

Executive Report

Published by Mental Health Corporations of America, Inc.

Be in Florida for MHCA's 15th Annual Meeting

MHCA's 15th Annual Meeting is just around the corner, and as we look forward to that "winter conference", Hi/Lo temperatures reported around the country are:

- ...Chicago, IL (28/12°F)
- ...Ann Arbor, MI (25/16°F)
- ...Caribou, ME (11/-7°F)
- ...Portland, OR (42/36°F)
- ...Cleveland, OH (30/18°F)
- ...New York, New York (28/24°F)
- ...ST. PETERSBURG, FLORIDA (68/58°F).

We aren't making this up . . . this is straight from the National Weather Service (1/19/00)!

So, if you haven't made your reservations for our Annual Meeting in St. Pete, maybe this would be a good time to do so. Those dates are February 22-25 (when temperatures may well be even harsher), and we will again convene at the beautiful Don CeSar Beach Resort. Meeting registration materials were mailed in mid-December; cut off deadline for reservations at the hotel is January 19. Make your hotel reservations directly with the Don CeSar (phone 800-282-1116). Meeting registration is also available online at www.mhca.com.

Following Tuesday and Wednesday's committee meetings, forums and Board meetings, MHCA Chairman Gary Lamson will review our activities and accomplishments of 1999 in his comments to the Annual Business Meeting to be held Wednesday, February 23. Reservations and pre-payment are required for the Luncheon which precedes the Business Meeting (\$38/person).

Program content for general sessions on February 23 and 24 is going to be great. Keynoter Warren Evans joins us again to peek into the next millenium; his presentation is scheduled for Wednesday afternoon at 1:45



pm. Evans and MHCA's Tony Kopera, who chairs our Futures Forum, have compared notes on the "future" and promise a hard hitting examination of not only our own behavioral health field, but tangential systems as well.

Thursday's agenda is packed...beginning with MHCA members Ery Brinker, Wes Davidson, Bill Sette and Mel Smith sharing their "Peer Consultation Model". That session begins at 8:30 am. Following them, a member showcase on "Opportunities in Providing MR/DD Services" will be offered by Barry Schwartz of Vinfen Corp, Sandra Mlinarcik of Seven Counties Services and Lee Riley of Lakeview Center. This presentation was developed as a result of recent MR/DD forums held in conjunction with our meetings.

Just before lunch on Thursday, we will have finalists in the 2000 Negley Awards competition present their papers on "Profiling the Potentially Dangerous Client." The Negley presentations have become a real highlight of our annual meetings with many centers benefiting from the experiences of these excellent programs. Judging will take place during the presentations, and awards will be made at the Annual Training Conference of the National Council for Community Behavioral Healthcare in the spring.

After a short (seaside?) lunch break, the general session continues with a presentation by MHCA member Jeanne Wurmser and Ann Gavzy, VP Legal Affairs and General Counsel, Meridian Health System; they will give an account of the recently completed Joint Venture between Meridian and CPC Behavioral

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President's Column by Donald J. Hevey

Keeping Our Eyes on the Horizon

Every century has its visionaries. So does every industry and profession. They are the ones who scan the horizon and discover those rare ideas that will change the way we live and work. They're also bold enough to challenge the status quo or float an idea that flows against the mainstream. The behavioral healthcare industry has its share of these far-sighted individuals - they are the founders and current members of MHCA.

Elsewhere in this issue, you will see mention of MHCA celebrating its 15th annual meeting in February. Fifteen + years ago, our industry's visionaries looked into the future and visualized how the "mental health" field would change as we moved forward.

- ? What would be the issues and challenges?
- ? Who would be our primary partners and competitors?
- ? What might the different funding, managerial, workforce and technology scenarios be?

They recognized that there would be dramatic shifts in our environment that would affect the way they would do business. They knew that the "same old, same old" ways of operating and communicating would not serve them well in the future.

These industry visionaries had the wisdom and foresight to recognize that holding on to yesterday's or even today's models would be suicide in the near future. We can not rest on what

we did well yesterday to guarantee success tomorrow. At MHCA we applaud those visionaries and thank them for their foresight.

