



CCPA NET Letter

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Collin County
Psychological
Association

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We Create Ourselves NeuroInteractively

Larry Cauller, Ph.D., Assoc. Prof. Neuroscience
University of Texas at Dallas

- ‘We’ (brain/mind/body) are constantly changing.
- **Neuroscience breakthrough:** Our brains are re-wired by whatever we experience, whether perceived, imagined or dreamed.
- **Conclusion...** What we become depends upon how we look at ourselves and the world.

Larry presented a stimulating lecture on his research and advances in neuroscience. It is fair to say that most of us were awed by the information and illustrations of what the brain is and does! Larry has a comfortable and engaging style of presenting and it really engaged us. His own specialty in visual processes and cortical functioning is intriguing. He reminded us of how much the brain must use imagination to fill in the details of what we see. What we see we believe, but that may be a small part of what exists in reality.

The brain has 20 billion neurons with 100 Trillion connections and 100,000 miles of fibers. Since all areas of the cortex are always active and the connections are reciprocal, it is possible for us to change our brains! He described the basic mechanism of change in neurons as being able to predict the consequences of our actions. If we act and there is a contingent feedback, then the connection will be strengthened. Conscious perception is constantly testing hypotheses about the world and we experience the result of the hypotheses, not the external reality. Hence either self-fulfilling prophecy or a change in reality testing. Reality testing is the hallmark of a healthy consciousness.

Larry elaborated his views in terms of “self” development in the infant and young person. He also offered reasons why some learning disabilities are remediable.

Larry offered encouragement for us to seek amazement, not entertainment; to explain yourself, seek out new things and indulge your curiosity!

“Couples Therapy”

8/27—12 PM **Ψ Steve Sliwinski, PhD**

Meeting at:

600 W. Campbell Rd. Ste 5, Richardson

RSVP FOR LUNCH: 972.234.3178

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Review your Listing! **2**

It's time to Renew your CCPA Membership! See CCPA Website for application

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FUTURE MEETINGS:

- **9/24— Collaborative Divorce Southfork Hotel 12 Noon**
- **10/22— MMPI Scales Southfork Hotel 12 Noon**
- **12/3—Holiday Social**

UPCOMING MEETINGS—SCHEDULE THESE NOW!

Our monthly meetings are held from 12:00 noon to 1:30 p.m. on the 4th Friday of each month at the Southfork Hotel Plano, unless otherwise specified. The Southfork Hotel is on the east side of 75, 1 block north of 15th Street in Plano. Meetings are usually held in the Hackberry room. Members may order lunch from the menu, or just enjoy the presentation. 1.5 CEU credits are given to members for attending the meeting.

Aug 27—Couples Therapy with Steve Sliwinski, PhD
600 W. Campbell, Richardson
Free Lunch RSVP: 972-234-3178

Sept 24—Collaborative Divorce with Bob Matlock, Atty. Southfork Hotel Plano

Oct 22—MMPI Scales With Roger Greene, PhD

Dec 3—HOLIDAY SOCIAL at the home of Frank & Pattie Wichern

PLEASE CHECK YOUR REFERRAL INFO. ON www.psychselect.com/ccpa! We try to keep it up to date, but we need you to verify your location and phone info. Remember you need to be current on dues to be listed!

OPPORTUNITIES!

Office Space

Several large offices with waiting area available. Located in Richardson near UTD. Office with other mental health professionals.

Contact: Frank Wichern (972) 234-3178

Two story, reasonably priced (\$950), 1200 sq ft office for rent. Four offices, waiting room, break area, rest room. 1325 19th St. Ste. 4B, Plano

Contact: Dan Perkins 972-562-9140

Rooms for rent at Private Psychology Practice in N. Plano. Beautiful, new office condo, \$550-750. Contact: Grace Chew, 469-467-7595

West Plano 2300 sq. ft. office condominium has two spaces for lease to mental health professionals. The smaller office is about 172 sq. ft. in area and faces onto an eastern courtyard. The larger office has about 272 sq.ft. and has eastern and northern windows, a skylight, and built-in cabinets. Both have internet connections, phone hookups, recessed lighting, and soundproofing. The suite itself has a very nice and spacious waiting room, a nice admin area, file storage, a kitchenette, and interior restrooms for clients and staff. A separate exit is also provided for client and staff use. Free parking and easy access to all parts of the Metroplex are added features of this location. Please call Tom Van Hoose for more details at 972-250-2919.

