

Executive Report

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Healthcare Reform and All That Jazz!



We know. We know.

Healthcare reform is about as serious a topic as we can discuss. But let's do it in New Orleans, okay?! Bring your most serious self right along with your longing for a night of jazz and come to MHCA's 2012 Spring Conference in New Orleans. Dates are May 29 through June 1. Our conference hotel is the JW Marriott at 614 Canal Street in the heart of NOLA's French Quarter. Make your hotel reservations and register online by May 4. Be looking for the conference brochure in your mailbox soon and access conference information online at www.mhca.com.

To help us continue MHCA's journey into the complexities of national healthcare reform, guest speaker Pam MacEwan of Group Health Cooperative will address general session on Wednesday morning (see sidebar). Following her comments, Dr. Bob Dyer and Mel Smith of Criterion Health with MHCA's Jim Gaynor will report on the discovery phase and actions to date by

MHCA's Healthcare Reform Advisory Committee. Gaynor says, "Ms. MacEwan will be introducing us to the notions of integration going forward as reform initiatives accelerate. We will then explore how to incorporate those strategic implications into the HCR Committee's workplan in a value-added manner benefiting the membership."

And while we are on complex topics, we will also reexamine MHCA's corporate strategic plan on Wednesday afternoon as we enter the third and final year of our current, three-year roadmap (2010-2012). With the recent announcement of MHCA CEO Don Hevey's approaching retirement (see page 2 for his letter), a sense of urgency is added to readdressing the strategic plan. Warren Evans, long time MHCA friend and former consultant to our long range planning process, will work with our Board in New Orleans on Tuesday and the full membership on Wednesday

See Spring Conference, page 3

Featured Speaker in New Orleans Will Address Healthcare Reform Options

In New Orleans, Pam MacEwan will be MHCA's featured speaker on Wednesday morning in general session.

Primarily she will address healthcare cooperatives and accountable care organizations, two service delivery vehicles posed as options within healthcare reform.



Pam MacEwan

Ms. MacEwan is Executive Vice President, Public Affairs and Governance, for Group Health Cooperative, a consumer-governed, nonprofit health care system that coordinates care and coverage. Founded in 1947 and located in Seattle, Washington, Group Health and its subsidiary health carriers, Group Health Options, Inc. and KPS Health Plans, serve more than 600,000 residents of Washington State and Idaho. Ms. MacEwan is responsible for communications, public policy, and the Governance Services office, which supports the Board of Trustees and consumer participation. She has been with Group Health since 1995 and was the Senior Executive Director of Governance Services prior to assuming her current position.

Among other commitments, MacEwan is a steering committee member for the King County Health Action Plan, vice chair for the Seattle Alliance for Education and chair of the Education Investment Task Force. ❖

A Message from the President

Dear MHCA member:

I want to let you know that at our Board of Directors meeting last month in Clearwater Beach I announced that I would not extend my contract as your CEO beyond the current expiration date of February 28, 2013. It has been an incredible and wonderful 27 years leading MHCA and working with all of you and the talented, committed MHCA staff. Together we all have created and grown a unique organization and family of members that I don't believe exists anywhere else.

As great as it has been, it is time to be thinking about who will next lead MHCA as your CEO. There is so much that is changing and so much work that will need to be done. It demands strong leadership that is fully committed to the tasks ahead.

You can be comforted by the fact that your Board of Directors and its leadership has stepped up and has already laid the ground work for a comprehensive national search for my successor. They have engaged Dr. Stuart Meyers, President of The Meyers Group, to lead us in the search for the new President/CEO of MHCA. Many of you know Stuart and are familiar with the quality work he and his firm does. Stuart and his team will devote their talent and resources to identify the most qualified candidates to be interviewed by the Search Committee and the Board of Directors.

