

ASSEMBLY DISTRICT BRANCH BEST PRACTICE AWARD SURVEY

Please check where applicable—if checked please elaborate on a separate page.

	Special Efforts That Make Standard Programs Successful	Innovative Programs Other DB's Might Adapt
I: Membership		
A. Recruitment / Retention	<u> X </u>	<u> </u>
B. Directory	<u> </u>	<u> </u>
C. Database	<u> </u>	<u> </u>
II: Finance		
A. Revenue		
1. Dues / Structure	<u> </u>	<u> </u>
2. Non Dues	<u> </u>	<u> </u>
3. Grants / Foundation / PAC	<u> </u>	<u> </u>
B. Budget		
1. Surplus	<u> </u>	<u> </u>
2. Creative Expenditures	<u> X </u>	<u> </u>
3. More Services For Less Money	<u> X </u>	<u> </u>
III: Newsletter		
A. Production	<u> X </u>	<u> X </u>
B. Advertising	<u> </u>	<u> </u>
C. Frequency	<u> X </u>	<u> </u>
IV: Meetings		
A. General Membership	<u> X </u>	<u> X </u>
B. Executive Committee	<u> X </u>	<u> </u>
C. CME	<u> </u>	<u> </u>
V: Governmental Affairs		
A. Monitoring Legislation	<u> X </u>	<u> </u>
B. Lobbying / Lobbyists	<u> X </u>	<u> X </u>
C. Grassroots Efforts	<u> </u>	<u> </u>
VI: Public Affairs		
A. Media Interface / Training	<u> </u>	<u> </u>
B. Coalition	<u> </u>	<u> </u>
C. Mental Illness Awareness Week	<u> </u>	<u> </u>
VII: Special Member Group Efforts		
A. RFM	<u> X </u>	<u> X </u>
B. ECP	<u> </u>	<u> </u>
C. IMG	<u> </u>	<u> </u>
D. MUR	<u> X </u>	<u> X </u>
VIII: Practice Area Efforts		
A. Academic	<u> X </u>	<u> X </u>
B. Private Practice	<u> X </u>	<u> X </u>
C. Public and Community Psychiatry	<u> X </u>	<u> </u>
IX: Psychiatric Emergency Preparedness		
A. Committee / Training	<u> </u>	<u> </u>

See Page 2 for Comments Section

ASSEMBLY DISTRICT BRANCH BEST PRACTICES SURVEY

Special Efforts / Innovative Programs

1. Member Recruitment and Retention

We started our 100% Club efforts early this year and this was our first time with five of our programs in the bronze level or higher. Following some of our success using a similar approach last year, we reached out to our lowest performing program and coordinated with the Training Director to have a special presentation during one of their weekly Resident Lunches. Our Executive Director and President-Elect spoke to the residents about the benefits of being a member of NYCPS and APA. We brought APA materials provided by the membership office and emphasized our frequent Resident Mixers, Research Awards, Minority Mentorship Program, and Fellowship Night at the local level. After the lunch, membership jumped from 17% to 48% and we got a commitment from the Training Director to push the number even higher after emphasizing the benefits of the SET access for directors. Due to the success of these lunches, we are making them an annual part of our calendar and reaching out to new programs.

2. Creative Expenditures

For the past four years now, our DB has come in under budget with a surplus for the year, allowing us to spend money on developing new programs and events for 2016 and 2017. Due to our commitment to saving where possible and staff effort to bring in revenue outside of dues, we managed to realize a profit of over \$30,000 for 2016 which will be dedicated to developing additional new programming to meet the needs of our members for 2017.

More Services for Less Money

We remain committed to expanding member benefits without raising dues. In the past few years, we have continually increased the number of events for members without raising dues or costs and in many cases, providing events at no cost to members.

