Zmhcainside

Winter 2021

in this issue MEMBER SPOTLIGHT 2 CONNECTING IN CLEARWATER BEACH 8 NEW FACES & PLACES 10

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5 Star Communication for Leaders

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

 $\mathbf{\Gamma}$ ver lived in a house while it's Lundergoing a major renovation? Ever see the movie *The Money* Pit with Tom Hanks and Shelly Long? If you have done either of these things, you'll probably have a better understanding of what your employees are experiencing right now and what they need from you as their leader. The daily lives of healthcare workers are being disrupted at every turn with no end in sight. Living and/or working in an environment that is evolving moment to moment will start to wear on anyone – even bright, dedicated employees may be feeling discouraged, disengaged, or just exhausted.

We've heard from many members that attracting and retaining staff is especially challenging right now. According to some HR and leadership experts, building a company culture rooted in clear communication and authentic connection may improve employee engagement and retention while also fueling innovation.

According to author Carmine Gallo, "Balancing technology with empathy, automation with communication, is the secret to earning 5 stars in everything from hospitality to healthcare." Here are three key takeaways from my recent



Dale Shreve

reading of his book, *Five Stars – The Communication Secrets to Get From Good to Great.*

1.SIMPLIFY

Like President Kennedy did with his moonshot, rally your team around a single shared goal. Make it something measurable with a concrete deadline, and make sure every member of the team understands how their work contributes to the achievement of the goal. Seeing how their work fits into the bigger picture helps provide a sense of purpose and meaning. People want to make a difference, so show them how they do and recognize their efforts. According to research by Mental Health America, when employees feel their contribution

Member Spotlight: Tom Gilliom of Valley Oaks Health



Tom Gilliom

His Mennonite parents raised him, his brother, and his three sisters on a farm eight miles outside of the small town of Berne, Indiana. "There were chickens, sheep, a few beef cattle, and plenty of chores to teach us responsibility," Tom said.

 $M_{ ext{Tom}}^{ ext{eet}}$

Valley Oaks

Health in Lafayette,

Indiana

Tom is the

second of

five children.

Gilliom,

CEO of

They had a phone with a party line – for you city folk, that is a loop circuit phone line shared by several homes. "There is no privacy on a party line; if you were talking with a friend, anyone on your party line could pick up their telephone and listen in. My parents' house was the last house in the area on the party line, but it didn't bother me because I couldn't call my friends anyway; we lived so far outside of town it would've been a long-distance call," Tom said.

Tom enjoyed playing baseball. He got into little league and played all through high school. In high school he also served as a class officer – which set him on the leadership path. The school colors were black and red, but the graduation gowns were always grey and white. "We asked the other students if they would like the graduation robes to be in our school colors, and they all said yes. We tried to meet with the principal, but he refused to meet with us; so, we went to the school board meeting to make our case. All four of us officers got a week of detention – but we got the color graduation gowns we wanted," Tom said.

Tom's brother and two of his three sisters went to a Mennonite college, but Tom chose to go to Ball State where he worked as an RA and began studying accounting. He wasn't there long before he realized two things: 1. Since he had no desire to spend his days sitting in a room with spreadsheets, he should definitely change his major; 2. He should ask out Martha, the fellow student who worked the hall desk in the dorm. He left Ball State with a Bachelor's in Psychology, and about mid-way through his master's program at Ohio State, he and Martha got married.

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Underwriting Manager



Tom said, "When we got married in 1977, I was making \$270 a month as a grad assistant and our rent was \$170. My wife got a job teaching, but they held her check for six weeks. We had some lean times, but we've been married 44 years and have two grown sons, Stephen and Alex, and two daughters-inlaw (Kim and Danniela) and three granddaughters - all living in California."

"After finishing grad school, Martha and I agreed, whoever gets a job first - that's where we'll move. She got a job teaching special education in Muncie, Indiana, so we moved there and then I got a job at the local mental health center. Back then, the board hired everybody. I remember four board members interviewed me. The branch manager of the office I interviewed at called me later and said 'good news/bad news Tom. We'd like you to start full-time at \$12,000 a year, but the CEO and I both got fired last night. I took the job, but I was green and the only full-time staff member in this office. My supervisor was 35 miles away. The support staff and I relied on each other in those days and there was a lot of learning by doing. It was terrifying at times - I was worried that I would make a terrible mistake," Tom shared.

