



# KALEIDOSCOPE

Envisioning a world in which individuals with psychiatric and neurologic disorders receive optimal treatment, live free of stigma, and achieve their full potential

NOVEMBER 2014: A Newsletter of the CPNP Foundation

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## THE ANNUAL FUND CAMPAIGN: CREATING A BETTER FUTURE FOR PATIENTS WITH NEUROPSYCHIATRIC DISORDERS

*Barbara G. Wells, PharmD, FASHP, FCCP  
CPNP Foundation President*



The CPNP Foundation's Annual Fund Campaign invites you to be a part of extending the reach of psychiatric and neurologic pharmacy. By making a generous contribution, you will help patients with psychiatric and neurologic disorders to have greater access to evidence-based care. CPNP Foundation Board member, Dr. Joni Fowler and Creative Educational Concepts will once again match new donations to the Annual Fund up to a cap of \$5,000. So, by giving at this time, the Foundation can get twice the bang for your bucks.

I am continuously inspired by the commitment and sacrifice of CPNP members to better serve their individual patients and also large populations of patients who live with neuropsychiatric illness. At CPNP Annual Meetings, in Board meetings, and in committee and task force meetings the discussions always center on how to better meet the many challenging and often complex needs of our patients.

With broad based input, the Foundation has developed a new strategic plan which provides initiatives and action plans for better meeting the needs of our patients. Our new mission focuses on the needs of individuals living with psychiatric and neurologic disorders, their families, and health professionals in general practice settings to further evidence-based treatment. Foundation Board members are working hard to elevate the expectation of patients and caregivers about what they should expect of their pharmacists, developing a directory of pharmacy providers which deliver evidence-based care, and developing education and training opportunities, tools, and resources for generalist pharmacists to help them to better meet patient needs and reduce stigma. The Foundation is also developing a small grants program for students and residents and will once again be providing partial support to 15 students to attend the 2015 Annual Meeting through a repeating grant.



The Foundation envisions a world in which individuals with psychiatric and neurologic disorders receive optimal treatment, live free of stigma, and achieve their full potential. We must all pull together and work as a cohesive team to achieve this lofty vision. The Foundation Board is asking all CPNP members and supporters to step up and give generously to support the new vision and strategic initiatives. Your gift truly can assist us in creating a better tomorrow for our patients, their families, and caregivers. You can visit [cpnp.org/foundation/pledge](http://cpnp.org/foundation/pledge) to make your donation or pledge online or print off a donation form to complete and return by mail.

Please make your contribution now, so your gift will be recorded for the current fiscal year and will support the important work of the Foundation in 2015. I am sincerely grateful for your continued support.

## LIFE INSURANCE AS A WAY TO LEVERAGE YOUR DONATIONS

*Barbara G. Wells, PharmD, FASHP, FCCP*  
*CPNP Foundation President*

Have you ever wished there was a way to leverage the value of your donations to the CPNP Foundation? Life insurance is one tool you may want to consider to help you accomplish your philanthropic goals.



These days, many individuals are looking beyond cash gifts to find other mechanisms to help them have an even larger impact on the foundations that they love and are committed to. One of these is life insurance. When structured properly, life insurance can provide several attractive benefits for you and for the foundations you choose to benefit.

Life insurance can allow you to make a much larger gift than you might otherwise be able to give, because relatively modest annual premiums mature into a substantial death benefit upon the donor's death. Very importantly, giving life insurance also affords you certain tax benefits. If you give an existing permanent life insurance policy, you would receive an income tax deduction, and also may be able to deduct ongoing premiums you pay on your annual federal income tax return. As an example, for a donor in a 35 percent tax bracket, a \$10,000 gift actually costs only \$6,500 after factoring in the income tax charitable deduction.

Life insurance can also be used to replace assets for your heirs. When you make gifts to foundations and charities during your lifetime or through a bequest, a life insurance death benefit on your life can help offset the impact of those gifts and keep your family's inheritance unchanged.

