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# ON THE HORIZON

## MARCH - APRIL 2011

Welcome to the Blue Horizon Eating Disorder Services Newsletter! We will continue publishing this letter bi-monthly to keep our clients and colleagues up-to-date as to what is On the Horizon in our practice.

### Note of Inspiration

I walk down the street

There is a deep hole in the sidewalk

I fall in.

I am lost . . . I am helpless.

It takes forever to find a way out.

I walk down the same street.

There is a deep hole in the sidewalk.

I pretend I don't see it.

I fall in again.

I can't believe I am in the same place  
but it isn't my fault.

It takes a long time to get out.

I walk down the same street.

There is a deep hole in the sidewalk.

I see it is there.

I still fall in . . . it's a habit.

My eyes are open.

I know where I am.

It is my fault.

I get out immediately

I walk down the same street.

There is a deep hole in the sidewalk.

I walk around it.

I walk down another street.

### UPCOMING EVENTS

*Tuesday March 15, 2011 Family & Friends Workshop 7:00-8:30 p.m.*

*Tuesday April 12, 2011 Eating Disorders in Women of Childbearing Age 7:00-8:30p.m.*

*Tuesday April 19, 2011 Family & Friends Workshop 7:00-8:30p.m.*

### SPOTLIGHT

Blue Horizon is growing! The adult program will be expanding with the addition of a day group. Please stay tuned for further information.

### About Blue Horizon Eating Disorder Services

Blue Horizon is exclusively committed to the professional treatment of those suffering with eating disorders and moving them towards full recovery. Blue Horizon is dedicated to the treatment of patients with an Intensive Outpatient Program as well as case management services to coordinate care options. Professional in-service training and community workshops bring cutting edge research to caregivers of those suffering with the illness. Please visit [bluehorized.com](http://bluehorized.com) for more information or call (407) 719-6294.

## **INSURANCE CORNER**

### *Tips for navigating the insurance companies –*

Educate yourself and obtain information about your insurance plan – specifically regarding behavioral health. Determine what mental health benefits you have. Call customer service on the back of the card or your employer/human resources department if you have any questions.

Understand what treatments are covered under the health plan and which are covered under mental health.

Determine if your state has Mental Health Parity (where mental health coverage is consistent with health care coverage).

Understand the rules and what the insurance company will need to get treatment approved. Get specific information regarding their appeals process and what they use to determine medical necessity. Find out who makes these decisions. Request a written copy of the criteria they are using, as well as the names and positions of the people making the decisions and their credentials.

Familiarize yourself with the American Psychiatric Association's (APA) level of care guidelines; go to

HYPERLINK "[http://www.psychiatryonline.com/pracGuide/pracGuideChapToc\\_12.aspx](http://www.psychiatryonline.com/pracGuide/pracGuideChapToc_12.aspx)"

[www.psychiatryonline.com/pracGuide/pracGuideChapToc\\_12.aspx](http://www.psychiatryonline.com/pracGuide/pracGuideChapToc_12.aspx)

Carefully document every phone call to your insurance company including the name of the person you spoke to, date and time, and what was said or decided.

NEXT MONTH: Denials and Appeals

*Submitted by Elisha M. Contner, MS, LMFT, CEDS*

## **TOWN HALL**

Our friends and family workshop is presented monthly to offer education, support and information on treatment options for those suffering with an eating disorder. We highlight this discussion with defining full recovery and the time associated with treatment. The workshop is offered as a free service to all those in the community who are navigating and questioning their role in the recovery process of a loved one.

*Submitted by Karen Beerbower, MS, RD, LD/N CEDRD*

## **THE CUTTING EDGE**

Two of our practitioners presented a discussion on The Effects of Advertising in the Media to the Eating Disorder Network of Central Florida. Here are some highlights from their discussion:

A recent survey conducted by Teen People magazine suggests that 27% of girls feel pressured by the media to have a perfect body.

The average American teenager is exposed to 3.3 hours of magazine viewing, 7.6 hours on the internet, 10.6 hours of TV, and 13.5 hours of radio per week. Along with this, 96% of teens diagnosed with an eating disorder reported having learned dieting and purging behaviors from advertising or articles.

According to Darryl Roberts, creator of the film, America the Beautiful, 3 minutes of viewing fashion magazines causes 70% of women to feel depressed, guilty and shameful.

Advertising works to sell a product by making individuals believe something is wrong with them and this product will solve that problem.

Advertising fixates on foods (typically less nutritious ones) AND weight. By glamorizing an obsession with these foods as well as a thin ideal body, the media creates mixed messages.

More than 50% of women in the U.S. are currently dieting and ~95% of them will be heavier in five years.

This data highlights that exposure to unrealistic images of beauty along with mixed messages regarding the relationship between food and weight creates high levels of anxiety and dissatisfaction that can contribute to eating disorders. At Blue Horizon, becoming a critical viewer of the media is incorporated into the programming to help clients identify these mixed messages and unrealistic beauty ideals.

*Submitted by Meghan Moran MS, RD, LD/N and Michelle Moore, MA, LMHC*

*Edited by Holly Pudwill, MS, RD, LD/N*