So that the Board and Search Committee can have a clear plan for the future of MHCA before the search process begins, they

have engaged Warren Evans to lead a visioning, strategic planning session with the Board on Tuesday, May 29 at the beginning of our quarterly conference in New Orleans. Following that session, Warren will facilitate a discussion with all of you Wednesday afternoon so that you can express your thoughts and desires for what MHCA needs to be and do going forward and what you want in your new CEO. Surveys will be sent to the membership and other stakeholders prior to that meeting so we can get even more input. Warren has been our keynote speaker on several occasions and has led us in several strategic planning sessions in the past.

I will be here as your CEO for another year so we will have plenty of opportunities to talk and see each other before I leave. This letter is to give you a heads up now so you know our plans and so you can plan to be in New Orleans.

Please remember this, though I may have been the face of MHCA these many years, you all are the heart and soul of our family of members. As long as you stay committed to our values, integrity and culture MHCA will remain a forceful voice for excellence and innovation.

Take care, and I hope to see you in New Orleans.




Don Hevey

MHCA MISSION STATEMENT

MHCA is an alliance of select organizations that provide behavioral health and/or related services. It is designed to strengthen members' competitive position, enhance their leadership capabilities and facilitate their strategic networking opportunities.

THE EXECUTIVE REPORT

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129 Members in 31 States

MHCA Chooses New Board Members

MHCA Board of Directors elections were held recently to fill seven positions. From the Midwest, **Dale Shreve**, CEO, Harbor (Ohio) was chosen to replace retiring Director Tony Kopera who had served the Board from 2000 – 2012. Re-elected from the Midwest were **Susan Buchwalter, PhD**, CEO, The Counseling Center (Ohio) and **Diana Knaebe**, CEO, Heritage Behavioral Health Center (Illinois). From the Northeast, **Jim Cooney**, CEO, Ocean Mental Health Services (New Jersey) was newly elected to replace David Jordan. Re-elected from the Northeast was **Greg Speed**, CEO, Cape Counseling Services (New Jersey). From the Southwest, **Dan Ranieri, PhD**, CEO, La Frontera Arizona was appointed to complete the term of Debra Falvo upon her retirement from Valley Mental Health in Utah. Re-elected from the South was **Chris Wyre**, CEO, Volunteer Behavioral Health Care System.

In separate elections, officers were chosen to lead the MHCA Board in 2012. They are:

- Chairman: **Susan Rushing**
- Vice Chairman: **Jerry Mayo**
- Treasurer: **Chris Wyre**
- Secretary: **Jim Gaynor**

Elected to serve on the Executive Committee with the Officers was **Inman White**, Director at Large. White is CEO of Community Healthcare in Longview, Texas. Because our Immediate Past Chairman, Tony Kopera, is retiring, **Erv Brinker** will serve on the Executive Committee as most recent Past Chairman. Brinker is CEO of Summit Pointe in Battle Creek, Michigan. ❖



Jim Cooney



Dan Ranieri



Dale Shreve



Leaving the MHCA Board are former Directors Tony Kopera (left), Deb Falvo (second from right) and David Jordan (not pictured). MHCA CEO Don Hevey and Board Chair Susan Rushing are pictured here expressing their appreciation. Newly elected to the Board (February 2012 – February 2015) are Jim Cooney, Dan Ranieri and Dale Shreve (above).

Spring Conference, from page 1

to ensure stability and foster continuing innovation within MHCA.

Thursday's general session opens with a visit from Kevin Scalia, Executive Vice President of Netsmart Technologies, who will speak about "Coordinated Outcomes-Based Care: Behavioral Health at the Center of it All!" Scalia will explore health reform related trends and how behavioral health providers have the unique ability to impact quality outcomes and reduce cost as they morph to treating the "whole person." Included will be discussion of the importance of risk management in this more complex, integrated environment, the newest forms of integrated clinical data exchange, and how clinical quality measures required to meet the criteria for EHR Meaningful

Use incentive funding can be leveraged into outcomes-based care.