There are several ways to give to the CPNP Foundation using life insurance. Perhaps the simplest way is to name the CPNP Foundation as your policy beneficiary in whole or as a percentage. Using this method you will not qualify for an income tax deduction on premiums paid, but you will retain control over the policy, including access to any cash value, in case your financial situation should change such that you needed it for living expenses.

A second option is to donate an existing life insurance policy to the Foundation. In exchange for giving up control of the policy, you may be able to take a charitable income tax deduction. Then the policy would not be a part of your estate, unless you die within three years of the transfer, in which case, your estate would be eligible for an offsetting estate tax charitable deduction.

A third option is to use a life insurance policy in conjunction with a charitable remainder trust (CRT). Under this scenario, you would create the CRT and transfer assets to it for future use by the Foundation, earning you an income tax deduction based on the gift. You could receive income from the CRT and use that to purchase life insurance. The proceeds of the policy go to the designated beneficiaries when the policyholder dies, but the Foundation would keep the remainder of the assets already donated. As you can see, this option is a bit more complex.

In summary, if you are looking to leverage the value of your donations and create a legacy, life insurance can provide one mechanism to help accomplish your goals. By gifting a policy outright or by naming the Foundation as a beneficiary, you can provide the Foundation with a lasting legacy. Many variations and nuances of the above scenarios are possible. As always, the CPNP Foundation encourages you to seek appropriate, independent, professional advice and counsel about your gifts. Such a professional can advise you about tax liability, estate planning, and comprehensive investment planning.

## WHY I GIVE TO THE CPNP FOUNDATION

**Gene H. Makela, PharmD, BCPP**, is a Clinical Pharmacy Specialist in Mental Health at the Charles George VA Medical Center in Asheville, NC. He was drawn to a career in neuropsychiatric pharmacy by his recognition of the tremendous need for quality mental health services and by the challenges inherent in the field, including limited resources available to patients and caregivers and the challenges in obtaining critical information to guide treatment and monitoring.



Dr. Makela was initially drawn to support the CPNP Foundation because he wanted to assist the Foundation in becoming a change agent in mental health care. In particular, he sees the value of the Foundation's work to support initiatives that improve the quality of life and quality of care of those living with neuropsychiatric illness. He points out that, "Patients are often seen in specialty clinics in ambulatory care settings in which psychiatric conditions are often not identified and thus not addressed." He is especially supportive of the Foundation's long-term goals to facilitate incorporation of psychiatric and neurologic clinical skills into ambulatory care and community pharmacy residency programs. He envisions emerging roles for ambulatory care/community pharmacy specialists with training in management of patients with neuropsychiatric illness. He sees the creation of the Foundation and its newly adopted strategic initiatives as signaling the maturity of both the Foundation and CPNP, as the parent organization.

Dr. Makela adds, "I have recently re-examined my own priorities and pledged further support for the Foundation, and I strongly urge other CPNP members to consider this as well."

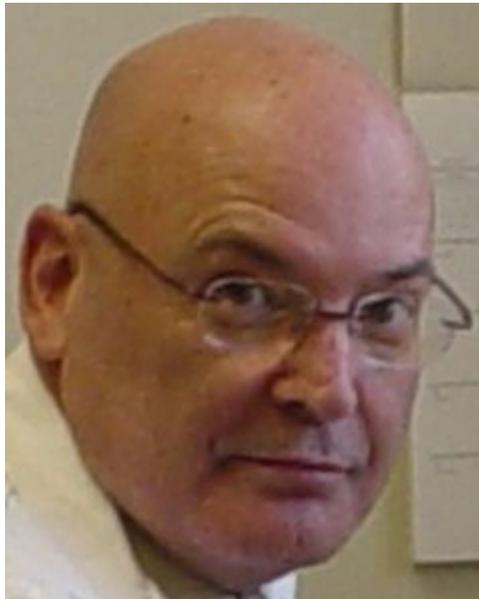
**Jayne Trott, PharmD, MBA, BCPP**, is Director of Global Medical Affairs Strategic Operations (supporting Neuroscience) for Janssen Global Services, LLC. Dr. Trott decided to pursue a career in neuropsychiatric pharmacy because she was fascinated by the advances in our understanding of the neurobiological bases of mental illness and the psychopharmacologic mechanisms underlying newer drug treatments. In addition, she found great satisfaction in helping patients with serious mental illnesses improve in their thinking, mood, and functioning. She adds, "Being a valued member of a mental health team was immensely rewarding."

