

# Focus on Healthcare

## HEALTHCARE SURVEY OF THE MONTH

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### Fast track

A recent study published in the Harvard Business Review found that employees generally moved through the company faster than 15 years ago. The study, which surveyed Fortune 100 companies, found that 45 percent of executives spent their entire career at one company, as opposed to 53 percent in 1980. Additionally, they took 24 years to reach the top in 2001 rather than 28 years in 1980. Overall, executives spent five years fewer with those companies than in previous years.

### Mail call

Sending unsolicited resumes to a company is not one of the most efficient job search tactics — especially when it's a mass mailing of resumes. "I don't think a blanket mailing is very effective. It's like a direct mail marketing campaign," says Kathleen McInerney, a Miami-based career coach. "If you think about direct mail marketing, if you send out 100 pieces of mail, your average rate of response is somewhere around 1 to 1.5 percent."



NEXT SUNDAY IN HEALTHCARE  
● Diversity in health care

# MIND MATTERS

## Behavioral therapist Dr. Steven Rosenberg accepts psychotherapy's 'huge responsibility'

The following is a question-and-answer session with Dr. Steven Rosenberg, a behavioral therapist in Philadelphia:

**Q: How did you get started in your field?**

**A:** I was a psychology-minded person all my life. When I was a kid, I was interested in the function of the brain and I liked to read about hypnosis and mind control. I also love helping people. It makes me feel good that I can help a person feel better. As an older child, I became interested in sports psychology. When I became the first psychotherapist hired by a professional sports team, I was in heaven.

**Q: What do you like most about your job?**

**A:** The best part of my job is the satisfaction of helping people and saving lives. I have over 40,000 people who have quit smoking with me over the past twenty years. Also, getting people to change their lives for the better is so rewarding. I love going into work every day. There is always something new and exciting to deal with each day.

**Q: How does behavioral health care differ from other areas of health care?**

**A:** With behavioral health care, you really need to understand people. You have people that don't show physical signs of anything wrong, there's nothing to see or notice, but there's suffering and as much pain inside someone as someone who has a broken arm. If you can really get into understanding people and how they operate, look past their situation and actual illness and see how good they are, then you can understand more how a person functions.



Rosenberg

**Q: What is the biggest challenge you face?**

**A:** The biggest challenge is to say no to people who need help. I could stay in my office 12 to 15 hours a day, but I need to balance my work and private life. This can be detrimental to my



Behavioral therapists change negative behaviors by looking at hidden issues. The field offers a high job-satisfaction rate because practitioners help others facilitate beneficial results.

relationships. Staying balanced is important in any vocation, especially psychotherapy.

**Q: What characteristics do you need to be a successful behavioral therapist?**

**A:** You need to be compassionate and you need to be someone who cares about others. Feeling people, people who can feel and express feelings, succeed in this area. Someone who is open.

**Q: How should someone decide which area of behavioral health care to go into?**

**A:** Let's say for instance you're interested in behavior changes — becoming a behaviorist is very good because you can actually see changes in behavior, and there's instant reward for both you and the client. If you can change people's habits — maybe they're a bad sleeper — they can get results that night. Go to the field you're interested in. If someone never ever

smoked before how can they effectively help someone stop smoking? They don't know all the roadblocks there are in quitting. So use your own life experience to help others.

**Q: What advice would you give those looking to follow your career path?**

**A:** I would advise someone to self-evaluate what he or she wants to accomplish in this field. Knowing what you want to do can help you move forward. Most importantly, be sure you feel comfortable in the field of endeavor you choose. Psychotherapy is a huge responsibility — make sure you want to accept this responsibility. Try to do something that you're interested in so you're aware of what's around. Look around for internships first. After school, look at a hospital or facility that offers them. They give you an in so you know later on if it's a place you like to work at or even if someone is retiring. Also, talk to family friends and see if you can observe them. Networking is very important in mental health.