Following Scalia's presentation, Diana Knaebe will facilitate an MHCA panel showcase on specific initiatives within integrated healthcare. Join us to learn more about what integrated care practices and models are emerging that show promise of success and positive outcomes. Panelists will describe their work with persons who have a serious mental illness and a co-occurring physical illness.

Nikki Migas of CARF International, will address our "Learn About It" session on Thursday afternoon, relating recent trends in the general health standards arena and explaining CARF's newly developed standards specific to Health Homes.

MHCA's Quality Collaborative will also convene Thursday afternoon as part of their ongoing forum within which members are creating a web-based quality improvement resource guide to include elements of QI, Risk Management and Compliance.

We'll also squeeze in a full day on Tuesday for the Integrated Healthcare Learning Community plus meetings throughout the conference of the Performance Improvement Committee, Healthcare Reform Advisory Committee, MHCA Board and Mental Health Risk Retention Group Board.

You thought you were coming to New Orleans for the jazz? Make those reservations - we'll find some time for fun, trust us!



Advisory Committee Will Lead MHCA's Healthcare Reform Initiatives

MHCA, in preparation for national healthcare reform, appointed a member-driven work group in May 2011 to study trends, assess member readiness, and identify resources to maximize members' understanding of and participation in effective reform. The work group met again in August 2011, and conference forums specific to healthcare reform were held throughout the year.

In November 2011 MHCA contracted with Criterion Health as a consultant to the process. Criterion President Bob Dyer, PhD is a former behavioral health center director and a nationally recognized consultant with vast experience across care delivery platforms. Soon the work group was officially recognized as the MHCA Healthcare Reform Advisory Committee answerable to the MHCA Board of Directors. Membership in the Committee was formalized, and it was agreed that throughout 2012 and beyond, pertinent healthcare reform forums will be held at our quarterly conferences to showcase informed speakers and strategic member activities. The Committee will meet at least quarterly and additionally on an as-needed basis.

Chaired by Jim Gaynor, CEO of Grafton Integrated Health System in Virginia, the Committee includes an additional eleven MHCA members plus Criterion and MHCA staff. Their meetings at MHCA conferences will be open to participation by all Association members. Notes on those meetings are available to members at the MHCA website in the Minutes Section.

Next scheduled is another meeting of the Committee and a general session presentation on Healthcare Reform at our Spring Conference in New Orleans (*see page 1 for more information*). ❖

Healthcare Reform Presenters at Winter Conference: (left to right) Jim Gaynor, Don Hevey, Susan Rushing and Bob Dyer



Three New CEOs Emerge

It seems to be a season of change! Three MHCA member organizations have recently introduced new CEOs to lead their mission locally and join the collective voice of this association.



Eileen Durkin

At Counseling Centers of Chicago, long-time CEO Tony Kopera is succeeded on March 19 by Eileen Durkin. Ms. Durkin most recently was CEO of Neumann Family Services in Chicago. She also was CEO of Chicago's Howard Brown Health Center and Vice President of Patient Services at another MHCA Illinois member, Resurrection Hospital. Ms. Durkin has extensive experience in public policy as well.

Named as CEO at Valley Mental Health in Salt Lake City, Utah is Gary Larcenaire. A familiar face, Larcenaire comes to Utah from Texas where he was CEO at MHCA member organization, El Paso MHMR. He succeeds Deb Falvo on her retirement from Valley MH. Named as an Interim CEO at El Paso is Kristen Daugherty. "We are delighted to have Gary join Valley Mental Health," said Dean Hunger, chairman of Valley's Board of Directors. "He brings the management experience, compassion, and business



Gary Larcenaire



Jim Reddoch

acumen we require to guide Valley into the future." He continued, "We would also like to offer our deepest gratitude to Debra Falvo, who has spent her career advocating for the most vulnerable in our population. She has provided exemplary leadership to Valley during her tenure with us."

