Imagine …
What if you & I could make evidence-based psychology not ONLY a household word –
    but a healthcare reality?
That would be a revolution in healthcare – from the ground up.
Well, I’m not just a dreamer, I’m a doer – on a mission.
“Ask Your Doctor”

$2.1 Billion
spent on 35 million Rx for insomnia
in 2005

Who’s heard of CBT?

Center for the Advancement of Health, 2006

It doesn’t take a PhD to get it …

Going Direct-to-the-Consumer to get your message heard REALLY works!

In fact, I first heard it from Norman Anderson …
If only we had a pharmaceutical industry to market us…
But in my opinion, Howard Dean proved you can ‘go direct’ to the public, become a ‘household word’ — without a pharmaceutical

What he did was LEVERAGE the Social Networking Web — to spread HIS word
At that time — mainly bloggers — AKA — Citizen Journalists

And since then, more people are sharing THEIR messages — podcasting, vodcasting — ETC … you HEAR them on iTunes, you SEE them on YouTube

So now, we psychologists can sit at OUR laptops & be citizen journalists — or even broadcasters.
To see how easy it is … Come by the Sunday Showcase at 10 to get a 1 on 1 demo

And, by the way, doesn’t that mean that we ALL need to become New MEDIA Psychologists?

TROUBLE is … there’s NO media outlet — for US to contribute our HEALTH messages onto.
So, my friend Brian Doyle, MD ‘broadcasts’ on iTunes – not his FIRST choice - for a psychiatrist!
A New Kind of Media Outlet

Professionals can go directly to the public, as *health* journalists & broadcasters – to share what they know right when people LOOK for healthcare & self-care resources

That’s why I created a HEALTH media outlet & because I was trained to “go where the patient is” … I put it in a Directory, Right where people *already* go when they look for help

So, instead of listings – in THIS Directory, professionals have easy to use MULTIMEDIA websites

Professionals will be found BOTH the traditional way (name, zip) but also

When they *share what they know* - on just about *any health topic*

So, for instance

When consumers look under INSOMNIA in the Directory …
Yes, they’ll see & hear people talking about LUNESTA …
But they’ll ALSO see & hear me … saying “Ask Your Doctor … for CBT!!

….For once, we’ll have an EQUAL PLAYING FIELD with the big $ advertisers!!
And, I believe, in THIS media outlet,
Psychologists can strategically LEAD from the CENTER (referring to the acronym in the handout)
We specialize in Self Care - & THAT’S what health is all about
I believe that psychologists should BRAND ourselves - the guys with the Cool Tools proven to work for self care

L-E-A-D
LEVERAGE the communication tools to speak to BOTH healthcare professionals & the public
To EDUCATE in EBP for self-management
And to ACCELERATE preventive behavior change at the population level
& to Disseminate & Diffuse segmented messages to close the health disparities gap

In fact, that WAS the gist of the Society of Behavioral Medicine Presidential Keynote last year
And, I believe that BOTH medical professionals AND health consumers will use this directory
Because a KEY feature of it is for professional GUIDES (on each health topic)
To SPOTLIGHT what’s evidence-based

Guides will put Blue Ribbons on the content in the directory that is SCIENCE-BASED

….BETTER than equal playing field …. Giving an EDGE for Science OVER Hype!!

More later
So, thinking like a Consumer …

Best of ALL worlds, what would I want in a Directory?

First, I’d want to TAILOR my search to find PEOPLE, PLACES, & THINGS

Around the corner, around the world, and online.