When you are on a rocking boat, the way you keep from getting nauseous is by keeping your eye on the horizon. These forward-thinking leaders set the horizon. You, the members of MHCA, have kept us focussed there.

As we embark on a new millennium, we know much more change is inevitable and the rate of change will be ever increasing. Computers' speed and complexity double every 18 months. Will the rate of change in the technology of our industry ever achieve those numbers? Will the set of tasks you are required to manage continue to expand at the same rate?

Hopefully not ... but I know who I want to associate with as my peers and colleagues while we deal with the challenges of this century. Because of the level of creativity and problem solving acumen represented by MHCA members, I can be excited by the changes we will see in the coming years. I know from experience with you that we will develop new solutions, services and products in anticipation of these challenges. Our industry will adapt and evolve because we will scan the horizon and forecast the "weather" of tomorrow. We will be prepared.

Please join me at our 15th Annual Meeting as together we scan the horizon in St. Pete Beach. ❖



Donald J. Hevey

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The Changing Faces of MHCA

Seems there is a rash of retirements within the ranks! Made known to MHCA in recent weeks are the following retirements or "re-adjustments" resulting in new faces among our membership. We wish those headed for retirement or job changes the very best and welcome those who will be joining us.

Kris Angell

Kris has announced her pending retirement as CEO of Unity, Inc. of Portland, Oregon, where she has been employed since 1983. The position is being offered through a recruitment contract with MHCA Enterprises.



Stan Eichenauer

Stan will step down as CEO of Eastway Corp. of Englewood, Ohio sometime this spring after a 25 year career there. Eastway is in west central Ohio and employs nearly 300 people, operates over 20 facilities and manages a \$15 million annual budget. Stan will stay "connected" in his retirement, however . . . serving in 2000 as the Chair-Elect of CARF-The Rehabilitation Accreditation Commission. He has long served as chairman of MHCA's Standards & Accreditation Committee.



Jack Hargrove

Taking an early retirement from the field of behavioral health, Jack has left Lifestream Behavioral Health in Leesburg, Florida. Interim CEO is Martin Lazowitz, MD. Jack had long been COO of Lifestream before becoming CEO in 1996. Lifestream serves two central Florida counties with a budget of \$14 million.



Diane Lewe

Another Ohio CEO announcing her retirement is Diane Lewe, head of Scioto Paint Valley Mental Health Center in Chillicothe.



Retiring with her is husband J.J. Pauls, Director of Administrative Services for the Center. Scioto Paint Valley MHC serves a five county community, operating with a \$10 million budget and 225 employees in eight locations and serving 7,500 clients annually.

Jim Sleeper

Returning to an earlier "life", Jim will leave Coastal Recovery in Sarasota, Florida, to assume a division director position with Vision Quest, a multi-state delinquency program he helped establish years ago. Interim Director at Coastal will be Christine Cauffield, formerly with Nova University and Delta Airlines.



Doug Starr

Florida loses another long time director when Doug Starr retires from Meridian Behavioral Healthcare, Inc. in Gainesville. The north central Florida center operates with an \$18 million budget and 475 employees serving clients in a mixed urban and rural 11 county area.



Ted Ver Haag

Ted is leaving Connecticut for retirement in the woods of Wisconsin! He has stepped down as CEO at United Services in Dayville and turned the reins over to former Executive Vice President Diane Manning.



Charles Vorwaller

Known to most of us as "Chuck", this long-time MHCA leader will soon retire as CEO of Pikes Peak Mental Health Center in Colorado Springs, Colorado. Named to replace him is Morris Roth, former Executive Vice President. Chuck has served on MHCA's Board of Directors and on the Board of our insurance group, MHRRG.



Unique and Exemplary

As part of MHCA's annual profile questionnaire, members are asked to submit "unique and exemplary" programs provided by their centers. Some find their way into our quarterly meeting agenda as Member Showcases. Others simply continue to provide excellent service to their communities - here we highlight a randomly selected few. We hope they will serve to inspire - consult your Member Directory for contact information.

