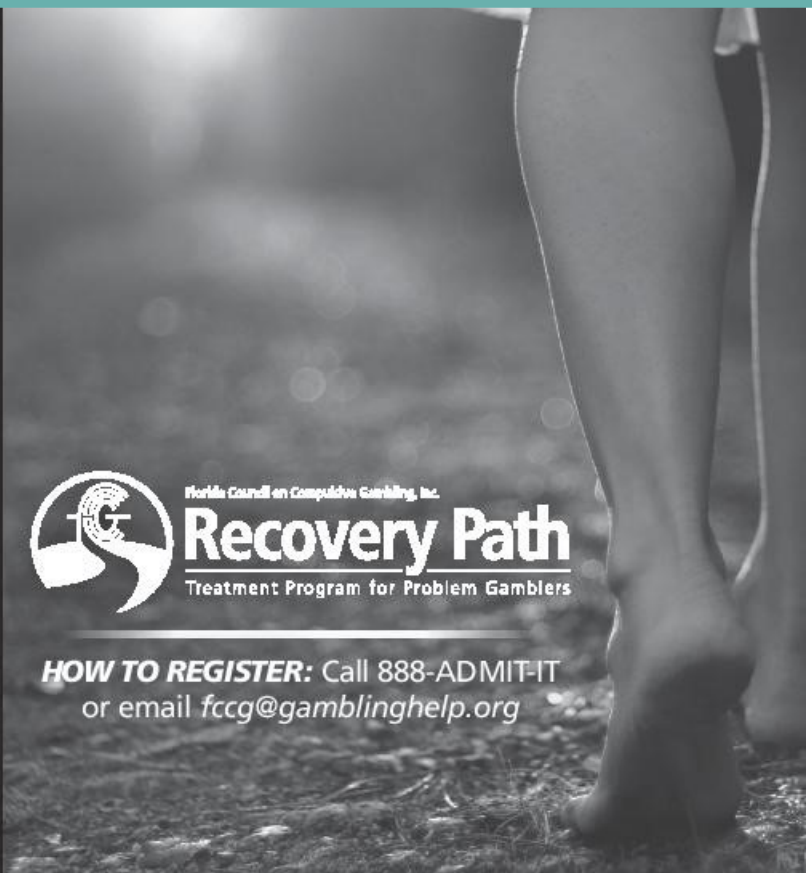


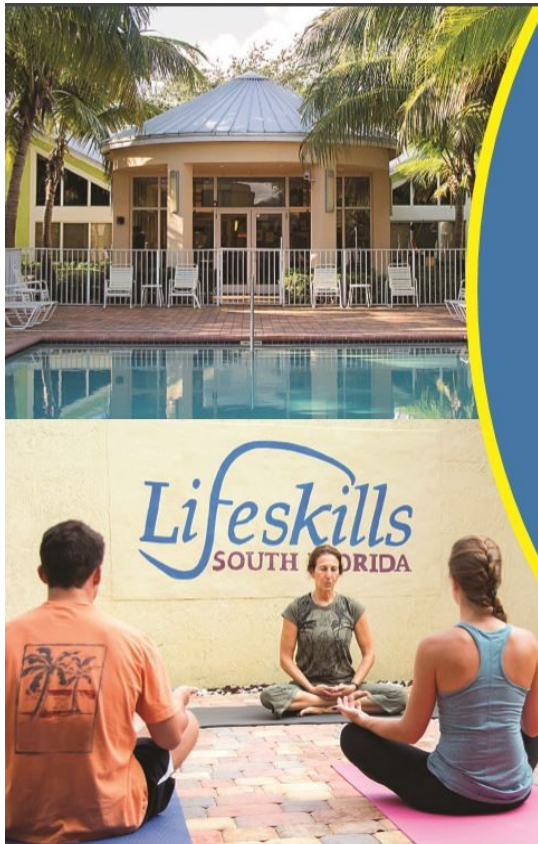
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Member Mental Health Professionals Apps:

DSM-5 Criteria

This is the mobile app for clinicians to utilize in diagnosing their clients. It is an easy to use system which lists the criteria for all of the DSM-5 diagnostic categories with the criteria listed for each diagnosis (this is not a free app). Read more about this app

at: <http://www.appi.org/Pages/DSM5Mobile.aspx>

ICD-9-CM Codes

ICD 9 Consult puts the complete, current ICD9-CM on your iPhone or iPod Touch, instantly smart-searchable and browsable. Read more about it at:

<https://itunes.apple.com/us/app/icd9-consult-2014-free/id358845668?mt=8>

ICD-10-CM Codes

ICD 10 Helps you to Quickly look up diagnosis codes using the new ICD-10 coding system. All codes are downloaded to your device - no downloading is necessary as you are looking up your code. Read more about it at:

<https://itunes.apple.com/us/app/stat-icd-10-coder/id467916561?mt=8>

Provider Resilience

Provider Resilience gives health care providers tools to guard against burnout and compassion fatigue as they help their clients be they civilians or service members, veterans, and their families. Providers can take a self assessment to determine if they are at risk and steps they can take to ward off such burnout and fatigue. Read more about it

at: <https://www.t2health.org/apps/provider-resilience>

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Interested in becoming more active with FMHCA but not sure how to get started? Consider joining a committee!

