



FIRING UP

THE FOUNDATION BRAIN

GREETINGS CPNP MEMBERS:



It has been several months now since the CPNP Foundation broadcast its launch. At the CPNP Annual Meeting in May in

Phoenix we announced our “Fire Up The Foundation Brain” campaign and invited attendees to join our Founding Circle of benefactors. We followed this up with a donation brochure mailing to the full CPNP membership which reinforced our goals and gave each of you a physical reminder that we are actively working towards creating and achieving meaningful results that will extend the reach of psychiatric pharmacy.

I am very pleased to inform you that we are on our way towards making this happen. Due to the early, generous contributions of over 30 CPNP members, we have raised over \$45,000. We are also grateful to the Board of Directors of CPNP who has provided the CPNP Foundation with operational funds so that we may invest 100% of donations raised completely into funding the projects we develop.

Now that six months have passed since that launch, this newsletter is being sent to you in an effort to keep you informed of our progress and to again invite each of you to seriously consider making a donation or pledge to the Foundation. Within this newsletter you will find several excerpts from interviews with CPNP members who have already made a donation to the CPNP Foundation, a status report on the Foundation’s leading project and a listing of those

who have made a donation as of November 2011.

The CPNP Foundation Board of Directors is a committed and active group. At our strategic planning meeting held this past March, we set as our first year funding goal a level of \$100,000. We believe that this is an ambitious but achievable goal for a young Foundation during its first year. To date, the full Foundation Board of Directors has made pledges and a formal challenge has been made to the CPNP Board of Directors to donate at the Brainstem level or above. Please give serious consideration to our appeal for donations. Donations received by the CPNP Foundation on or before December 31, 2011 will be eligible for tax purposes this year. Donations made between January 1st, 2012 and March 31st, 2012 will still count towards your Founding Circle status but will apply to your 2012 tax reporting.

On behalf of the CPNP Foundation Board of Directors, thank you.

Best Regards,

Charlie Caley, PharmD, BCPP
CPNP Foundation President

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PharmD, BCPP
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Brenda Schimenti
CPNP Executive Director
Lincoln, NE

Glen Stimmel
PharmD, BCPP
Los Angeles, CA

Steven Stoner
PharmD, BCPP
CPNP Board Liaison
Kansas City, MO



Extending the reach of psychiatric pharmacists

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CHARACTERIZING THE INTERFACE BETWEEN COMMUNITY PHARMACISTS AND PATIENTS WHO TAKE MEDICATION FOR PSYCHIATRIC DISORDERS

The CPNP Foundation will soon launch an initiative that will lead to improved interaction between pharmacists and their patients who receive psychotherapeutic medication. While CPNP represents about 1100 psychiatric pharmacists, our concern is that there are millions of patients taking medication for psychiatric disorders who could benefit from effective interactions with their pharmacist, including medication counseling. A key priority for the CPNP Foundation is to “extend the reach” of psychiatric pharmacists by finding ways to positively impact the quality of care that these many patients receive.

This initiative will first characterize, then develop strategies to improve the interface between community pharmacists and patients who take medication for psychiatric disorders. The overall goal of this initiative is to ensure that community pharmacists consistently

treat patients with understanding and respect and provide effective counseling about their psychiatric medication, and that patients do not encounter bias, stereotyping, fear, embarrassment, or anger.

The first step will be to partner with the National Alliance on Mental Illness (NAMI) to survey their members regarding their experiences with community pharmacists, and seek their recommendations about how that interaction can be improved. No such survey of community pharmacists has been done, but NAMI has conducted similar types of surveys to assess consumer experiences with health care providers which also contain recommendations about how providers can improve that interaction (NAMI: The Family Experience with Primary Care Physicians and Staff, May 2011). Surveys of community pharmacists have shown that they have more

negative views of schizophrenia than depression, and they believe that they perceive those with schizophrenia more negatively than physicians (Rickles NM et al. Relationship between attitudes toward mental illness and provision of pharmacy services. *J Am Pharm Assoc* 2010;50:704-713). Community pharmacists are often not comfortable providing counseling for psychiatric medication as compared to medication for common medical illnesses.