## Behavioral therapists rise to new challenges

Joseph Rogers, president and CEO of the Mental Health Association of Southeastern Pennsylvania, says as state-run hospitals close, new methods emerge to treat mentally ill people.

"We're very excited about the possibility of the people being fully integrated into the community," Rogers says. "We no longer talk about managing people; we talk about people recovering from mental illness — that is really exciting and something we didn't see even 10 years ago."

John Goshow, President and CEO of the Penn Foundation, agrees.

"One of the biggest changes is the growing belief that people with mental illness or substance dependency can recover. Mental illness can be treated by medication, but beyond that individuals need to learn, to find a job, have good housing, and have a social group that they relate to be it a synagogue, church or social club. Those needs are the just the same as everybody else," Goshow says. "We believe strongly that individuals with mental illness who spend most of their time in treatment or in a partial program is not a good thing. We need to provide the supports needed to help them live in the community."

It's an exciting time to be in the behavioral health field, according to Goshow, because of the emphasis on recovery. He sees the field evolving to a higher level. For those considering behavioral health, Goshow advises they be focused on a certain objective.

"People need to be mission-driven. They really need to prepare themselves properly with a degree in social work or psychology.

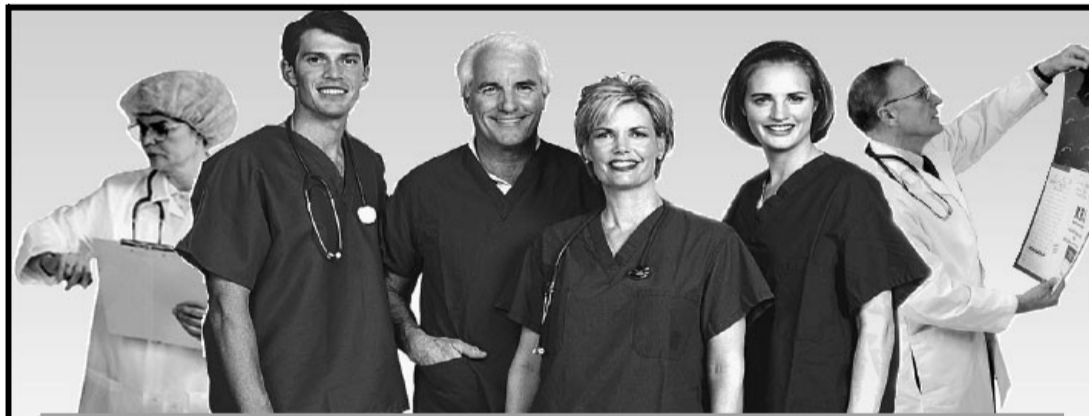


Mental illness patients can be treated with medication and grow to live normal lives.

They must have the ability to connect with hurting individuals," Goshow says. "The ability to form a relationship with patients continues to be the primary predictor of outcome. Compassion for the folks they work for, forming relationships, and the desire to be helpful and therapeutic are key.

For those interested in the varied field of behavioral health, Rogers recommends volunteering.

"I definitely got my start volunteering because I don't have a lot of credentials. School is important but it's not the only place to learn. School won't get you the more exciting jobs—experience gets you those," says Rogers. "You can do a lot as a volunteer in mental health. First, that gives you a sense of whether you're really interested in mental health because it's not for everybody. You will be working with people with very serious problems. Some people thrive on that; some people find it very taxing. Burnout is a common concept in mental health. Getting some experience in mental health really is important so you can gain some understanding."



## Before they Make An Impact On You, You Have To Make An Impact On Them!

### Here's How ...

Appearing every Sunday right here on Page 3, PREMIUM-3 HEALTHCARE is an innovative feature dedicated to Careers in Healthcare. This targeted complement to the Jobs Section includes industry-specific editorial that focuses on the healthcare landscape of the Philadelphia region and offers Nursing and Healthcare recruiters the opportunity to run your recruitment message right here in this space — giving you optimum visibility to the job candidates you want to reach.

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