



**HAWAI'I PSYCHIATRIC MEDICAL ASSOCIATION**  
Minutes of Monthly Membership Meeting  
April 12, 2012

Mission: Helping Hawaii's Psychiatrists Provide the Highest Quality Care

Location: Homes of Dr. Akaka on Oahu, and Dr. Sakuda on Maui.

Attendees on Oahu: Jeffrey Akaka, MD (Chair), Iqbal Ahmed, MD (President Elect), Greg Prier, DO

Attendees on Maui, via conference call: Amber Rohner-Sakuda (via speakerphone)

Call to order: 6:30pm

**Minutes of previous meeting:** Approved.

**Membership Report:** Current membership is 197, the same as in February. This is encouraging, as we are holding steady, whereas voluntary organizations for the most part are seeing significant declines in membership.

**Presidents Report: HPMA 2010-2012**

**INTRODUCTION:**

This is my final meeting of HPMA as your President. This report covers HPMA activities during the 2 terms I was honored to serve you in this capacity from May 2010-May 2012. I would first like to thank my fellow HPMA leaders, without whom you would not have been served so well. Although so many of you helped the HPMA in so many significant ways, I would like in particular to mention Bill Sheehan, MD, Iqbal Ahmed, MD, Greg Prier, DO, and Amber Rohner, MD. It was this core group of your leaders who worked for you most diligently, who put in countless hours of work and made the difficult decisions that basically saved your HPMA. Great contributions were also made by Stephen Kemble, MD, Leslie Gise, MD, Doug Smith, MD and our Communications Director Jeremy Roberts, MD. Please thank them when you see them for the work they did on your behalf over the past 2 years.

**CHALLENGES:** 2 years ago, HPMA faced multiple significant challenges: membership decline, a bank balance in the red already penalized by the IRS and facing more penalties, crash course prescribing bills in a legislature worn down by its proponents and inclined to pass it, and an administrative structure that was no longer adequate for our survival into the future. The problems we faced were not unusual for most non-profit membership organizations, including medical societies. Your executive team decided to do something about it.

**RESTRUCTURING:** On the hot Saturday afternoon of August 8, 2010, Drs Sheehan, Ahmed, Prier and I met at a 4 hour retreat and brutally assessed our state of affairs. We adopted the

principles of the 7 Measures of Success, and made the difficult decision to completely overhaul our administrative structure.

We eliminated the position of Executive Director. Utilizing funds not needed to pay an Executive Director salary, we entered into a contract with SBI Management Services, a company based in Washington State which specializes in providing business management services to small to medium sized non-profit organizations, including the Washington State Psychiatric Association and the Nevada Psychiatric Association. This gave us professional expertise in areas including 100% transparent monthly income and expenditure reports, IRS filings, membership dues monitoring, as well as setting up communication vehicles including memberclicks through which most of you get announcements of upcoming events including meetings, and in setting up an HPMA website with potential for generating revenue through advertising consistent with our Mission: Helping Hawaii's Psychiatrists Provide the Highest Quality Care.

**COMMUNICATIONS:** After this new mission and administrative structure was in place, we created a logo uniquely identifiable to Hawaii, which brands our identity: an outrigger canoe guided by a star. This logo now graces our website, correspondence, and the business cards utilized by your officers at functions during which they represent you.

**APA ANNUAL MEETING IN HAWAII:** Once restructured, we focused much of our attention on preparations for hosting the Annual Meeting of the APA in May of 2011. (We had been working to bring it to Hawaii since 1998. In 2002, at an APA Board of Trustees Meeting chaired by then APA President Dr. Richard Harding, we won a vote of approval, 20 in favor to 1 abstention.) I relentlessly took advantage of every possible opportunity to promote the meeting. I wrote a series of Articles in Psych News advising attendees on restaurants, activities and side trips to consider while here. We facilitated the inclusion of scores of neighbor island hotel packages onto the APA's website for attendees to consider extending their stays. I appeared in a promotional video produced by the Hawaii Convention Center which was incorporated into the Annual Meeting registration link. I appeared on the Howard Dicus morning show, as well as gave a featured interview to KITV news, promoting the meeting. We helped organize the cosponsoring of the Waipahu Aloha Clubs fundraising golf tournament by the American Psychiatric Foundation held in conjunction with the Annual Meeting. Dr. Lauren Hodge, with the support of Naleen Andrade, MD and the Department of Psychiatry, planned and hosted an outstanding picnic event for hundreds of visiting Psychiatric Residents attending the annual meeting. Many of our HPMA members presented at scientific sessions and workshops.