Services

Groups

Sarah Spreada, PhD and Misty Hook, PhD will be offering several coping skills and support groups for 2004! These groups will concern anxiety, depression, pregnancy, body image and adolescent issues. Contact them at 972.377.4262 Or 214.244.5835 email:mistymhook@comcast.net

LET THIS SPACE WORK FOR YOU!

Advertise your specialty or service so our members can refer or utilize it!

Send to: wichern@att.net

CCPA PRESIDENT'S COLUMN: Greetings CCPA members! August 2004



Welcome to the online edition of our CCPA Net Letter! Please keep us informed of any changes in your e-mail address. You can always check for the latest issue as well as recent back issues on or www.psychselect.com/ccpa website.

Thanks to Dr. Frank Wichern for his tireless efforts in setting up the Net letter! It looks great, saves money, and improves communication. Please note that we have not worked out all the bugs yet. Some members have not received it via their e-mail. In some cases the e-mail service providers are not accepting the message. This could be due to the server interpreting the net letter as a virus, or there could be size limitations (Dr. W's wonderful graphics!), or, in some cases, we don't have the correct e-mail address.

Thanks to Dr. Lawrence Cauller for a fascinating and exciting look into "Advances in Neuroscience Research!" Dr. Cauller discussed the new "Interactive model of the brain." According to the latest research we are not seeing what's coming through our eyes we are just using what's coming through our eyes to update what we are already creating. This sounds like what the ancient Greek philosophers meant when they said, "What we see is our hypothesis, not the world." However, Dr. Cauller is saying this is happening on a physical level. I was impressed with the level of excitement in the room as Dr. Cauller's story unfolded!

Our next meeting is Friday August 27th, 2004 at 12:00 noon at Dr. Frank Wichern's office at 600 W. Campbell Road. I will be presenting a summary of Dr. John Gottman's advanced training on Couples Therapy.

I would like to recognize Dr. Bob Weiner for his service as president of CCPA. Bob's calming personality helped add to a culture of safety and cooperation within the group. His diligence resulted in many exciting CEU trainings. And he continues to do so. Bob has arranged for **Roger Greene** to do a workshop on the MMPI2 for CCPA in October! Way to go Dr. Bob!

Since I have been thinking about the Gottman model for marital therapy I thought I would share with you one of the core ideas for how to apply the results of research to therapy. As you know Dr. Gottman studied couples for decades and discovered four processes that predict divorce. These predictors are Criticism, Defensiveness, Contempt, and Stonewalling. Dr. Gottman referred to them as the "Four horsemen of the apocolyps." He originally had hopped that once he discovered these key predictors of divorce he could then inform couples, "Don't do that!" and their marriages would last. Alas, it did not work that way. Here is a condensed version of how he uses these predictors now as interventions.

Criticism is the approach where a person complains by blaming their spouse. The distressing problem is transformed into an aspect of the spouse's character. "You always" or "You never" are good signs that the person has gone from expressing their distress about a problem to describing the spouse in a global and negative way. The antidote to criticism is complaining. Complaining is when the person describes the distressing event without describing their spouse and discusses their own thoughts and feelings about the event.

Defensiveness is when the person hears a statement by their spouse as a criticism or attack and wards off the perceived attack by professing innocence, counter attacking, or building a case for why it's not true. The antidote is to find some truth in what the spouse is saying or accept even the smallest amount of responsibility.

