

Fourth Quarter 2017

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## Embracing Change

*From the Desk of Dale Shreve,  
**mhca President & CEO***

Change is not a new topic, but it is a perennially important one - as the Greek philosopher Heraclitus said, "Change is the only constant in life." Not only is change ever present, the rate of change is continually accelerating. In today's fast-paced environment, leaders can become so focused on how to manage the next big change that we forget that we are engaged in a marathon and not a sprint.

As we prepare to greet another new year, let's take some time to step back, gain some perspective, and review our personal and organizational goals. Are we asking ourselves, our staff and our consumers the right questions? Do we have a clear picture of the future of behavioral healthcare, and are we actively engaged in creating the future?

If fully-integrated healthcare/population health management is the future, are you positioned to seize the opportunities this future presents? What are the biggest hurdles to making fully-integrated care accessible in your communities, and how can you best overcome these obstacles so

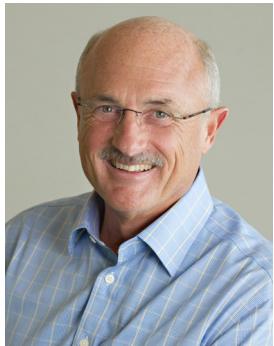
consumers can achieve their best possible health?

Succeeding in the healthcare continuum of tomorrow will likely require

a great deal more than new partnerships, new models of care and new, diversified funding streams – it may require fundamental changes in organizational structure, processes, and culture.

**mhca** is here to help connect members like you with other industry thought leaders so you can anticipate trends and take advantage of critical opportunities without spreading yourself too thin.

Like the organizations we associate with, **mhca** is committed to remaining innovative – we are interested in learning more about the problems you face and how we can better support you in solving them. We are reexamining everything we do from our



*Dale Shreve*

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# Join us in Clearwater Beach!



Want to recharge your battery and reinvigorate your leadership team? Need an infusion of new ideas and fresh perspectives to get your organization off to a strong start in the New Year? Join us in sunny Clearwater Beach, Florida, February 27-March 1 for our Annual Meeting and Winter Conference.

This meeting will feature the first of two energizing, interactive Innovation Incubator sessions, led by the Innovation 360 Group, to help us sharpen our innovation capabilities and re-imagine our value propositions. This first session will leave us with a broader understanding of innovation and how to link innovation to our business strategies, and it will introduce the Innosurvey®, a powerful new research-intensive tool for innovation assessment.

Following this session, all **mhca** members will have the opportunity to complete an Innosurvey® and receive a free bound report during the follow-up session at our Spring Conference. The personalized report will provide your organization with an evidence-based analysis and recommendations on concrete execution plans for increased innovation capability, profit and growth.

During our Annual Meeting, **mhca** board members will provide an

overview of the association's annual performance and future goals, announce our new board members, and recognize members who achieved top rankings in various Customer Satisfaction Management System categories.

Following the Annual Meeting, we will hear from mental health advocate and former U.S. Representative **Patrick J. Kennedy**, who will participate in a book signing at the conclusion of his remarks.

**mhca** members will present breakout sessions on a variety of timely topics, from telepsychiatry in integrated care and population management within a sub-capitated environment to service delivery innovations that drive enhanced outcomes and a series of TED-type talks from **mhca** CEOs on how they've responded to personal and professional challenges.

Other guest speakers include **Simon T. Bailey** who will speak about leading in times of uncertainty, Couldcity Founder and Chief Technology Officer Gerry Miller who will speak about how cloud-architected technology will drive the future of behavioral health, and **mhca**'s Director of Communications and Membership Lonnie Parizek who will lead a discussion on social media in the C-suite and

facilitate a panel presentation on marketing behavioral healthcare in the current landscape.

In addition to enjoying great speakers, brought to us in part by the Martyn Family Foundation, all conference participants and their travel companions are invited to join us for a welcome reception on Tuesday sponsored by Valant, a reception and banquet on Wednesday sponsored by Genoa - a QoL Healthcare Company, and a closing reception on Thursday sponsored by MHR-RG and Negley Associates.