In Alabama, Indian Rivers Mental Health Center has announced that Jim Reddoch has been chosen to replace Jim Moore as CEO there beginning February 1. In the midst of draconian state budget cuts, Reddoch brings extensive experience as legal adviser for former Gov. Guy Hunt, deputy commissioner for the Alabama Department of Mental Health, director of Bryce Hospital and Taylor Hardin Secure Medical Facility. Despite the budget crisis, Reddoch hopes to eventually step up Indian Rivers' services and be sure that the organization is "doing everything we are supposed to do in the community." ❖

Newest Members Are From Ohio and Mississippi

MHCA added two new members in January for a great start in 2012!

From Columbus, Ohio we welcome Columbus Area, Inc. led by CEO Janie E. Bailey, ACSW, LISW-S, LICDC. Columbus Area, Inc. serves Franklin County and in 2010 marked its 45th anniversary of providing services to the area. It operates with a budget of \$13 million and 150 employees. Bailey has led the organization since 1995 and is a governing member of the Human Service Chamber of Franklin County and the Ohio Council of Behavioral Health and Family Service Providers.



Janie Bailey

Delta Community Mental Health Services, under the leadership of Executive Director Richard D. Duggin,



Richard Duggin

became a MHCA member in mid-January. Located in Greenville, Mississippi, Delta CMHS operates with a \$10 million budget serving Sharkey, Issaquena, Washington and Bolivar Counties. Duggin

became the Exec in 2009 after serving three years as Site Director for MHCA member Carey Counseling in Paris, Tennessee. He has over 25 years of experience in business administration at several Fortune 100 and 200 organizations.

MHCA membership is by invitation and serves the entire corporation with representation by the CEO. Our current regional membership is Northeast-19; Southeast-43; Midwest-36; Southwest-24 and Northwest-7 totaling 129. ❖

Ed Neu Becomes MHCA's National Data Center Director

The face of MHCA's National Data Center has changed with the March 1 retirement of Nancy Maudlin and selection of Edward "Ed" Neu to take over the position as Director. Nancy was formally recognized at our recent 2012 Winter Conference and was bid an informal farewell by fellow staffers on February 29 in Tallahassee.

Ed met many MHCA members in Clearwater Beach at the Conference where he staffed the Performance Improvement Committee and addressed the Mental Healthcare America Board.

With considerable experience in data analysis and process improvement, Ed is already proving an excellent fit for this important work. He has most recently served as Chief Information Officer for the Florida Department of Elder Affairs and was the Chief of Decision Support Services and a Senior Program Evaluator there as well. Since 2008 he has served as a volunteer Senior Examiner for the Governor's Sterling Council, contributing over 200 hours per year



Edward W. Neu

to train examiners and evaluate public and private organizations using the Baldrige Criteria for Organizational Performance Excellence. From 1989 to 2000 Ed worked in various analyst and administrative positions within the Florida Agency for Health Care Administration. ❖



Nancy Maudlin was bid farewell by fellow MHCA staffers in Tallahassee. CEO Don Hevey and Ed Neu join the fun.

Appointments Made to Joint Commission's PTAC

MHCA is pleased to announce the appointment of Linda C. De Piano, PhD as our primary Representative to the Joint Commission's Behavioral Health Care Professional and Technical Advisory Committee (PTAC). De Piano is CEO of The Jerome Golden Center for Behavioral health in West Palm Beach, Florida, and a member of the MHCA Board of Directors. Alternative PTAC Representative will be Charles Harris, PhD, CEO of Spindletop Center in Beaumont, Texas. Staff Liaison to the group is our newly appointed Director of the MHCA National Data Center, Ed Neu.

The PTACs are an integral part of the Joint Commission's advisory structure.