Analysis of the survey results will then allow development of strategies to address identified issues of concern, and create specific educational and/or programming materials for both community pharmacists and consumers to improve that interface between community pharmacists and patients who take medication for psychiatric disorders.

Project Lead:

Glen L. Stimmel, PharmD, BCPP

DONOR PROFILE

José Scarpa, RPh

Mansfield Center, Connecticut

José Scarpa is a psychiatric pharmacist and the Director of Pharmacy at Natchaug Hospital - a 57-bed facility in Mansfield Center, CT which provides inpatient mental health care for children, adolescents and adults in crisis. He has also been a participating pharmacist in an MTM pilot project in the state. José began his full time practice in psychiatric pharmacy in 2005 and has been struck with the suffering that he has been witnessing on a daily basis since that time.

In addition to believing the CPNP Foundation to be a good cause, José decided to contribute because he wants to be a part of a caring, compassionate and visionary effort with other CPNP members. He believes that the CPNP Foundation is in a great position to advocate for patients having access to psychiatric pharmacists. José supports the CPNP Foundation so that it might be able to broadly support patients and their support networks in achieving the best possible outcomes from their treatments.

“Family, friends, work setting—everyone is affected so help is needed all the time from the Foundation.”

DONOR PROFILE

Melody Ryan,

PharmD, BCPS, CGP, FASCP, FAPhA

Lexington, Kentucky



Melody Ryan is a faculty member in a college of pharmacy with a practice site in a neurology ambulatory care clinic at a VA facility. At the encouragement of a CPNP Foundation Board Member, Joni Fowler, and with a strong belief in the need for this organization, Dr. Ryan elected to donate to the CPNP Foundation.

Dr. Ryan especially believes in the CPNP Foundation's focus on addressing the skill level of ALL pharmacists who interact with neuropsychiatric patients. “As a pharmacy educator, I am well aware of the gaps in pharmacy education that exist for many programs in preparing future pharmacists to be engaged and hold some ownership for drug therapy outcomes in patients with neuropsychiatric illnesses. I envision the activities of the Foundation affecting the students, trainees and practicing pharmacists by increasing awareness of the patient population's needs and by promoting professional skill development, and collaborative efforts demonstrating the impact of pharmacist involvement with health care.”

Mark Watanabe, PharmD, BCPP
Boston, Massachusetts



Mark Watanabe is a clinical faculty member at the Northeastern University Bouvé College of Health Sciences School of Pharmacy in Boston Massachusetts. Additionally, Mark has been involved with pharmaceutical chemistry

research, managed care/pharmacy benefits management, and the pharmaceutical industry.

He has had a passion for psychiatric pharmacy since his training days at the University of Texas and the CPNP Foundation is the first pharmacy-centered foundation that Mark has contributed to. This is primarily because of his strong sense of wanting to give back to the specialty and because he wishes to support efforts being made to enhance and strengthen the patient care contributions made by the pharmacy profession. Additionally, Mark states, "psychiatric pharmacy remains misunderstood by our pharmacist colleagues in other areas of practice, so I wanted to signal my support of efforts to raise up our contributions to the entire pharmacy profession."

The importance of the CPNP Foundation to him is that he believes that it is a key mechanism for psychiatric pharmacy to continue making a positive impact in the lives of people with mental illness and their caregivers. Mark shares, "I am more hopeful that the efforts of the CPNP Foundation make more of a difference in the lives of the patients and caregivers we all serve rather than just my own."