So, give me the ability to search with LOTS of key words

(I could keep adding on to what you see: Teen, Male, Diabetes, Smoking)

Ask me later about the implication for reducing health disparities
(Or building a niche practice) using the Theory of the Long Tail with KEY WORDS
And, don’t just give me a list of names …

Give each person OR organization a website to

Share what they know - substantively
Not just the BASICS

Like the rest of the online directories
I want to get a true sense of the person

So give them easy-to-use tools to create FEATURE ARTICLES

Either in TEXT ... like a JOURNALIST
Or in audio or video … like a broadcaster –

If they wish

Tomorrow in the Showcase, I’ll show you how Brian, the past president of the National Association of Medical Communicators of the AMA does his ‘Health Minutes’ Straight from his laptop and how he DIFFUSES his message to iPods!
And, let me know WHO or WHAT professionals like

Clinicians … Books … CDs … WEBSITES
Better yet, for the HEALTH TOPICS I'm interested in … in this case - ADHD
Give me the option to get a COMPREHENSIVE view
Of what everyone in the Directory says about it
But don’t let me waste my time & money on HYPE.
Give me a SENIOR scientist, who is the LEAD Guide … who
Heads a multidisciplinary TEAM of GUIDES – on a TOPIC
And Give those GUIDES the power (with help from their grad students) 
To spotlight all of the FEATURE articles in THEIR health topic 
That’s truly based on SOLID science
And, why not let professors use this media outlet to give their grad students 

**Hands-on-training – translating science to the public – as journalists & broadcasters**

(or even intervening at the population level)?

**Because, those ARE the new Clinical Skills of the 21st century**

**Recommended by the Surgeon General**

**For all health professionals**

(Ask me later how we use service-learning in my clinical skills courses to do this at the medical school for the military - USUHS)
And in the next CRISIS, don’t let me roam the streets helplessly and
Get turned away from overflowing hospitals

Let me search my ZIP CODE to find the available medical care near me

Let the professionals on the GROUND tell me DIRECTLY
– who has what capacity – and how to get to them
(take 4th street, 5th is closed)

Could the APA’s Disaster Response Network use this?
Does Homeland Security NEED it?
Media Outlet for Social Efficacy

Reach out to the whole community
Connect scientists, clinicians, & the public
Integrate behavioral health into the mainstream

LEAD to close the gaps by making
evidence-based psychology not ONLY
a household word, but a healthcare reality

Here’s the most important TAKE-AWAY …
In essence, the Directory has a STEALTH agenda

Yes, it’s a Directory that doubles as a media outlet
BUT, it also ENABLES us ALL
Individually & collectively
To CREATE exciting new ways to reach out to the public
As well as
To connect & collaborate among ourselves & other health professionals

The potential IS here to build SOCIAL EFFICACY
For closing our GAPS

GAPS like in health disparities … (if we leverage KEY WORDS)
GAPS between science & practice … (Guides will SHAPE the quality of what professionals SHARE & what people READ)
GAPS in the biopsychosocial delivery of healthcare … (At the Guide level, there will be CO-LEADERSHIP …
A Behavioral GUIDE as well as a Physical Medicine Guide – for the WHOLE person)
Quality and Sustainability

a psychologist-founded,
non-profit social enterprise
(led by a Scientific Advisory Board),
using a proven business model
& open source

I didn’t put thousands of dollars into this NOT to ensure its QUALITY
There will be a SCIENTIFIC Advisory Board & other safeguards

And, I believe we can sustain it.
It is a NON-PROFIT – social enterprise that uses
a business model like a Yellow Pages &
It’s built on OPEN SOURCE software (DRUPAL)
To help us grow faster, better, cheaper
So, I believe that if psychologists WANT to be at the CENTER of healthcare, We can’t just contemplate. We need to ACT To be a force & have influence in THIS media outlet – that targets health.

Here, we can have Co-Leadership status with MDs in every health topic of interest From Diabetes, to Weight Loss, and from Depression to Happiness
Ready to Start a Revolution?

Join Me … we’re beginning to PILOT Health Topics,

Beginning with Smoking Cessation & TeleHealthcare

Spread the word. We need BETA testers
Scientists, Professors & Students, Clinicians

They’ll join for free & help demonstrate & TEST it for

USABILITY, Safety, and effectiveness

LET’S have fun CREATING (big C) the BEST healthcare we ALL can dream of!!

Thank you