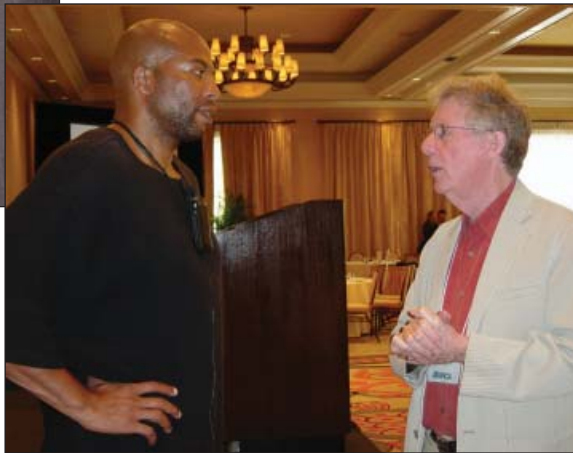
By representing the views of a diverse group of professional associations and other interests and by providing expert advice, PTAC representatives assist The Joint



Linda De Piano

Commission in the development and refinement of standards and elements of performance. PTAC representatives are expected to be proponents of their respective bodies of knowledge to The Joint Commission and proponents of The Joint Commission to their constituents. ❖

Nurture Self to Best Serve Others



Keynoter Jaiya John opened MHCA's 2012 Annual Conference on February 22 with words of gratitude. A "child of the system," John has known firsthand the affect that social workers and behavioral healthcare provider organizations make each day in the lives of those whose personal tumult could lead to a lifetime of missed opportunities at least and loss of self altogether at worst.

Now the founder of Soul Water Rising and a nationally recognized speaker, John connected with his MHCA audience in a powerful way. Said some listeners, "*His presentation, (Applying Our Gifts) was masterful... The concepts of self-care/nurturing and balance are often overlooked... Thanks for the inspiration in difficult times...It's not often that I feel moved and informed at the same time...I will take some very good things away from his talk.*" It was a perfect beginning to a conference that quickly moved from the comforting and inspirational to the challenging.

Wednesday afternoon sessions tackled the topics of national

healthcare reform, data driven business operations, corporate fundraising and performance improvement. MHCA's Board Chair Susan Rushing, CEO Don Hevey and Healthcare Reform Advisory Committee Chair Jim Gaynor joined Dr. Bob Dyer of Criterion Health to lay out potential action avenues for MHCA to pursue in preparing for national healthcare reform (*for more on this topic, see page 4*). Tom Doub and Russell Galyon of Centerstone Research Institute delivered a "Learn About It" workshop on CRI's "Enlighten Analytics", a web-based, secure analytics platform to improve business operations, optimize revenue and improve quality of care. Terry Axelrod and Marcy McNeal of Benevon described their fundraising program and introduced a panel of four MHCA member CEOs whose use

of the Benevon model has effectively framed their organizations' fundraising activities. Finally, Greg Speed, MHCA Performance Improvement Committee Chair, led that group in its continuing work to advance outcomes measurement. A Subcommittee on Development of an Outcome Instrument has identified five levels to be included: (a) symptoms, (b) quality of life, (c) level of function, (d) health status and (e) hopefulness/resilience. Significant progress has been made toward completion of the measurement instrument.

Thursday's general session highlighted two themes, marketing and risk management. First, Patrick Giammarco laid out his "Four Pillars of Successful Marketing" which he later elaborated on in the Marketing/Fund Development Focus Group along with MHCA's Jean

Keynoter Jaiya John was warmly greeted by MHCA CEO Don Hevey (far left), members John Masterson and Sonja Gaines (above) and John Van Camp (near left)

Drees of Harbor and Nelson Burns of Coleman Professional Services.

Following his comments, we heard from the three finalists in the 2012 Negley Awards for Excellence in Risk Management. This year's topic was "Keeping People Safe." (For more on this presentation, see page 8 and the insert). In the afternoon, our New Trends Forum was facilitated by Diana Knaebe as participants explored alternative treatments and reflected on Jaiya John's message of self nurture. Our ongoing Quality Collaborative was led by Dr. Allen Daniels and focused on development of a web-based resource toolkit with elements of quality improvement, risk and compliance.