Patrick J. Kennedy



Simon T. Bailey



Sunset over the sand dunes in Clearwater Beach



Jenga Master Geoff at work!

To view the full conference agenda and register to attend, visit [mhca.com](http://mhca.com). You are also encouraged to download our conference app at <http://my.yapp.us/MHCA2018FEB>.

Our Winter Conference will be held at the Opal Sands Resort. The **mhca** room blocks at the Opal Sands and our overflow hotel, the Sand Pearl, are currently sold-out during our conference dates.

If you are planning to attend our Winter Conference and do not already have a room reservation, please make a reservation at an alternate hotel and contact Glenda Deal at [gdeal@mhca.com](mailto:gdeal@mhca.com) to be added to our room block waiting list. ■

#### >>Continued from cover

conferences and publications to our website and social media pages, and you will notice a number of new initiatives in the coming year. We hope these changes improve your membership experience; but, we appreciate your constructive criticism if that is not the case.

In innovative organizations, some failures are expected on the road

to success, so we are prepared to fail forward throughout the year – and we are pleased that you will be a significant part of our ultimate success!

Happy New Year! ■



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# New Faces & Places - Congrats & Welcome to mhca!

You'll undoubtedly notice a lot of new faces at the next mhca conference. A recent surge in membership has brought us to an all-time high of 152 members! Please help us welcome our new members and congratulate our new CEOs by introducing yourselves.



Sydney Blair

The Center for Mental Health has been improving lives for over 40 years. The Center provides quality mental healthcare, diversified program-

ming, and a full range of community-based services to both adults and children. The Center has 25 locations serving a total of more than 4,000 clients annually throughout 10 counties in central Montana.

**Sydney Blair** served multiple roles at the Center prior to her appointment as CEO in 2011. She holds a Master's degree from Colorado State University and is a Licensed Clinical Social Worker.

## Truman Medical Center Behavioral Health

delivers comprehensive services to more than 17,000 patients annually through community outreach clinics in



Sharon Freese

the Kansas City metropolitan area and in the Crossroads Art District. Their unique role as a hospital-based mental health center supports a whole-person, integrated health model of service delivery that is increasingly the standard of best practice for healthcare.

**Sharon Freese** was appointed Chief Operating Officer of Behavioral Health in 2016. She has more than 25 years of nursing, mental health and healthcare leadership experience and has served a variety of roles at TMC over the years. She earned her Bachelor's of Science in Nursing from Purdue University in West Lafayette, Indiana, and went on to earn her Master's of Social Work from the University of Missouri, Kansas City. Sharon is a Lean Six Sigma Black Belt, as well as a Crisis Prevention Institute instructor.

**CrossWinds Counseling and Wellness** serves about 3,800 clients annually across seven counties in central Kansas. They provide more than 55 specialized and comprehensive services through psychologists, clinical social workers, substance abuse counselors, marriage and family therapists, professional counselors, case managers, attendant care workers, wraparound

facilitators, peer support workers and others.

**Rob Runquist** has been CEO at Cross-Winds since January 2014. He has led the

organization through several significant changes from outsourcing the IT department and implementing a user-friendly EMR, to opening satellite offices throughout the catchment area. He also led an organization-wide rebranding effort, which resulted in a 24% increase in new clients within the first year.

**Burrell Behavioral Health** is a private, not for profit organization that has served community behavioral health needs in Central and Southwest Missouri for more than 40 years. Burrell offers mental health, substance abuse and autism diagnostic and treatment services to children, adolescents, adults and families.

**CJ Davis** took the helm at Burrell Behavioral Health in October. He was previously the CEO of Four County Counseling Center



CJ Davis

in Logansport, Indiana. CJ has been repeatedly identified by his peers as an innovative and entrepreneurial leader. We are pleased to continue our association with CJ and look forward to hearing more about his work at Burrell Behavioral Health.

**Tri-County Mental Health Services, Inc.** of Kansas City, Missouri, was an active member of mhca from 1994 through 2003, and we are pleased to welcome this long-standing member back into the fold under the leadership of CEO **Tom Petrizzo**.