After he'd been working there for two years, a new CEO was hired - Suzanne Gresham was the first female behavioral health CEO in the state. "I met with the new CEO and told her I was interested in a management position at the branch I had been working at, but she told me I wasn't ready. I was disappointed, but it ended up being very good for me. I transferred to another position at a day treatment program. All the other staff were bachelor's level, but I had to learn to take direction from them. It was humbling and I learned the valuable lesson that experience matters as much, if not more, than credentials," he said.



Family gathering in Studio City, CA

"It was also about this time that something happened that has fueled my passion for this work all these years - the reason behind a lot of the decisions I've made. When I was a kid, we'd go to church several times a week. I would always sit together with Denny – he was a year older than me and went to a different school. After graduation, we went our separate ways. When I started at the day treatment program, part of my job was to go to the state hospital to visit our patients who were there. When I told my mom about this, she said – you need to see Denny when you're there. I had no idea Denny was at the state hospital. I went to see him the next time I was at the state hospital and discovered that he had been there for 7 years. Apparently, the hellfire and brimstone sermons impacted him quite a bit. He took them very personally and it "messed him up" to the point he tried to jump off a bridge. He was finally released from the hospital, but years later when I saw him again, I learned that he had been paralyzed. A huge tumor had grown on his spine and, even though he was in terrible pain, he never told anyone about his pain out of fear they would send him back to the state hospital. After

hearing that, I decided to work harder on relationship building with our clients so that no one would have to go through what Denny did. I want clients to trust me and our staff enough to tell us things," Tom said.

"After my wife completed her master's degree, we decided to start a new round of job searches and considered moving. Until then, Indiana's state hospitals offered their own outpatient/follow-up services in local communities, but this was changing, and the plan was to begin discharging people to local community mental health centers instead. I was asked if I wanted to help run a new program for the people being discharged, and I initially declined. A month later, when the candidate they had lined up for the position fell through, they asked again. This time I said yes, and I stayed 25 years. It's one of the best decisions I ever made. We started with three staff and 25 clients. When I left, we had five group homes, a sub-acute facility, case management, homeless services, day treatment programs, and I was over about 34 of the center operations. I changed positions so often that I told other people that I was on probation more than anyone else in the center.

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His granddaughters Eva and Lilly call him Papa

One of the best things I did during these years was going with two friends to middle management training – we would go two days a month for nine months. We learned a lot of things that made us better managers, but two things that really stood out to me were:

1. Saul Cooper said, "Every decision has its own consequences – always be aware of those."

2.And one of the friends who was attending with me said, "You're sitting on a gold mine." - as Indiana was beginning to bill Medicaid Rehabilitation, so I was in the right place at the right time to take advantage of that.

After 25 years as the CEO, Tom's CEO and mentor retired and Hank Milius took the helm. A couple of years later, he had the opportunity to apply for the Director of Clinical Services position at what was then Wabash Valley Hospital (now Valley Oaks Health). In June 2008, he started in that position and he and his family moved from Muncie to Lafayette, Indiana.

"Eventually my duties grew into becoming the COO, and in 2017 the CEO announced to the board that he was going to retire. Sometime around September 2017 the Board President called me. I went to the CEO and made him aware. The CEO said he knew what it was about, but he wouldn't tell me. I figured they wanted to talk to me about the search for the new CEO and what to expect, and I planned to tell them I was interested in being considered. When I met with him, he said he wanted to name me interim CEO. I had wanted to do this forever and I was finally ready to do this," Tom said.

Tom has experienced his share of both strange and heartwarming encounters of the years. Here he shares a few of his interesting encounters:

"John was a big man, but he would not talk very much. He did some bizarre things that caught the attention of his neighbors and police. He would dress as a nun and sit in his front yard. I was asked to help him. Initially he would not talk with me, but I kept coming back and eventually would bring a chair and sit with him. By repeatedly visiting him, he did eventually talk with me about some things - allowing me to assist him with his delusional thinking and getting him in front of one of our psychiatrists."

"Jimmy was also a very big man. Unlike John, Jimmy liked to talk a



Holding Abigail for the 1st time

lot. Especially about the fact that he was Jesus Christ. He would talk with anyone and everyone about this - eventually there were complaints from the community and from the police about his behavior. He developed a trust in me. We worked out a plan to have him see me two times a week and talk with me all he wanted about the fact that he was Jesus. He would talk with his mom and family as well - with the expectation from us that he would only talk with us about this and no one else. He said that this helped as he followed the plan - he said that he was tired of others in the community calling him 'nuts."