Our Annual Meeting and Business Luncheon was held on Wednesday. There, MHCA Board Chair Susan Rushing reported on key accomplishments in the prior year, and reports were heard from Tony Kopera, Nominations Committee, and Deb Falvo, Treasurer. (For information on recent Board elections, see page 3.) Rushing expressed appreciation to Netsmart Technologies for the floral arrangements provided at the luncheon and throughout the conference.

We are indebted to our Wednesday and Thursday evening reception hosts, Genoa Healthcare and MHRRG/Negley Associates and to our Wednesday morning continental breakfast hosts, QoL meds.

Exhibitors included Credible Wireless, Essential Learning, Genoa Healthcare, iCentrix Corporation, MHRRG, Netsmart Technologies, NorthRock Pharmacy, PEER Partners, QoL meds, The Echo Group, The Joint Commission and UNI/CARE. ❖

Left to right: Patrick Giammarco, PWG Marketing, with MHCA Marketing/Fund Development Committee spokespersons Jean Drees and Committee Chairman Nelson Burns.

At right - Left to right: "Learn About It" presenters Tom Doub and Russell Galyon of Centerstone Research Institute

Below - Left to right: Marketing/Fund Development Focus Group presenters Brad Barry, Terry Axelrod, Harry Shulman, Susan Stubbs, Marcy McLean and Nelson Burns.



Negley Awards Finalists Describe Best Practices

Keeping People Safe Is A Top Priority



Seated left to right: *Kim Sanders and Jim Gaynor of Grafton Integrated Health Network, Mary Ann Guerra and Melba Arthur of David Lawrence Center. Standing left to right: Jon Cherry and Tim Camp of LifeStream Behavioral Center and Nicholas Bozzo, President, Negley Associates.*

Three MHCA member organizations took top prizes in the 2012 Negley Awards for Excellence in Risk Management when their programs were judged on February 23 in Clearwater Beach, Florida. Open to all members of MHCA, the National Council and shareholders in the Mental Health Risk Retention Group, the annual competition this year focused on “Keeping People Safe.”

Describing their corporate safety procedures were Grafton Integrated Health Network’s (GIHN) CEO Jim Gaynor and Chief Outcomes Officer Kim Sanders, David Lawrence Center’s Director of Organizational Quality Melba Arthur and Acute Care Nursing Services Director Mary Ann Guerra, and LifeStream Behavioral Center’s CEO Jon Cherry and QI/RM Director Tim Camp. Judging the presentations were members of the MHRRG Board of Directors who announced their results on February 24 following their Board meeting. GIHN took top honors

and a cash award of \$10,000. David Lawrence Center and LifeStream each will receive \$5,000. Provided as an insert to this *Executive Report* is GIHN’s program description. Our next two issues of the newsletter will feature the other award winning programs.

These winners will present their programs a second time at the National Council’s upcoming April conference in Chicago.

The Negley Awards were established in 1990 by Negley Associates, underwriting managers for the Mental Health Risk Retention Group. Award winning programs become part of Negley’s ongoing risk management education program provided to insured companies. Negley President Nicholas Bozzo says of the program, “The Negley Awards are one way in which we encourage organizations in the industry to share successes amongst their peers in the hopes of providing safer, more effective and overall better care to the clients they serve.” ❖

CALENDAR

MHCA 2012 Spring Conference

Dates: May 29 - June 1, 2012
Location: J W Marriott
 New Orleans, Louisiana
Phone: 504-525-6500
Rate: \$179 Single/Double
Deadline: May 4, 2012

MHCA 2012 Summer Conference

Dates: August 14-17, 2012
Location: Grand America Hotel
 Salt Lake City, Utah
Phone: 800-437-5288
Rate: \$179 Single/Double
Deadline: July 17, 2012

MHRRG Fall Board Meeting

(Mental Health Risk Retention Group)
Date: October 19, 2012
Location: Stowe Mountain Lodge
 Stowe, Vermont

MHCA 2012 Fall Conference

(Watch for details to come)

Dates: November 2012
Location: San Antonio, Texas

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