The chart below shows our increase in program expenses (not including staffing) over the past five years despite no increase in dues:

2012	2013	2014	2015	2016
17,276	36,913	49,640	44,242	52,739

The chart details the increase in events NYCPS has had over the last five years (events only include those open to the entire membership, not Committee Meetings):

2012	2013	2014	2015	2016
Annual Meeting	Annual Meeting	Annual Meeting	Annual Meeting	Annual Meeting
Legislative Breakfast	Legislative Breakfast	Legislative Breakfast	Legislative Breakfast	Legislative Breakfast
Meet & Greet	Meet & Greet	Meet & Greet	Meet & Greet	Meet & Greet
CME Event	Minority Mentorship Events	Minority Mentorship Events	Minority Mentorship Events	Minority Mentorship Events
	DSM-5 Workshop	DSM-5 Workshop	Community Service Day	Residents Ctte Mixers
	LGBT Movie Night	Telepsychiatry	Telepsychiatry	Fellowship Night
		MOC Training	Residents Ctte Mixers	E-Prescribing Info Session
		Advocacy Training	UN Ctte Movie Night	Emerging Drugs of Abuse (Residents)
			E-Prescribing Info Session	Womens' Ctte Event
			LGBT Ctte Event	LGBT Ctte Movie Night
			Integrated Care Training	AIDS Ctte Social
				Community Service Day
				ECP Event on Physician Suicide
				Senior Psych Event on closing a practice
				Complementary & Alternative Medicine Ctte Event
				UN Ctte Movie Night
				APA Inc. Bowling Night

3. Newsletter Production

Production: Our monthly E-Blasts contain timely news in small doses. We highlight upcoming DB events and include a section on upcoming deadlines for APA/general psychiatry awards, grants, etc. In addition, we feature the top news stories related to psychiatry from the New York Times and other important media outlets. We have also added a block in the E-Blast dedicated to a Member Benefit of the Month that spotlights an APA benefit as well as ads to cover the cost of the email client. The E-News has brought about increased participation from our membership, in both event attendance and committee interest. In 2015, we also transitioned from a printed Newsletter into a fully enhanced, interactive digital magazine that comes out twice annually. The new format allows us to expand on content, add photos from NYCPS events, include interactive media and direct links, and cuts costs drastically. Our magazine contains articles written primarily by DB members and staff (including an update from the President and a spotlight piece recognizing a DB member for their achievements or special work in psychiatry), updates on

NYCPS news, book and movie reviews, classifieds, and ads. We have also added recurring sections on topics our members have expressed interest in, like how-tos for technology. In 2016, we were better able to capitalize on our new format. Our classified ads have now become more popular as they are posted across three platforms, our website, our E-News, and our online Magazine. Since members receive free classifieds, we have even had a reinstatement for a member who wanted to post an ad.

4. Meetings

General Membership: We hold an Annual Meeting for our membership each spring. Our 2016 speakers included a panel of addiction psychiatry specialists, who discussed where the field was going into the 2020s.

In the fall, we hold an annual Meet and Greet so members can meet our Executive Council and Committee Chairs in a social and casual setting. During our Meet and Greet, instead of speeches, we have a bingo game to encourage interaction between the attendees. The game includes questions designed to facilitate conversations between our Executive Council, Committee Chairs, and members. For example, for one square a member would need to find and speak to our President-Elect and for another square, they would seek an Executive Council member who completed their Residency in NYC. For each “Bingo” a person receives a raffle ticket and chance to win an iPad mini. The game is a huge success and has now become a staple of the event.

In addition to our long-standing annual events, we have added some new annual events to our calendar. This year we held our second annual APA, Inc. sponsored Bowling Night for members targeted towards residents and ECPs. The event had a great turnout and members bowled, had dinner, and mingled with new colleagues. We invited AACAP attendees as well to increase the possibility of targeting new members. We have already had multiple requests to make this an ongoing offering and we are working with APA, Inc. to make it a permanent part of our calendar.

Other annual events include our Legislative Breakfast, Fellowship Night, and Resident Mixers.