*Tom Petrizzo*

Prior to taking the helm of Tri-County Mental Health Services in January of 2014, Tom was CEO of Ozark Guidance Center in Springdale, Arkansas.

Earlier in his career, he held positions at two other **mhca** member organizations: Community Reach Center and Bert Nash Center. He holds a Juris Doctorate from The University of Texas School of Law and a BS in International Economics from Georgetown University. Please welcome Tom and his team at Tri-County back to **mhca**.

**Bruce Sewick** was tapped to fill the void left when long-time **Leyden Family Service and Mental Health Center** CEO Donna Santoro passed away in October. Bruce has worked at Leyden Family Service for the past 21 years and formerly served as the manager for adult mental health. He is also an adjunct instructor at the College of DuPage and Chicago City Colleges.

**Thomas Gilliom** has taken the reins at **Wabash Valley Alliance** as former CEO Rick Crawley transitions into the role of consultant. Tom has worked at Wabash since 2008 and most recently served as Chief Operating Officer. He has 40 years' experience in the mental health field at two Indiana orga-



*Bruce Sewick*



*Thomas Gilliom*

nizations, holds a psychology degree from Ball State University, a Master's in Social Work from The Ohio State University, and is a Licensed Clinical

Social Worker.

**Beth Lawson** recently succeeded Cathy Pope as the CEO of **StarCare Specialty Health System**.

Beth has been with StarCare for 25

years, most recently serving as Associate CEO for Administration. She began her StarCare career as a Service Coordinator in the Intellectual Disabilities Program, holding several other positions including Contracts Management Director, Local Authority Director and Chief Financial Officer, as she worked her way up.

Keep up to date on the latest industry and member news at [mhca.com](#), or better yet, follow @mhca on Twitter.

We'd love to hear from you! If you have exciting news to share with your **mhca** peers, please send it to Lonnie Parizek at [lparizek@mhca.com](mailto:lparizek@mhca.com). ■



## Time to Get Connected!

If you're like most **mhca** members, you've found working with outside consultants to be an expensive and often frustrating endeavor that seldom results in optimal outcomes for your organization.



*Beth Lawson*

Since one of the most valued benefits of **mhca** membership is the opportunity to connect with industry peers from across the country to share ideas and get fresh perspectives on specific challenges, **mhca** is committed to facilitating the development of close, trusting relationships among our members by supporting the development of Peer Collaboration Groups.

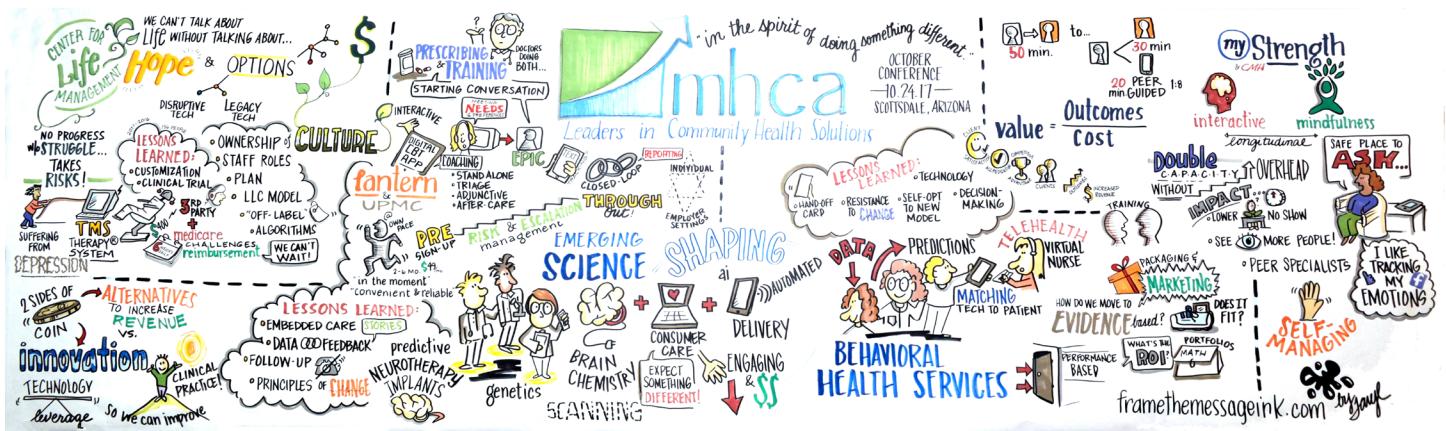
These groups consist of 4 to 5 noncompeting member CEOs who may have diverse organizations and areas of expertise, but who share similar visions for the future of behavioral healthcare.