Project Response – an APA Gold Award winning mobile response team

(Unity, Inc., Portland, OR)

Office of Consumer Affairs – state's only one, serving as a technical assistance and resource center for other providers. Consultation provided in regard to consumer-run initiatives, consumer-as-provider employment practices, and psychiatric rehab models.

(Cummins MHC, Avon, IN)

PAA – services to encourage documentation of fatherhood on birth certificates

(Provident Counseling, St. Louis, MO)

Enterprise Products – for alternative financial resources, including Behavioral Health Support Product Line, Task Force Product Line, Sage Computer Service Product Line, Home Developments Group Product Line.

(Coleman Professional Services, Kent, OH)

Community Based Treatment Program for Autistic Adults

(Lakeview Center, Pensacola, FL)

Intensive Alternatives Program – providing three parts of county program designed to divert people with mental illness from inappropriate incarceration.

(ALLIANCE for Community Care, San Jose, CA)

International consulting and training services.

(Monadnock Family Services, Keene, NH)

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Annual Meeting, *continued from page 1*

Healthcare. Closing the general session will be another member showcase – this one by Joe Masciandro, CEO, and William Barry, Senior VP/COO, of Care Plus-New Jersey, who together with Ken Hartman and Bill Connors of Sequest Technologies, will describe their experience with “Development of a Computerized Medical Record”.

Friday morning's program includes the MHCA Board of Directors meeting as well as the MHRRG Board of Directors meeting. The MHRRG Shareholders' Annual Meeting will convene at 1:00 pm in the hotel.

Whether this will be your very first MHCA meeting or one your secretary always knows to book for you, we believe you will leave with the satisfaction that you gained important new information and that you were bolstered by the energy and commitment of your fellow members. You will again be convinced that coming to MHCA meetings is not only a solid investment of your time but a professional pleasure as well. You may have even warmed up by the time you head home! 🚗

It's Nice to Have Visitors!



MHCA staff welcomed a Thanksgiving visit from Lloyd and Jane Sidwell at corporate headquarters in Tallahassee. The Sidwells were on their way to south Florida for the holidays. ❖

First New Members in 2000

What a great way to start the New Year...two centers have joined MHCA in the first days of the new year, decade, century, millenium!! They are Frontier Health, Inc. and Tualatin Valley Centers. Both CEOs have visited MHCA at recent meetings:

Mary Monnat, CEO

Tualatin Valley Centers

14600 N. W. Cornell Road
Portland, Oregon 97229
Tel: 503-645-3581
Email: marym@tvmhc.org
Website: www.tvcenters.org



E. Douglas Varney, CEO

Frontier Health, Inc.

P. O. Box 2226
Johnson City, Tennessee 37605
Tel: 423-928-6545
Email: dvarney@frontierhealth.org
Website: www.frontierhealth.org



Negley Award Finalists Named



Three applicants have been chosen as finalists in competition for the 2000 Negley Awards for Excellence in Risk Management. They are: ACT Corporation of Daytona Beach, Florida; Scioto Paint Valley MHC of Chillicothe, Ohio; and La Frontera Center of Tucson, Arizona.

Finalists will make presentations to MHCA's Annual Meeting on Thursday, February 24 in St. Pete Beach, Florida. Award ranking will be announced at the spring training conference of the National Council for Community Behavioral Healthcare. Winners are eligible for one of three cash prizes: a \$15,000 President's Award, a \$5,000 Chairman's Award, and a \$5,000 Board of Directors Award.

J. J. Negley Associates, Inc. is the underwriting management company for Mental Health Risk Retention Group which provides D&O and Professional Liability insurance for behavioral healthcare providers. The Negley family makes this annual awards program possible. ❖

Being an MHCA Member . . .

At the beginning of each year, MHCA members renew their commitment to the organization by paying annual dues. We appreciate each one of you who has made that decision for 2000.

MHCA membership is by invitation. To be considered, a center must be approved by other member centers within its state. The CEO is invited to visit with MHCA at one or more quarterly meetings in order to become familiar with the work and atmosphere of this group of top-notch behavioral health providers.