"I also had a guy who would stop taking his meds and he would become aggressive and dangerous. One time, he was hitting another guy with a brick. The guy he hit, and that guy's brother started vising him at the state hospital and got to know him, and "forgave him". They advocated with the court for his release once he was stabilized. He was released, stayed friends with these gentlemen and received much support from them. He stayed psychiatrically stable the rest of his life too and never returned to this behavior."

One of the member benefits Tom



Tom's first time attending mhca - Winter 2020 in Clearwater Beach

has really enjoyed is virtual Coffee Breaks. "I haven't been on a lot of them, but the coffee breaks are great. Just getting to talk to fellow CEOs about what's going on is really helpful. It's great to be reminded that you're not alone. It really does get lonely at the top. Peers are very important," he said.

Tom enjoys early morning walks and reading fiction, mostly murder mysteries. "When I was in Muncie, I was in a group that did exercise at 6 am for 16 weeks to develop a habit of exercise. It worked! During the week I am out of the house to walk before 5 am. I used to run, but following back surgery, I now walk 2.5 miles every morning 6 days a week. I go to the gym when the weather is bad, but otherwise I walk outside. In my free time, I'm reading CJ Box- he's written 18 books and I'm on the 3rd one. I really like his writing style. I also enjoy James Patterson, he writes murder mysteries that are based in San Francisco and my oldest son and his family live in that area. I also read Michael Connelly, he writes about a lot of places in LA we've been to while visiting my youngest son and his family in that area. I don't watch much television, but I will binge watch Bosch," Tom said.

When asked about anything people might find surprising to learn about him, Tom shared, "In the past, I had a horrendous anger problem. It almost cost me my job a couple times. My mentor talked to me about it, and I did the work to get control of it so it wouldn't cost me my family and career. Therapy works!"

A lesson Tom has learned as a leader is, "Staff expect you to lead and make decisions. They may not agree, but if you listen to them and explain your decisions, they will follow. I had to make a decision to terminate someone a few weeks back – if I ever don't have angst about things like that – I need to get a different job. Don't let difficulty prevent you from making hard decisions."

In closing, he shared, "It's a small world. My sister Carol, who went to a Mennonite college to get her BSW and then the University of Washington for her MSW, now lives in Yakima and works for fellow **mhca** member CEO Jodi Daly at Comprehensive Healthcare."

Continued From Cover >>

matters and people notice their hard work, they stay.

While regular communication with your team is essential, especially during times of crisis, avoid the fire hose approach. When we are overloaded with information, it's harder to decipher what is important and where we should focus – so we tune out and shut down. Simplicity equals clarity, and clarity equals action. Communicate frequently, but keep each communication brief and tightly focused on a single topic.

As Thomas Jefferson said, "The most valuable of all talents is that of never using two words when one will do."

2. TELL A STORY

People aren't moved by what they know, they're moved by what they feel. People follow those they feel they can trust. To get your team to trust and follow you, you need to employ more than logic and credibility, you need to tap into emotion.

The best tool for communicating your ideas and your passion is also the oldest – storytelling. Stories that employ analogies, like parables, are powerful tools for communicating complex ideas. While the world has changed dramatically since the first stories were told, the human brain remains the same, which is why storytelling remains as effective today as it has been for centuries.

Storytelling works so well because it connects the heart and mind. When you are looking at an overwhelming amount of data or implementing a change of significant size and scope, a compelling story can help you simplify your message and make it understandable for others. The best stories are relatable, memorable, and repeatable.

The most memorable stories include tension. Humans are hardwired to search for meaning in the struggles of life, so we are naturally



drawn to stories about overcoming conflict. Neurological research shows that we also remember stories more accurately when they contain an element of struggle. Stories about personal experiences, real customers or clients, or pivotal events in the organization's history can become touchstones that keep your team grounded and inform strategic decisions. Artificial intelligence can't think beyond the question, read between the lines, or think creatively to come up with innovative solutions the way humans can. Innovative ideas are usually the result of lots of cross-pollination. When you expose yourself and your team to new people, industries and environments, ideas start to bump up against each other and new connections are made that result in innovative ideas.

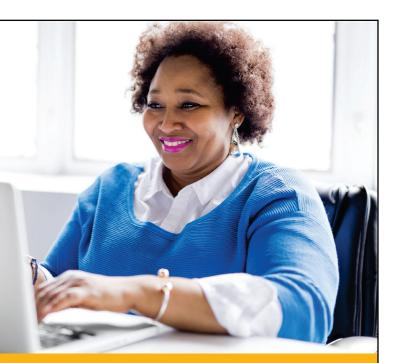
In our knowledge-saturated world, it's impossible to know all there is to know, and so the cost of not being interdisciplinary is high. In the most productive interdisciplinary teams, there is a high level of psychological safety — everyone in the team feels comfortable taking risks, speaking out and expressing vulnerability in front of their teammates. To foster this dynamic in your organization, be brave enough to be vulnerable and share your personal stories with your team. This will encourage others to do so too, helping to increase the psychological safety of everyone in your organization.