She initially contributed to the CPNP Foundation because she believed it would further the goals of neuropsychiatric pharmacy practice through research and outreach initiatives that were beyond the current goals of CPNP. She states that she was certain that with time and the efforts of dedicated Foundation board members, that the Foundation's goals and initiatives would demonstrate added value beyond what CPNP was able to tackle. Dr. Trott comments that the new strategic plans of both organizations clarify that CPNP will continue its core support for those practicing in our discipline and that the Foundation will seek to inform patients about evidence-based practices of neuropsychiatric pharmacists and encourage adoption of these practices in primary care settings. She states, "I am most excited that the Foundation will be supporting neuropsychiatric pharmacist best-practice sharing with general practice pharmacists." She believes this will elevate the practices of pharmacists who most commonly interface with affected patients.

Dr. Trott notes that the pharmaceutical industry has undergone enormous change over the years, and that she is very proud of what her company is doing to improve the lives of patients living with serious mental illnesses. Further, she is proud that her company matches her donations to the CPNP Foundation. She adds, "I encourage others who work for companies that offer this benefit to take advantage of it by giving generously in support of the Foundation's work."



## EXTENDING OUR REACH



*Glen L. Stimmel, PharmD, BCPP  
CPNP Foundation Board Member*

In 2010, 26% of women and 15% of men were taking an antidepressant, antipsychotic, anti-anxiety, or ADHD drug. With a U.S. population of 316 million, a conservative estimate is that more than 7 million Americans meet criteria for either schizophrenia or bipolar disorder. In contrast, there are 1140 members (pharmacists) of CPNP and 804 pharmacists holding the Board Certified Psychiatric Pharmacist (BCPP) credentials. Given this disproportion, how can psychiatric pharmacists have an impact on the millions of Americans who could benefit from our expertise and care?

While CPNP's appropriate mission and focus is on neuropsychiatric pharmacists and aspiring neuropsychiatric pharmacists, the CPNP Foundation seeks ways to have a broader impact on the millions of patients who are being treated for psychiatric disorders who do not have the benefit of a psychiatric pharmacist's care.

One approach to this concern is for us to examine how psychiatric pharmacists might engage our community pharmacist partners to enhance their knowledge and skills in caring for patients with psychiatric disorders. Most of those millions of patients do have some kind of relationship with a community pharmacy. This is why the Foundation's very first project was to conduct a [national survey](#) of National Alliance on Mental Illness (NAMI) members to better understand their relationship with their community pharmacists. Several lessons were learned from this survey - while half of patients had a strong professional relationship with their pharmacist, 43% had no such relationship, meaning many do not know that such a relationship could be of value to them. Illustrative comments included:

- "I cherish my relationship with my pharmacists."
- "I never really thought about whether the interaction/involvement of the pharmacist was something that was important or was supposed to be happening. I just go there, pick up and pay for my meds and leave."

These results suggest that we should find ways to educate and empower patients and caregivers to expect more from their community pharmacists.

Other survey results suggest that community pharmacists are often not providing the level of care that is needed. Fifty-four percent (54%) almost always or often received information about their medication, but 25% seldom or never received such information, and 75% did not receive effectiveness or safety monitoring assistance from their pharmacist.

With these findings in mind, the Foundation has established several goals for the next two years focused on both patients and community pharmacists.

Patients:

**1. Develop a guide for individuals with psychiatric and neurologic disorders describing the care that should be expected from their pharmacy and pharmacist.**

Several Foundation Board members and CPNP members are in the final stages of creating the *Guide: What patients/families/caregivers should expect from their community pharmacy/pharmacist*.