Executive Committee: The Executive Council of NYCPS meets semi-monthly on the first Monday of the month. In an effort to increase productivity and decrease spending, we have cut down on the number in person meetings we have and are restructuring their content to be more productive. Our new schedule will include topic specific meetings, January focusing on Budget, February & April focusing on Committee presentations and review, July focusing on on-boarding and a mid-year financial update, September focusing on program/service evaluation, and November focusing on ideas/brainstorming for new offerings. In addition to the Executive Council members, we have invited the Chairs of the Residents’ and ECP Committees to attend the meetings in order to both keep the Council informed on concerns and to prepare RFMs and ECPs for future leadership roles within our Society and APA. All meetings are open to all members of NYCPS to cultivate interest among our members in running for DB office.

5. Government Affairs

Lobbying/Lobbyist

Legislative Breakfast: Our Committee on Legislation, Advocacy, and Government Affairs hosts a Legislative Breakfast every year. This year, we partnered with the New York County Medical Society (NYCMS) and the NY Council on Child and Adolescent Psychiatry (NYCCAP) to jointly host the breakfast. Our collective members were able to express concerns on a diverse range of topics including out-of-network concerns, malpractice changes, ACA, phantom networks, and more. The event strengthened our relationships with the legislators as well as with the two organizations. A number of our attendees and members will be following up on their contacts with visits to their offices when we join NYCMS and the State Medical Society for their Lobby Day again this year.

7. Special Member Group Efforts

Residents' Committee: In the past two years, we have taken advantage of our reformed Residents' Committee. Following our efforts to recruit residents from each of the different programs within our jurisdiction (10) the Committee has taken to meeting regularly and planning a number of events. Spearheaded by the residents, we had our Fellowship Night for the second year in a row. The night brought together 27 fellowship programs in the NYC area (including: consultation/liaison, addiction, child & adolescent, geriatric, forensic, integrated care, and public programs). The event was set up as an informal fair where residents could walk around to various tables and learn about specific fellowship opportunities as well as the benefits of fellowship in general. We are already making plans for how to improve and expand the event for next year.

In addition to Fellowship Night, the Residents' Committee has also planned the following events for this year: Mixers designed for Residents to meet each other from different programs and network; our member-wide Holiday Party; and a panel on Emerging Drugs of Abuse with over 80 member attendees. We have also seen an increase in familiar resident faces at our full membership events. Additionally, many members of our Residents' Committee have joined other committees such as our Technology Committee and Legislative Committee to act as liaisons for Resident concerns.

Minority Mentorship Network: We continue to work with a group of residents to strengthen our Minority Mentorship Network, which connects MURs, RFMs, and ECPs with established psychiatrists to foster mentoring relationships. The MMN held a Career Panel focusing on the best advice for finding your first job, which was successful. A number of the panelists highlighted that they had found their first jobs through APA connections and activity on our NYCPS committees.

8. Practice Area Efforts

A. Academic: The small research grant program for medical students we created has been a success. The purpose of these grants is to cover gaps of \$100-\$2,000 in funding for medical students' research pertaining to psychiatry. This grant makes NYCPS and APA a resource early in the careers of soon-to-be psychiatrists and strengthens our relationship with potential members. In 2016, we gave out grants to two medical students in the NYC area, we continue to take applications for grants on a rolling basis throughout the year.

B. Private Practice: We co-hosted an event with the Senior Psychiatrists on preparing to retire and creating an emergency plan in case of sudden disability. The seminar was targeted toward our older members and included many psychiatrists who do not often attend our events. It also attracted a number of younger members interested in learning how to plan for their future. It was an event targeting two important segments – private practice physicians and life members.

C. Public Psychiatry: Our Society has built upon the UN Committee started last year after the APA was approved as an NGO with special consultative status with the UN, an effort led by NYCPS member Dr. Vivian Pender. The UN Committee has been extremely popular, with over 50 members expressing interest in the Committee. Several key Committee members have served as panelists at UN events and discussions. The Committee has also co-sponsored a movie night and made a presentation at IPS. Our members are making important connections on the global stage and advocating for mental health throughout the UN system. As more members become well versed in the UN system we are hoping to make an even greater impact.

Please return survey by **March 1st to:**

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