And of course, listening remains a critical component of all communication and connection. Make sure your management and frontline workers have a clear line of communication so every voice is heard!

3. FOSTER CONNECTIONS

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Connecting in Clearwater Beach

A Thether you joined us in-person or virtually, conference evaluations showed members appreciated the content and camaraderie the 2021 Winter Conference and Annual Meeting provided. Most of those attending in-person had been fully vaccinated, but mhca still conducted a pre-conference wellness screening and daily temperature checks, and all attendees followed local protocols regarding masks and social distancing. Two months post-conference, we are still unaware of any illness related to the in-person event.

During our Annual Meeting, the board provided an overview of our association's membership, finances and strategic plan; acknowledged board members whose terms were expiring and introduced newly elected board members whose terms would begin following the conference.

Jodi Daly, CEO of Comprehensive Healthcare in Yakima, WA; Kiara Kuenzler, President & CEO of Jefferson Center for Mental Health in Denver, CO; Orville Mercer, Vice President of Strategy and Innovation at Chestnut Health Systems in Troy, IL; and, Tom Sebastian, President & CEO of Compass Health in Everett, WA, were newly elected to serve 3-year terms on the **mhca** board.

Jon Cherry, CEO of LifeStream Behavioral Center in Leesburg, FL; Jamie Stewart, President & CEO of Grafton Integrated Health Network in Winchester, VA; Inman White, Executive Director of Community Healthcore in Longview, TX; and, Terri Wilson, President & CEO of South Jersey Behavioral Health Resources in Pennsauken, NJ were re-elected to a second 3-year term.

Your 2021 executive committee is Dennis Regnier, Chair; Tuerk



Steve Ronik recognized for service to the mhca Board of Directors



Rick Doucet recognized for service to the mhca Board of Directors



Lambi Gersos & Lori Strobl

Schlesinger, Vice Chair; Jamie Stewart, Treasurer; and, Terri Wilson, Secretary. Peggy Chase, Steve Ronik and Rick Doucet completed their terms and received recognition for their years of service.

Over the past 3 years, Peggy Chase provided referrals resulting in two new **mhca** members; and during the same time period, The Meyers Group was also responsible for referrals that resulted in two new **mhca** members. They were recognized as our Star Recruiters for 2020.

We also recognized our 2020 Most Innovative Member award winners: AllHealth Network for Building Diversity, Equity and Inclusion



Jerry Vagnier is all smiles



Masking up in public spaces presented by President & CEO Bill Henricks, Chief Operations Officer/Chief Clinical Officer Cynthia Grant, and Executive Director of Acute Care Services Harold Geomhcainsider Winter 2021



Caitlyn Yerves

Deb Flores

CJ Davis

lingo; Sheppard Pratt Health System for Building a Behavioral Health Integrated System of Care presented by Senior VP & Chief Operating Officer Jeff Richardson; Family and Children's Services for Unique Addition to Comprehensive Crisis Care Continuum presented by CEO Gail Lapidus; Volunteer Behavioral Health for No Wrong Door Goes Virtual presented by President and Chief Operating Officer Phyllis Persinger; and, Spectrum Healthcare for **CEO Succes**sion presented by CEO April Rhodes. Throughout the conference, at-



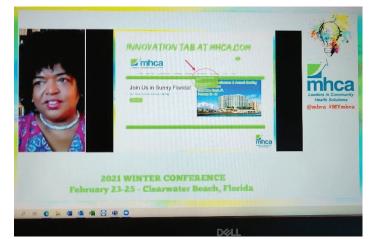
April Rhodes accepts Most Innovative Member Award



Neen James - Keynote Speaker

ees. This hybrid conference model is one that will continue throughout 2021 to maintain connections with members who are unable to travel at this time.

If you didn't attend the conference in-person or online, you can watch



Terri Wilson presents from New Jersey



Tom Sebastian presents from Washington

recordings of many of the sessions at mhca.com.

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tendees heard from in-person and

both in-person and virtual attend-

virtual presenters, and speakers participated in lively Q and A with

New Faces and Places

Welcome our new members and keep an eye out for these new CEOs at future conferences!