Our labors paid off hugely. The meeting was an outstanding success. Never had attendees been treated so well as by the people of Hawaii. Essentially everyone who spoke to me about the meeting has asked not if, but when the APA would return.

Many events we arranged were unique, such as the significant involvement of several of our elected government officials. Hawaii State Representative Ryan Yamane, Chair of the Hawaii House of Representatives Committee on Health, presented to our national Assembly a Legislative Certificate in honor of our holding the annual meeting here. In honor of his own tremendous efforts to protect the safety of psychiatric patients from crash course prescribers, the HPMA then presented to Rep Yamane at the Assembly our Legislator of the Year Award at the Assembly.

We were also honored by the Governor of the State of Hawaii, Neil Abercrombie, who personally presented to the APA Assembly his proclamation declaring the entire month of May,

2011 in Hawaii, "American Psychiatric Association Month." To our knowledge, this was the first time ever that a sitting U.S. Governor attended and addressed the APA Assembly at an APA Annual Meeting.

At a welcome reception on the rooftop of the convention center, HPMA honored Rep. Jerry Chang and Senator Suzanne Chun-Oakland. They are the only two remaining members of the Hawaii Legislature who in 1998, at a reception at the Waikiki Aquarium along with 5 colleagues no longer in the legislature, helped HPMA launch our lobby of the national leadership of the APA to consider bringing the annual meeting to Hawaii. (Though not yet in the legislature, Ryan Yamane was there also, in place of his dad, Rep Brian Yamane). Koa plaques given to Rep Chang and Sen Chun-Oakland read "Your Aloha in 1998 led to Hawaii's hosting of the APA Annual meeting of May 2011. Aloha and Mahalo, Hawaii Psychiatric Medical Association."

I was privileged to introduce House Majority Leader Blake Oshiro, author of the Hawaii Civil Union law, who presented an outstanding discussion at the end of a 3 hour symposium on Gay Marriage.

Particularly moving for me was to join Dr. Naleen Andrade in welcoming in a traditional Hawaiian ceremony, APA president Dr. Carol Bernstein at the Opening Session, as well as to serve with Dr. Andrade as a Marshall at the Convocation of Fellows, at which Nobel Prize winning peacemaker Archbishop Desmond Tutu gave a most moving address on the healing power of reconciliation.

It was a fantastic meeting. To all of you who attended and helped to make it a success, mahalo.

**ADVOCACY:** In the area of Advocacy, your HPMA leadership yet again defeated the crash course prescribers in their ill begotten efforts to covet their neighbor's profession. With the help of our Lobbyist Bobby Toyofuku, not a single piece of crash course prescribing legislation has passed in the Hawaii legislature in over 20 years, including in the 2011 and 2012 legislative sessions.

In March of 2012, I attended the APA's Advocacy Day in Washington DC, where I met with the staff's of Congresswomen Hanabusa and Hirono, and with Senator Daniel K. Akaka himself, lobbying all of them on behalf of our patients and our profession.

With respect to fairness in reimbursement, Dr. Doug Smith started a task force to facilitate more fair reimbursements to our members through adhering to non-discrimination laws with respect to coding for psychiatric services. Mahalo to him for his efforts on our behalf.

**GOVERNANCE:** Creating a slate of nominees to serve as your HPMA officers has been routinely challenging, and resulted in my serving as your president for 2 years instead of one. However, during the 2011-2012 year, Dr. Iqbal Ahmed has done an outstanding job in meeting this challenge as Nominating Committee Chair. He has prepared the slate of nominees now before you, all of whom have agreed to serve if elected.

**MEMBERSHIP:** Through the leadership of Membership Chair Leslie Gise, MD, many members who were at risk of losing their membership due to dues non-payment over the past 2 years were retained.