These CEOs commit to visit each others' organizations throughout the year, bringing their cumulative expertise to bare to explore and address specific areas of concern identified by the host CEO.

All information shared is strictly confidential and visits culminate with a clear plan of action owned by the host organization's leadership team. Intrigued? Contact Lonnie at [lparizek@mhca.com](mailto:lparizek@mhca.com) for more information! ■



# Fun Firsts at the Fall Conference



We had a great time learning, connecting and celebrating together during mhca's Fall Conference in Scottsdale, Arizona, and we experimented with a few new ideas for improving participants' conference experiences. We provided a variety of seating options with some new room sets, employed a graphic illustrator to capture the ideas presented during our Innovation Incubator on the emerging science shaping the behavioral healthcare industry; webcast our opening general session on understanding and navigating market shifts in finance, tech and emerging competition; and professionally recorded Jeff Havens' hilarious keynote presentation, Uncrapify Your Future.

Several mhca members rose to the



Linda De Piano, Vicki Garner & Steve Ronik enjoy the reception



Bob Vero presents

challenge of delivering compelling breakout sessions highlighting their innovative efforts. **Centerstone of Tennessee**'s CEO Bob Vero and CMO Karen Rhea shared how they are using pharmacogenomic testing to improve pharmacotherapy and dosing strategies for patients with psychiatric conditions. mhca members who took advantage of a free Genocept Assay test kit to submit a sample of their DNA prior to the conference received their personal pharmacogenomic test results during the session.

**Thresholds** CEO Mark Ishaug led a panel presentation on what it really takes to create an integrated care center, **Wasatch Mental Health** Executive Director Juergen Korbanka talked about how they employ predictive modeling to maximize clinician time and effectiveness,

and a team from **Mental Health Partners** shared how they are operationalizing their population health strategy. The Operations Roundtables that closed out the conference continued to be one of highest-rated sessions.

Other conference highlights included MHRRG's Lunch and Learn and 35th Anniversary Celebration, as well as the lively evening receptions sponsored by Valant, Genoa – a QoL Healthcare Company, and MHRRG & Negley Associates.

All conference presentation materials and recordings are available to members via our online resource library at mhca.com, and presentations, attendee lists, photos and more are available via the mhca conference Yapp app at <http://my.yapp.us/MHCA2017OCT>. ■



Bruce Bird and Sandy Hall take notes during a session

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MHRRG and Negley Associates are exclusively endorsed by mhca and the National Council for Behavioral Health.



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Tallahassee, Florida 32308



# Save the Dates!

## 2018 Winter Conference

**February 27 - March 1, 2018**

Opal Sands Resort

Clearwater Beach, Florida

Reservations: 877-726-3111

Hotel Group Rate: \$299

Reservation Deadline: Jan. 29

## 2018 Summer Conference

**August 14-16, 2018**

Book Cadillac Detroit

Detroit, Michigan

Reservations: 888-627-7150

Hotel Group Rate: \$179

Reservation Deadline: July 19

## 2018 Fall Conference

**Oct. 30 - Nov. 1, 2018**

JW Marriott Austin

Austin, Texas

Reservations: 855-249-7533

Hotel Group Rate: \$269

Reservation Deadline: October 2

## 2018 Spring Conference

**May 15-17, 2018**

Westin Savannah Harbor Golf  
Resort & Spa

Savannah, Georgia

Reservations: 800-228-3000

Hotel Group Rate: \$220

Reservation Deadline: April 23

