



## American Board of Psychiatry and Neurology, Inc.

A Member Board of the American Board of Medical Specialties (ABMS)

### Communicating about Communicating at ABPN

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#### Transcript:

Hi, Jeff Lyness here, and yes, this video is a communication about communicating. Here at the ABPN we've made communications among our highest priorities, and I'd like to tell you a little bit about the why, the who and the how of our communications.

So, when it comes to why we think it's really important to convey what we do. We think it's really important that our diplomates and other constituents understand what we're doing at the ABPN and why we're doing it. And in doing that communicating, we can help people connect the dots between our activities and our goals, and also help hold us accountable for our actions and how well we are making progress toward our goals.

We also recognize that communication needs to be bidirectional. So, another part of the why is listening. We listen for specific feedback, and we often get lots of feedback and input about our programs to continually improve them. We also need to get a sense of the broader trends in our specialties, in our fields.

What are the issues? What are the concerns that our diplomates are facing, and our trainees are facing in our fields in order to help inform our activities going forward?

So that's the why about our communications. What about the who? Who are our constituent groups? Well, I've mentioned diplomates, obviously a really important constituent group for us. I also mentioned trainees. So, our trainees are potentially future candidates for board certification. And of course, there's also the training programs, the program directors, the program coordinators who want to help prepare their trainees to potentially seek board certification. Another important constituent group are the many professional societies in our fields.

They do really important work that's really highly complementary to what we do at the ABPN, and they're really valuable partners for us. And lastly, there's the public. The ultimate mission of the ABPN is to provide credible reassurance about our expertise as physicians in our fields to the public. And so they're a really important constituent group for us.

So, I've talked about the why. I've talked about the with whom. Let's talk about the how. We have a number of electronic communications available through our website. There's our annual reports, which are available as glossy PDF brochures summarizing our activities from the preceding year.

There are quarterly updates that go out by email to all of our diplomates. We also offer more specific communications on an as-needed basis, tailored for specific audiences around particular things. For example, things that might affect training programs. The website has many other resources and ways of communicating about what we're doing.

Obviously, including videos like this. We at the ABPN also attend many of the professional society meetings where we get to meet with diplomates and other attendees, attend sessions and get a sense of what's going on in the fields and with those organizations. We also hold regular leadership meetings with many of the professional societies.

Again, to think about areas of potential collaboration and other ways to partner going forward. And we at the ABPN Board are planning new activities, probably to begin in 2024, to formally seek input from and communicate with the broader public and with residents and fellows. So please stay tuned. We'll communicate more about what we're doing there too, as we develop those programs.

Thanks very much for watching.