**2. Serve as a resource for patients and caregivers in identifying and accessing pharmacy providers that deliver evidence-based care.**

The Foundation has also begun work on the MENTAL HEALTH COMMUNITY PHARMACY DIRECTORY PROJECT, which seeks to identify and publish a national directory of mental health community pharmacies.

Pharmacists:

**3. For pharmacists in general practice settings, promote best practice guidelines for serving individuals living with psychiatric and neurologic disorders and direct these pharmacists to appropriate resources.**

**4. Develop education and training opportunities, tools, and resources for pharmacists in general practice settings designed to improve their communication skills, competence, and their ability to reduce stigma.**

The Foundation is currently in the discussion phase of determining how to best approach how we enhance the knowledge and skills of community pharmacists to better serve our patient population. We believe, as psychiatric pharmacists, we have a responsibility to connect, collaborate, and support our community pharmacist colleagues.

What is hopefully very obvious is that your Foundation has matured, and is aggressively pursuing an ambitious set of goals. We seek your input regarding the best approaches to begin addressing goals 3 and 4 above. Within the CPNP community, we know you have some creative ideas and experiences that can help with this effort. As psychiatric pharmacists, how can we better support the work of pharmacists in the community as they care for our patients? What do our patients need that community pharmacists can provide? If you have suggestions, please send them to me, the CPNP Foundation office, on the CPNP listserv and I will make sure they are communicated to those who are working on these goals.

## CPNP FOUNDATION LIFETIME DONORS

CPNP Foundation wishes to thank its generous donors for their cumulative giving in these start-up years for the CPNP Foundation. Log-into the CPNP Foundation website to join the ranks as a CPNP Foundation donor now.

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## CONTRIBUTE NOW AND DOUBLE THE IMPACT OF YOUR CPNP FOUNDATION DONATION

*Barbara G. Wells, PharmD, FASHP, FCCP*  
*CPNP Foundation President*

As a neuropsychiatric pharmacist, you work every day to help create a better future for your patients. One important way to extend your daily efforts to an even larger scale is to make a generous contribution to the 2014 CPNP Foundation Annual Fund. Through the end of 2014, your donation will go even further thanks to Dr. Joni Fowler and Creative Educational Concepts matching donations to the Annual Fund up to a cap of \$5,000.



We all know that the great majority of patients with psychiatric and neurologic disorders are truly underserved. So often they have limited access to the care they require, sparse community support, and very inadequate financial resources. The stigma associated with their illness further impedes their access to care.

The commitment of CPNP members to serve our patients is exemplary and inspirational. CPNP members don't pull back from these challenges; they face them head on. The CPNP Foundation reflects the selfless dedication of CPNP members. This year the Foundation completed a new strategic plan which we believe charts a bold new direction. Our new mission focuses on the needs of individuals living with psychiatric and neurologic disorders, their families, and health professionals in general practice settings to further evidence-based treatment. CPNP Foundation board members are working to elevate the expectations of patients and caregivers about what they should expect of their pharmacists. In addition, we are working to develop a directory of pharmacy providers which deliver evidence-based care to those with psychiatric and neurologic disorders. We will also be developing education and training opportunities, tools, and resources for generalist pharmacists to help them to

better meet the needs of their patients with neuropsychiatric disorders and to reduce stigma. The Foundation is developing a small research grants program for students and residents and will once again be providing partial support to 15 students to attend the 2015 Annual Meeting.

We ask that you step up to support the important work of the CPNP Foundation by giving generously. Your gift can improve the lives of patients and families. You can assist us in creating a better tomorrow where the stigma of mental illness is replaced with understanding and compassion. Your participation inspires hope and is essential to our success. You can easily donate or pledge online or print off a donation form to complete and return by mail at [cpnpfoundation.org](http://cpnpfoundation.org). Make your contribution now, so your gift will be recorded for the current fiscal year and will support the important work of the Foundation in 2015. We are extremely grateful for your continued support.