**IN CONCLUSION:** My years as your president have been full of challenges. However, I was blessed to have a team of officers and other HPMA leaders who met those challenges head on, and achieved success for you in multiple arenas. We restructured our administrative functions

and improved our financial transparency. We started financially in the red but ended in the black. We established the position of Communications Director, and created a logo, website, and communication vehicles including MemberClicks, as well as made progress in the ability of members on neighbor islands to attend meetings via Skype. We hosted the first annual meeting of the APA in Hawaii in almost 40 years, to rave reviews, through which we strengthened our relationships with our friends in the Hawaii Legislature and made new ones. We advocated for our patients and our profession both locally and nationally. Crash Course Prescribing legislation was yet again defeated. We have a new slate of Nominees ready to assume office if elected.

It has been an honor and a privilege to have been your president. Thank you for all of your support over the past 2 years. Please continue to extend your support to Dr. Iqbal Ahmed, who has done an outstanding job as your President Elect this past year, and who has already started planning for the 2012-2013 year as your President.

One final thought. Many of you may know of psychiatrists in Hawaii who are not members of the APA. Remind them that without the APA there would be no DSM, no lobbying presence in Washington DC to make sure they will keep getting paid, no way to pay their rent, mortgages, car payments, or educations. Without the APA's lobbying presence in congress, neither you, nor any of them would have any assurance of being able to make a living at what they love. If they say they can't afford the dues, remind them that without the APA, they would not be assured of having any income at all. Every practicing psychiatrist in America owes the APA, big time, for the profession they have the privilege of practicing in. Please encourage them to join the APA.

Mahalo nui loa,  
Jeffrey Akaka, MD  
President, Hawaii Psychiatric Medical Association

**Treasurer Report** (Dr. Sakuda): Current balance is \$42,465.87.

**Ethics Report:** (Dr. Prier): No ethics issues reported this month.

**Legislative Report :**

**Crash Course Prescribing:** ALL CRASH COURSE PRESCRIBING BILLS CARRIED OVER FROM THE 2011 LEGISLATIVE SESSION ARE DEAD!!!!!!

Congratulations to every member who supported their well deserved demise. All such efforts in every single state in the nation have been soundly defeated for over 17 years, and in Hawaii, the home state of their chief national architect, they have been routed for over 30. A huge thank you is due to Rep. Ryan Yamane, who chaired the house health committee out of which not a single crash course prescribing bill was passed.

APA National Advocacy Conference in Washington DC. Dr. Akaka attended the March 12-14, 2012 Advocacy Day. (See President's Report).

**Communication Report:** Deferred.

**Reimbursement committee** (Dr. Doug Smith): Deferred.

**New Business:**

The following slate of nominees for Officer and Council Positions was proposed by the HPMA Nominating Committee, chaired by Dr. Iqbal Ahmed:

President Elect: Celia Ona, MD

Treasurer: Amber Sakuda, MD

Secretary: Lori Murayama-Sung, MD

Chair, Ethics Committee: Greg Prier, DO

Communications Director: Jeremy Roberts, MD

Assembly Rep and Membership Chair: Leslie Gise, MD

Legislative Chair/Rep: Jeffrey Akaka, MD

The slate was unanimously approved. There were no further nominations. Accordingly, all nominees were elected by acclamation to serve in their nominated capacities for the 2012-2013 year. Congratulations to all!

Continuing Medical Education: Deferred for now, but if there is future interest the HPMA could put together a program.

The **2012 Waipahu Aloha Club Benefit Golf Challenge** will be held on Thursday, May 31, 2012, at the Hawaii Prince Golf Club, to benefit the Waipahu Aloha Club, a 501c3 nonprofit organization that supports the mission and vision of the Waipahu Aloha Clubhouse, whose members are in recovery from severe psychiatric illness and who seek to become productive citizens in the community. Last years benefit, which also benefitted the American Psychiatric Foundation as it was held during the APA Annual Meeting here in May, was an outstanding event. Contact Kim Golis, Director at [kimgolis@hawaii.rr.com](mailto:kimgolis@hawaii.rr.com) or at 675-0093 for more details on signing up your team!

2012 Annual APA meeting in Philadelphia, dates May 5-9. Link on website is [www.psych.org](http://www.psych.org). Everyone is encouraged to register and to attend.

**Next meeting:** Thursday June 14, 2012, at the home of President Elect Iqbal Ahmed, who will be President as of 5pm May 9, 2012. (There will be no HPMA meeting in May 2012 due to the APA Annual Meeting in Philadelphia).

Respectfully submitted,  
Jeffrey Akaka, MD , President, HPMA