It is good now and then to remind ourselves what our official criteria for membership in MHCA encompasses:

"Mental Health Corporations of America was formed to strengthen the competitive position of its members within the health care industry and to enhance their financial viability. The organization seeks members whose mission statement supports MHCA's commitment to the community mental health mission. It is preferred that the organization provide (participate in) a range of services which may be seen as a part of a continuum of care.

The alliance between MHCA and its member centers should contribute to the strength of each. Each member center should be able to make a contribution to MHCA by virtue of program expertise and/or geographical location. Each member should be willing to assist in building and participating in a national network of mental health care.

MHCA believes that the most viable healthcare providers will need to develop financial resources beyond reliance solely on public funding. Evidence of planning for such resources will be sought.

All members of MHCA must a) be exempt from federal income taxation under Section 501 (c)(3) of the Internal Revenue code or by reason of being an exempt governmental entity with purposes similar to those of an organization exempt under Section 501 (c)(3); (b) show evidence of board support for the agency's membership in MHCA; (c) show evidence of having met all local and state license requirements applicable to their organization; and(d) provide all information to assure MHCA of ongoing compliance for membership."

With these criteria in mind, be certain that your center's membership in MHCA is important, not only to the work you do, but to your MHCA colleagues who grow in their abilities by associating with you. You and your center are important to us all! ❖

New Partnership Enables Behavioral Health Strategies To Promote PES Products Online

PHC, Inc., dba Pioneer Behavioral Health, has announced that its internet Company, *BehavioralHealthOnline.com*, entered into a Strategic Partnership with Behavioral Health Strategies, LLC of South Charleston, WV, owner and developer of various lines of human resource and employer assistance products and services known as Performance Enhancement Solutions.

BehavioralHealthOnline.com will open a new area of their website that will become known as the "HR/EA Corner" (Human Resources/Employer Assistance). In this area, BHO will offer consumers and professionals quality human resource and employee assistance content and direct access to PES's products and services.

An exciting feature of the HR/EA Corner will be an "Ask the HR Expert" section which will provide professional guidance to its visitors.

Individuals interested in purchasing PES employer assistance products will be able to do so through *BehavioralHealthOnline.com's* website.

Bruce Shear, President of PHC, Inc. stated, "We are very pleased that Behavioral Health Strategies, LLC has chosen *BehavioralHealthOnline.com* as their strategic partner for

promoting their products and services over the Internet." Shear further stated, "This Strategic Partnership is just one of many that *BehavioralHealthOnline.com* is developing geared toward offering its visitors high quality content and services."

Shear additionally stated, "We are adhering to our Strategic Business Plan which will make *BehavioralHealthOnline.com* the leading provider of behavioral

health services over the internet."

Pioneer Behavioral Health's core business provides inpatient and outpatient behavioral healthcare services. Pioneer contracts with national insurance companies in addition to major transportation and gaming companies who have engaged the Company to provide behavioral health services. Pioneer also owns and operates *BehavioralHealthOnline.com*, a leading provider of behavioral health services over the internet.

Behavioral Health Strategies is owned jointly by three MHCA members and Mental Healthcare America, a wholly owned subsidiary of MHCA. ❖

Note: Most of this article is taken from one posted on BehavioralHealthOnline.com



Unique and Exemplary continued from page 4

Quetzal Center – provides individual and group counseling for survivors of sexual assault, advocacy that includes accompaniment to line-ups, court, and trials. Institutional advocacy with institutions that work with sexual violence survivors. Emphasizes multilingual and culturally sensitive services.

(C-4, Chicago, IL)

HIV/Mental Health Program – in 1998, awarded "Most Innovative Behavioral Health Program" for state.

(Elizabeth General Medical Ctr, Elizabeth, NJ)

Amish Program – directed toward minority population of region. Includes case management, client advocacy and therapeutic services provided in Pennsylvania Dutch. Extensive reliance on an advisory committee made up of Amish leaders.

(Oaklawn, Goshen, IN)

Supported Housing – "Brick Row Apartment Complex" – a controversial conversion of formerly uninhabitable urban slum buildings to 30 efficiency and one-bedroom apartments providing permanent, service-supported housing for formerly homeless individuals with disabilities.

