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San Diego Psychoanalytic Center Newsletter
May 2014 • Vol 2

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PROMOTING YOUR PSYCHOTHERAPY AND PSYCHOANALYSIS PRACTICE ONLINE



"By the way, I'm having a special this month. Have one breakthrough, get another free."

For Psychoanalysts and Psychoanalytic Psychotherapists: Two Breakthroughs for the Price of One!

An active, senior colleague recently reported that, because he has no website, some of his colleagues thought he had retired!

Do you want an opportunity to show people with mental health concerns how your psychoanalytically-oriented training and experience can help them? Have you avoided or down-played an online presence because you are concerned about an unprofessional appearance of "tooting your horn" and making unwarranted claims?

Zack Sugarman, Vice President, Social Media & Digital, Wasserman Media Group, will share tactics he uses to promote star athletes and sports brands. You will learn how psychoanalysts and psychotherapists can effectively and ethically adapt these tactics to promote their practices. Some online-savvy SDPC members will also describe the impact of web marketing on their psychotherapy/ psychoanalytic practice.

Join us at SDPC at 9 am, Saturday, 6/21/14 for an exciting tour and lively discussion of cutting-edge methods you can readily use to spread the word, in a professional manner, about your therapy practice.

Please note: 1. Please register early. Seating is limited, and we expect this event to sell-out quickly. 2. This event will focus on specific practice-building tactics. It will not deal with the psychological impact of the internet on psychoanalytically-oriented treatment. Those important issues will be addressed in a future presentation.

[REGISTER HERE](#)

SDPC MEMBER SPOTLIGHT

R.D. Dipp, D.O., Analytic Candidate



Dr. Dipp, what was your pathway toward entering the mental health field?

Initially I was interested in Family Practice because I wanted to know my patients well and see them over the their entire life cycle. I entered Osteopathic Medical School with this in mind. I discovered in my clinical rotations that rarely within Family Practice was it possible to get know patients so well; usually there was high volume of patients and only short interactions. In Psychiatry there was a greater opportunity to really get know patients as unique individuals.

And what drew you to psychoanalysis/psychoanalytic psychotherapy?

Psychoanalysis is the epitome of acknowledging, respecting and getting to know patients as unique people with unique approaches to resolve the issues that they have encountered in their lives – some of these approaches work well and others not so well. I find nothing more interesting than understanding the mind of others, and in that process understanding my own mind. Psychoanalysis is about how the mind functions, not merely the pathological aspects of the mind – it is very much about understanding and acknowledging the mind as healthy but still exploring if there are better ways to do things. I feel this is very much in keeping with the origins of Osteopathic philosophy of promoting healthy functioning instead of labeling disease.

Tell us about your educational experience thus far at SDPC: Particular courses, experiences, teachers,

supervisors/consultants that have been most formative?

Currently I am in my sixth year and hoping to graduate this year. While the course work has been arduous, it's also been great. The teachers are all very motivated. They would not donate their time if they did not. I would say my own analysis along with supervision, and my experience with patients have been most formative. Without exploring myself and engaging with patients the readings would not have been as alive. I like the tripartite model that the Center has of one's own analysis, three psychoanalytic cases, and didactic readings with discussion. Meeting with different supervisors and students has offered different things at different times depending on what my educational needs were at the time; each experience has been an important step for the next.

How has your training in psychoanalysis or psychoanalytic psychotherapy affected a) your practice, and b) your professional development? Other areas of life?

My practice is made up almost entirely of psychodynamic/psychoanalytic therapy with some medication management. I have found that being able to offer both gives most patients the greatest opportunity for relief and improvement in their lives. I have seen patients get better consistently with greater ability to enjoy their lives. Psychoanalytic therapy simply is a treatment that works well.

How else have you applied your analytic knowledge?

To just about every aspect of my life as people are in almost every aspect of my life. Just about anything important in the world has something to do with people and the meaning in those relationships. Analytic thinking has shaped and contributed to my understanding of almost everything meaningful in my life.

What is something very few people know about you?

I think everyone knows everything about me. (or I speak a

fair amount of Japanese. Or I practice a martial arts called Batto-do which is a form of Japanese Swordsmanship.)

Tell us about your practice and who you are most interested in working with.

I have a solo practice in located in downtown San Diego. I work with primarily depressed and anxious patients, as well as those who would like to work through conflict or better understand themselves.

Where is your practice, and how can potential patients contact you?

1350 Columbia Street Suite 800, San Diego, CA 92101

619-255-1649 rdd@drdipp.com

SDPC EDUCATIONAL EVENTS

A Psychoanalytic Reading of Adam Smith's Texts

This presentation will focus on the life and works of Adam Smith, the founder of contemporary economics. Latent content analysis is applied to *The Wealth of Nations* (1776/1981), showing that Smith considers dependence on others a problem. A reading of his biography illustrates his solution to one's individual independence from another is through a system of impersonalized interdependence as revealed in his economic theories. How forms of dependence/independence appear in clinical work will be discussed. ([read more](#))

The San Diego Psychoanalytic Center

is dedicated to promoting the relevance and vitality of psychotherapy and psychoanalysis

Advanced Training

Innovative, inspiring and individualized education

Continuing Education

Educational events for mental health professionals and the public about psychoanalytic thinking and clinical applications in diverse settings

Mentoring

Fellowship for mental health trainees early-career therapists

Community Involvement

Connections with mental health professionals, academic institutions, and professional societies

Referral Service

Referrals for psychoanalysis and psychoanalytic psychotherapy for adults, adolescents and children in the San Diego area

Events and Celebrations

Upcoming event: Spring celebration to honor new grads

Collegial Connections

Community of supportive, experienced, and dedicated psychoanalytic therapists

Practice Promotion


Support in building your therapy practice

This is a Text Block. Use this to provide text...

COMMUNITY EVENTS

TRAUMA ACROSS THE LIFESPAN

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June 7th & 8th 2014
Hyatt Regency La Jolla
at the Aventine

Sponsored by the
 American Psychiatric
 Association and the
 San Diego Psychiatric
 Society

[Register Here](#)

Trauma Across The Lifespan is jointly sponsored by the San Diego Psychiatric Society and the American Psychiatric Association

June 7-8, 2014 • La Jolla, CA • traumacrossthelifespan.com

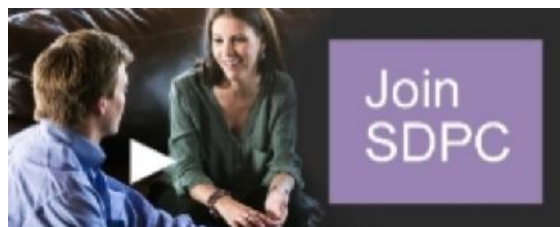
OFFICE SPACE FOR RENT

Jessica Sperber, MD is a graduating UCSD psychiatry resident and first year student in the PPP program. She would like to rent office space in an already established suite of therapists or alternatively would rent a new space with other interested therapists. She is looking to be in the UTC/Golden Triangle area. If you or anyone whom you know has space or is interested in getting an office in a suite with Dr. Sperber, please call her at [510-290-6516](tel:510-290-6516) or email drjessicasperber@gmail.com.

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Established in 1973 as a non-profit 501c3, the San Diego Psychoanalytic Center provides advanced mental health training in psychoanalysis and psychoanalytic psychotherapy; mentoring; community education; and public service to San Diego County.

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