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D Ann Holley, PharmD
Billings, Montana



Dee Holley always donates to causes that support those with mental illness. As a pharmacist and a family member of a person with mental illness, she has a special place in her heart for CPNP and the CPNP Foundation. Dee has long been retired as a practicing

pharmacist after many years in community and nursing home pharmacy. But when her family member was diagnosed with a serious mental illness she wanted to do all she could to support families and consumers with her new found knowledge and passion. Dee did just that by founding NAMI-Billings and serving as the executive director for 10 years. She has since been involved with local efforts to expand the role of the pharmacist in caring for people with mental illnesses, especially in rural areas. She has received grants to help fund these projects and support patients and families who are struggling with mental illnesses. Her true passion is working with people using a holistic approach to recovery and improved quality of life through diet, exercise, relationships, therapy, meaningful work, and finding the right medications.

Dee was drawn to the CPNP Foundation as she truly believes in the cause and prefers to support small, well organized, less well-known causes who really need the funding. She likes the fact that the CPNP Foundation is focused on projects that are patient focused. Of the current Foundation projects, Dee would most like to see a MTM Summit become a reality. The time is right to get pharmacists moving toward providing medication management services to patients with mental illnesses. This is a population that desperately needs this service and she supports the efforts of the Foundation to move it forward. She also would support efforts to educate pharmacy students about the huge opportunity for pharmacists to be part of the team caring for people with mental illnesses.

DONOR LISTING

Limbic
\$5000-\$9999

Fowler, Joan B.
Stimmel, Glen

Hippocampus
\$2500-\$4999

Creative Educational
Concepts
Dopheide, Julie A.
Ryan, Melody

Brainstem
\$1500-\$2499

Burks, Emalie
Caley, Charles F.
Cobb, Carla D.
DeVane, C. Lindsay
Franson, Kari L.
Holley, D Anne
Richards, Ann L.
Schimenti, Brenda K.
Stoner, Steven C.
Watanabe, Mark

Neuron
\$500-\$1499

Anderson, Keith D.
Dorson, Peter G.
Hahn, Susan M.
Holland, Joshua
Lott, Rex S.
Stanislav, Steven W.
Vanderveen, R. Pete

Axon
\$100-\$499

Arguedas, Lisa M.
Crismon, M. Lynn
Cupples, Nicole L.
Farinde, Abimbola
Kern Sliwa, Jennifer
Scarpa, José
Twitty, Michelle
Wrigley, William
Yoshida, Patti



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PLEASE DONATE
AND/OR PLEDGE
NOW TO THE
CPNP FOUNDATION

FIRING UP THE FOUNDATION BRAIN
Campaign Donation or Pledge Form • Founding Circle Donation Through March 31, 2012

The first year is extremely important for the CPNP Foundation as we pursue our initial strategic planning initiatives. For that reason we have a special Founding Circle status available through March 31, 2012 as we "Fire Up the Foundation Brain." Individuals who donate before March 31, 2012, will forever be part of the CPNP Foundation Founding Circle. Additionally, Founding Circle contributors donating at least \$1,500 will receive special recognition at the 2012 CPNP Annual Meeting and in future CPNP Foundation communication pieces.

Remember, only donations received by December 31, 2011, will be deductible during the 2011 tax year, so make your donations now to prepare for your 2011 tax filings.*

I will contribute to the CPNP Foundation, become a founding circle donor and facilitate the mission to promote state-of-the art and essential treatments for people affected by psychiatric and neurologic illness.

Contributor Name _____

Street Address _____

City _____ ST _____ Zip _____

Email Address _____

Selected Founding Circle Donation Level

- Axon \$100
Neuron \$500
Brainstem \$1,500
Hippocampus \$2,500
Limbic \$5,000
Cortex \$10,000
Other \$_____

Payment or Pledge

- Enter payment included today: \$_____
Enter your total pledge (due by March 31, 2012): \$_____

Payment Method

- By enclosed check to the CPNP Foundation (thank you for saving CPNPF credit card fees)
By credit card [] Visa [] Mastercard [] American Express
Expiration Date ___/___/___ CVV Code ___
Name on Card (print) _____
Signature _____

*The CPNP Foundation is a 501(c)3 charitable organization and contributions are fully tax-deductible. Advice regarding deductibility in your personal situation should be sought from your tax adviser.