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San Diego Psychoanalytic Center Newsletter
June 2014 • Vol 1

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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 SDPC Practice Promotion Meetup for Learning and Networking)

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 for this **educational and networking event**. You'll have 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

Meet the PPP Student! Barbara H. Kelly, Ph.D., currently completing her first year of the SDPC Psychoanalytic Psychotherapy Program

Hometown: Green Bay, Wisconsin (Go Pack Go!)

What was your pathway toward entering the mental health field?

I began as a nurse and my awareness of the psychological needs of medical patients developed over time, beginning when I piloted an experimental program at the University of Wisconsin-Madison that laid the groundwork for the first nurse practitioner program there. Encouraged to expand the role of the nurse to include emotional care, I returned to school to get a Master's Degree in Nursing and was hired, when the concept was still new, to develop ways to bring newborns in the Neonatal Intensive Care Nursery in closer contact with their parents in order to facilitate attachment. Aware I lacked adequate training to make a



difference, I returned to school again and focused on Health Psychology. Fascinated by reports in the literature that cardiac transplant patients sometimes believed their personalities and even their genders could be altered when they received the heart of another person, my dissertation focused on documenting whether or not significant cognitive and/or personality changes occurred before and after transplant. After completing my PhD at the University of Wisconsin-Madison and after multiple years of practicing psychology in the Psychiatry Department there, I realized my training and experience omitted a huge piece of what it means to be human and I am grateful to now be living in a city that has a Psychoanalytic Center where I can continue to learn from dedicated and brilliant people in a didactic setting, in case consultation, and in my own psychoanalysis.

And what drew you to psychoanalysis/psychoanalytic psychology?

I think it was a combination of the patients I have worked with and my own personal experiences. Having been separated from my father until I was 3 years old and long sensing the significance of that on my family and myself, I have come to appreciate the importance of my unconscious in understanding my self and my emotions. Working with babies who failed to thrive, I witnessed how "ghosts in the nursery" take residence in families and exert influence for generations. In my current position in the Behavioral Outpatient Program at Scripps Mercy Hospital, I see people who have been tried on many different combinations of medications and have had one or more

extended courses of psychotherapy. They still suffer significantly and many want to understand themselves better and make changes. I am drawn to the potential that psychoanalytic psychotherapy offers to all of us who want to understand ourselves better, expand our freedoms, and make lasting change.

Tell us about your educational experience thus far at SDPC.

I am extremely impressed by the knowledge, expertise, and commitment to teaching and learning demonstrated by those who have taught didactically, by the consultation I receive, and by my own psychoanalysis. At SDPC, I find the atmosphere both relaxing and stimulating and filled with more knowledge than I could ever absorb. Anyone who loves to learn from experienced teachers and who loves the free exchange of ideas with peers and faculty will love SDPC. Because SDPC is inclusive, we have the opportunity to talk with professionals whose credentials vary and view treatment from various perspectives.

How has your training in psychoanalytic psychotherapy affected your practice and your professional development?

As I am completing my first year in the Psychoanalytic Psychology Program and reflecting upon it, I realize that one of the major changes I have made is to start a small private practice. Because I have always practiced within an institutional setting, many of the functional aspects of setting up a practice were done for me. The idea of doing it myself was initially

daunting but with the support and generosity of a peer and the guidance of my instructors, it has happened.

There is no question that what I have learned so far has expanded and improved tremendously the way I think about the individuals with whom I work. I am much more aware of the changes that are likely to occur within both of us and the very vital aspects of the therapeutic relationship--the therapeutic alliance that certainly was emphasized in my previous training but not to the extent that it is in psychoanalytic work. (And I might add, my husband--though he may disagree--is benefiting tremendously from the informal therapy I am providing!)

How else have you applied your analytic knowledge?

As a member of a multidisciplinary team at Scripps Mercy Hospital, I have the opportunity to share my newly acquired knowledge with my peers.

What is something very few people know about you?

For several years and in addition to my PhD training, I learned and offered dance movement as a therapy modality.

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

Although I have training and experience working with the adult client as a member of a couple, family, parent-child dyad, and/or group, at this time I would like to focus on the adult client individually. And although I have experience working with a broad range

of problems--from the psychological implications of medical illness through to the management of schizophrenia--at this time I would like to concentrate on the problems of depression and anxiety as I begin to apply the principles of psychoanalytic psychotherapy.

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

My private practice is located in the Banker's Hill area. I can be reached at 619 890-8491.

I also work with patients in group settings who are admitted to the Scripps Mercy Hospital Behavioral Health Outpatient Program in the Hillcrest area.

MEMBER PUBLICATIONS & PRESENTATIONS

Dr. Maria Ritter, *Silence as the Voice of Trauma* in The American Journal of Psychoanalysis, Vol.74, issue 2 (June 2014) p.176-194

SDPC EDUCATIONAL EVENTS

Check back in September 2014

for the 2014-15 Extension Division Schedule!

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

COMMUNITY EVENTS

TRAUMA ACROSS THE LIFESPAN

Home	Agenda	CME/CEU Information	Disclosures	Sponsors	more...
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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

The American Psychoanalytic Association
5th Annual Psychoanalytic & Psychodynamic Teacher's Academy, a Professional Development Program for Clinical Teachers of Psychoanalysis and/or Psychodynamic Therapy in: Psychiatry Residency Programs, Psychology Graduate Programs, Clinical Social Work Programs

- Paid Travel & Expenses to APsaA's January 2015 National Meeting in NYC.
- Year Long Individual Mentorship
- Teaching Seminars Led by Master Teachers
- Course Development

For more info: www.apsa.org/TeachersAcademy
Applications now being accepted through August 15, 2014

The Psychoanalytic and Psychodynamic Teachers' Academy, a year-long professional development program offered through the American Psychoanalytic Association (APsaA), is seeking social work, psychiatry, and psychology applicants for 2015.

The Teachers' Academy is a unique opportunity for psychology, psychiatry, and social work faculty to develop expertise in psychoanalytic and psychodynamic teaching and course development. The program especially welcomes applications from early and mid-career faculty who are working to develop psychodynamic courses within institutions that have few opportunities for mentorship in psychodynamic or psychoanalytic teaching.

The program will pay for travel and expenses to APsaA's 2015 National meeting in New York City, where participants will attend an exclusive series of seminars on psychodynamic teaching led by master teachers in psychiatry, social work, and psychology. In addition, the program will support each participant's local efforts in teaching and course development, by providing a year of mentorship with a seasoned psychodynamic educator from the teachers' discipline.

Additional information and flyer are below. If you have any questions, please contact Dan Prezant, Chair, at [212-537-9161](tel:212-537-9161) or prezantphd@gmail.com

The Western Regional Child Psychoanalytic Meeting will be held on Saturday October 25th and Sunday October 26th at the San Diego Psychoanalytic Center, 4455 Mornea Blvd., Suite 202, San Diego California 92117.

Please send proposed presentations to Roderick S. Hall, Ph.D., Director, Child and Adolescent Psychoanalytic Training Program at the offices of the San Diego Psychoanalytic Center below or by e-mail to rshallphd@gmail.com by July 31, 2014

More details on registration will be distributed soon. Please direct any questions to Dr. Hall.

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.

REMINDER: Please send all future announcements/event advertisements to Ms. Michelle Spencer at: sdpc.michelle@gmail.com. They will be included in the next volume of the SDPC Weekly Newsletter.

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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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