Participating in a FMHCA committee allows you to interact with professionals who share your passions while providing a valuable service to FMHCA. Let's face it - change doesn't happen by itself. We need YOU to help us make a difference! There are several opportunities for you to get involved - consider any of the following committees:

- ◆ Ethics Committee
- ◆ Membership Committee
- ◆ Graduate Students & Registered Interns Committee
- ◆ Chapter Relations Committee
- ◆ Finance Committee
- ◆ Nominations & Elections Committee
- ◆ Governmental Relations Committee
- ◆ Conference Planning Committee
- ◆ Education, Training, Standards, & Continuing Education Training Committee
- ◆ Military Service Committee
- ◆ Research Committee

Feeling especially interested in any of those topics? Consider being a committee chair - you'll be surprised how rewarding it can be to help make things happen!

Email office@flmhca.org to express your interest. Thank you!

Writers Wanted

FMHCA is seeking Graduate Students and Registered Interns to contribute monthly articles for our newsletter. This is a wonderful opportunity to share your point of view and your journey to licensure with others while getting professional exposure. We're looking specifically for articles that will help your peers navigate the journey to graduation and licensure - study tips, resources, how-tos... there are so many relevant topics worthy of investigation and discussion.

These articles will also help you train yourself on best practices - it's a win-win!

Please email office@flmhca.org if you're interested in this opportunity.

A silver laptop is open on a dark wooden desk. The laptop is the central focus, with its keyboard and trackpad visible. Overlaid on the image is text in yellow, teal, and red. The text reads: "FMHCA 2017 WEBINAR SERIES" in yellow, "FRIDAYS 2PM CLICK HERE TO REGISTER & MORE INFORMATION" in teal, and "Member Perk" in red. The background shows a wooden desk with a white mouse, a pen, and a notebook.

FRIDAYS 2PM [CLICK HERE TO REGISTER & MORE INFORMATION](#)

Member Perk

Session 11: Integrative Psychotherapies- New Paradigms in Psychotherapy Date: Friday, 10/27/17, 2:00-4:00 pm

Session 12: How to Have the Difficult Conversation You've Been Avoiding with Family, Coworkers, Parents, Partners or Children Date: Friday, 11/10/17, 2:00-4:00 pm

Session 13: Addressing Tobacco Use in Behavioral Health Date: Friday, 12/8/17, 2:00-4:00 pm

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Integrative Psychotherapies- New Paradigms in Psychotherapy

27 OCT 2017

2:00 PM - 4:00 PM

Integrative Psychotherapies have been evolving since 1976 and have been slowly gaining acceptance in the field. Integrative psychotherapies differ from Insight or Talk therapies in that they focus on the integration of past traumas. These therapies are based on basic functions of the brain and share several unique features, such as rapid resolution of trauma, often in a single session.

Learning Objectives:

Participants in this training will receive an introduction to the shared principles underlying emerging psychotherapies such as Traumatic Incident Reduction, Thought Field Therapy, Emotional Freedom Techniques and Eye Movement Reprocessing and Desensitization.

- (1) Participants will gain an understanding of the McLean/Papez Triune Brain Theory, it's relationship to Maslow's Hierarchy of Needs and how the brain integrates experience
- (2) Participants will gain an understanding of the function of the right and left hemispheres of the brain and how dreams integrate experience during sleep.
- (3) Participants will gain an understanding of how stress and trauma interfere with the proper integration of memory and result in symptoms of Post-Traumatic Stress Disorder.
- (4) Participants will learn how a False Self develops based on unintegrated traumatic experiences.

Participants will learn how Integrative Therapies utilize the natural processes of the brain to resolve traumas and disassemble the False Self.

CE Broker Tracking #: 20-548609

About the Presenter:



Matthew Fox, LMHC, CAP has twenty years of experience in the mental health field, specializing in the treatment of addictions and trauma. He has conducted professional trainings in the US, Europe and Australia. His primary interests include integrative therapies, neuropsychology and family systems. He has been employed as a licensed clinician at BayCare Behavioral Health since 2004 and maintains a small private practice.



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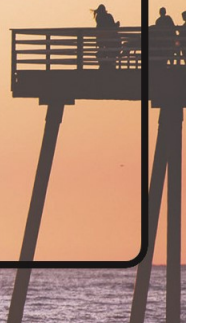
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MENTAL HEALTH COUNSELORS
ASSOCIATION •

**IS TO ADVANCE THE PROFESSION OF CLINICAL
MENTAL HEALTH COUNSELING THROUGH
INTENTIONAL AND STRENGTH-BASED**

ADVOCACY, NETWORKING,
PROFESSIONAL DEVELOPMENT,
LEGISLATIVE EFFORTS, PUBLIC
EDUCATION

**AND THE PROMOTION OF
POSITIVE MENTAL HEALTH
FOR OUR COMMUNITIES.**