(United Services, Inc., Dayville, CT) ❖

A Year in Review

Management Recruiters of Washington & MHCA

The year 1999 proved to be very successful for the partnership between Management Recruiters, Inc. of DC (MRI) and MHCA members. Ten member organizations filled critical staffing vacancies as a result of MRI's executive search efforts. Six additional organizations are currently working with MRI to fill at least 13 positions in their organizations. Successful placements have included: 2 chief information officers, a nurse executive, a county program director, a team leader, a director of business development, a director of human resources, a director of substance abuse services, a CFO, and a CEO.

Last year was also the "kick-off" of the innovative "Marketplace" program whereby members can simply contact MRI to see if key vacancies can be rapidly filled by potential candidates already known to MRI or profiled on the MHCA web site. Two members have successfully used this program, thus saving them time and money by not having to conduct a complete search. For more information, contact Stuart Meyers at 301-589-5400 x 128, or E-mail him at: sim@mr-twg.com. You can also catch Stuart at our Annual Meeting in February.



Calendar

MHCA 2000 Annual Meeting

Dates: February 22-25, 2000
Location: Don Cesar Beach Resort
 St. Pete Beach, Florida
 ☎ 800-282-1116
Rate: \$180 single or double
Registration Deadline: January 19, 2000
 (Negley Award Finalists' Presentations)

NCCBH Annual Training Conference

Dates: April 29-May 2, 2000
Location: Hyatt Regency Crystal City
 Hotel
 Arlington, Virginia
 (Designation of 2000 Negley Awards)

MHCA 2000 Spring Meeting

Dates: May 16-19, 2000
Location: Memphis Marriott Downtown
 Memphis, Tennessee
 ☎ 901-527-7300
Rate: \$124/single or double
Registration Deadline: April 10, 2000

MHCA 2000 Summer Meeting

Dates: August 15-18, 2000
Location: Hilton Portland
 Portland, Oregon
 ☎ 503-226-1611
Rate: \$125/single or double
Registration Deadline: July 13, 2000

Executive Employment

All of the following job listings are detailed on MHCA's web site at *mhca.com* under the Executive Employment section. Some are through MHCA itself while others are listed with our recruitment partner, Management Recruiters of Washington, D.C.

MHCA Listings by Position/State

Chief Executive Officer (Missouri)
 Chief Executive Officer (Oregon)
 Chief Financial Officer (Washington)
 Child & Adolescent Program Manager (Indiana)
 Clinical Director (Indiana)
 Deputy Director (Colorado)
 Director of Adult, Child & Family (Washington)
 Director of Behavioral Health Rehab Svcs (Massachusetts)
 Director of Brief Treatment (New Jersey)
 Director of Clinical Services (Oregon)
 Director of QI and UR (Arkansas)
 Director of Quality Improvement (Georgia)
 Executive Director (Ohio)
 Intensive Services Supervisor (Colorado)
 Medical Director (Vermont)
 Medical Director (Colorado)
 President/CEO (Florida)
 Psychiatrist (Indiana)

Management Recruiters of Washington Listings by Position/State

Attending Child Psychiatrist (Colorado)
 Chief Financial Officer (Connecticut)
 Chief Financial Officer (Indiana)
 Child Therapists/Clinicians (Indiana)
 Clinical Psychologist (Maine)
 Clinical Service Coordinators (Indiana)
 Director of Children's Programming (Ohio)
 Director of Emergency Services (Maine)
 Director of Human Resources (Indiana)
 Director of Information Technology (Pennsylvania)
 Director of Mental Health Services (Maine)
 Director of QI/UR (Arkansas)
 Division Director of Adult, Child & Family Services (Washington)
 Geriatric and Forensic Psychiatrists (Nationwide)
 Medical Director (Colorado)
 Medical Directors (Nationwide)
 Nurse Practitioner (Indiana)
 Program Managers (Maine)
 Psychiatrist (Indiana)
 Psychiatrists (Nationwide)
 Residential Services Manager (Maine)
 Therapist Consultant Supervisors (Maine)
 Therapists (Maine)