Contempt is when the person goes from putting the problem into the spouse to actually putting the spouse down. Examples would be name calling, taking the high moral ground, or putting the spouse down. Contempt is often expressed with the corresponding facial expression for contempt. The antidote is creating a culture of appreciation in the marriage. Creating a culture of appreciation is easy to understand but takes time and regular practice.

Stonewalling is when the listening spouse withdraws from the interaction and stops giving listener-tracking cues. The stonewaller feels overwhelmed by their own negative arousal. The antidote is self soothing. Self soothing must be practiced ahead of time and includes calming breath, muscle relaxation, and calming self-talk.

As you can see the four horsemen can be used as a way for the couple to make sense of what they are doing and help put them back on a more constructive path. It is another way for the therapist to make process comments in session. Of course the "Mental Set" must be established before this is likely to work.

Please join us at Franks office on August 27th for pizza and more about the Gottman model!

Steve Sliwinski, Ph.D. Suggestions, comments? Please contact me at dr.sliwinski@comcast.net.

**Collin County
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600 W. Campbell Road
Suite 5
Richardson, Texas
75080
www.psychselect.com/ccpa

*The network of psychologists that
connects!*

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ANNOUNCEMENT OR OTHER
RELEVANT INFORMATION,
CONTACT CCPA: wichern@att.net

BOARD MEETINGS:

Please attend!

600 W. Campbell Rd #5,
Richardson

NOON – First Friday of month!

**CCPA THANKS
Bill Whitehead, PhD
For his efforts as
Webmaster for
www.psychselect.com**

***MENTOR'S CORNER: CCPA encourages it's members to
build profitable, ethical practices. These tips are timely and
we solicit your suggestions, recommendations and Questions!
Copies of the CCPA Office Practices CD are still available!***

IS YOUR PRACTICE PROFITABLE?

Several years ago, my accountant asked me if I had a business or a hobby! What that meant was: Are you making a profit? Here are some tools to find out if your practice is profitable: Begin by gathering your financial statements including balance sheets and income statements for the past three years. Once you have compiled this information; calculate the financial ratios listed below for each year.

- **Total Margin (also known as profit margin):** Measures your ability to control expenses and tells you how much money you actually keep for each dollar that comes in. For example, a Total Margin of 0.17 indicates that for every dollar of revenue earned, you kept 17 cents. You can improve your Total Margin by increasing rates, reducing costs, or increasing your non-operating revenue. The higher your Total Margin, the better.

Total Margin = Net Income / Total Revenue

- **Days in Accounts Receivable (also known as average collection period):** Measures how effective you are in managing your receivables by telling you the average number of days it takes you to collect a payment. Since you want to collect receivables as quickly as possible a smaller value is better.

Days in Accounts Receivable = Net Accounts Receivable / (Net Client Service Revenue / 365)

- **Current Ratio:** Measures your ability to pay back your short-term debts by telling you how many dollars you have in current assets for each dollar of current liabilities. A higher Current Ratio is better (i.e., 2.0 or higher).

Current Ratio = Current Assets (Collections)/ Current Liabilities (Expenses)

- **Per Session Income:** Measures how much you take in per session.

Per Session Income = Average Monthly Sessions/ Average Monthly Collections

- **Per Session Cost:** Measures what it costs in your expenses to see clients.

Per Session Cost = Average Monthly Sessions/ Average Monthly Expenses

- **Per Session Profit:** Measures how much you can take home, so if you take a salary, remove it from your expenses.

Per Session Income— Per Session Cost = Your real income!

- **Please note: Keeping track of charges is not helpful because of the many adjustments due to insurance, non-payment, etc. Only what you collect is real! So keeping accurate collection income is imperative.**

In talking with colleagues, I am told that in group practices a rule of thumb is 40% of collections for a salary with expenses for group overhead being 60%. Solo practioners report 60% salary and 40% overhead, however the total collections is the key number. One national report I saw reported that the average psychologist was making only between \$40-45 K. Not much better than a teacher! So if you had 1200 client/sessions a year, collecting \$100 each, you might expect \$40 k salary in a group and \$60 K salary, solo.

Its not what you charge, its what you keep!