New member Community Resources for Justice (CRJ) assists men and women returning to the community from incarceration, supports adults with developmental disabilities to live as independently as possible, and improves public safety and promotes fairness in the criminal justice system through policy reform and training. CRJ has residential re-entry programs in Massachusetts, Connecticut, Rhode Island, New Hampshire and New York and I/DD group homes in Massachusetts and New Hampshire.



Many of you already know CRJ CEO **Deb O'Brien**, as she was previously active in **mhca** as President and COO of The Providence Center. She has 25 years of

Deb O'Brien

experience working to improve the lives of at-risk individuals and we are pleased to welcome her back to **mhca**.

For nearly 40 years, new member **Boundless** has provided individuals in Ohio with intellectual and developmental disabilities and behavioral health challenges the freedom and opportunity to live boundless lives. From residential support and vocational habilitation to autism services and psychiatry, they proudly offer person-centered care that celebrates each individual and encourages them to become active participants in the communities where they live, work, and play.

Patrick Maynard is the President & CEO of Boundless. He is an expert



Patrick Maynard

collaboration and drives continued improvement and service delivery to social service organizations. Patrick graduated from The Ohio State University with a Bachelor's of Psychology and completed a Master's of Community and Clinical Psychology from Pepperdine University. He completed a PhD at Ohio University in applied behavioral sciences and educational leadership while serving as superintendent of the Fairfield County Board of Developmental Disabilities. In addition, Patrick completed post-doctoral work on organizational change and government affairs from The Kennedy School at Harvard University.

DeKalb Community Service Board (CSB) is a returning **mhca** member. They are an innovative, community-based behavioral health and developmental disabilities services organization located in metropolitan Atlanta, Georgia, offering a full range of mental health services, developmental disabilities programs and substance abuse treatment to more than 11,000 citizens annually who are uninsured and underinsured. As a public, not-for-profit organization, the DeKalb CSB operates more than 20 locations in DeKalb County with a diverse workforce of more than 500 direct-care and support staff.

CEO **Fabio van der Merwe** started his career with DeKalb Community Service Board in 2006 and has served in management positions

in managing publicly funded services and a nationally recognized expert in championing a social-entrepreneurial model which encourages



Fabio van der Merwe

in the departments of Compliance, Quality, and Utilization Management. In 2016 he joined DeKalb CSB's leadership team as the Chief Operating Officer. Prior to his

work at DeKalb CSB, Fabio held positions in managed care, substance abuse, and other behavioral health organizations. Fabio has a Bachelor's of Psychology from Emory University, a Master's of Clinical Psychology from the University of Maryland Baltimore County, and holds certification in Health Care Compliance.

Sensitive to people of all cultures, returning member **Valle del Sol** was founded in Phoenix, Arizona, in 1970 to fill a gap in behavioral health and social services available to the Latino community and underserved populations with nowhere else to turn. The organization has expanded into comprehensive federally qualified health centers with eight locations in Maricopa County and nine locations in New Mexico.



Carmen Heredia

Valle del Sol CEO **Carmen Heredia** served the community for sixteen years at Valle del Sol in several executive positions. Her focus has been promoting quality service

delivery and organizational excellence. She's a double-Sundevil, having received both her undergraduate and graduate degrees from Arizona State University. She's a Licensed Master Social Worker in Arizona, maintains a CPHQ - professional certificate in health care quality and also has a certificate from the ASU Nonprofit Executives program. She serves on several boards and is the Chairwoman of the Community Board of Dignity Health St. Joseph's Hospital and Medical Center and Westgate hospitals.



Harbor announced the appointment of Donna Jablonski as President/ CEO. Donna joined Harbor in March 2016 as Vice Presi-

dent of Human

Donna Jablonski

Resources and Marketing. Prior to being named as President/CEO, she served as the Chief Operating Officer, overseeing overall operations of Harbor. Donna is a long-time resident of the Toledo area and held executive leadership positions in human resources at Mercy/Catholic Health Partners Health System from 1997 through 2013. She was the System Director of Total Rewards and Human Resources Operations for Central Florida Health Alliance, a three-hospital system in Leesburg, Florida. She received her Bachelor of Education degree in Adult Learning from the University of Toledo, and her Bachelor of Science in Business Administration and MBA from Heidelberg College, Tiffin, Ohio. She has been active in **mhca** for some time and we look



forward to supporting her in this new role.

Jennifer Willis was recently named CEO at Pathways. She joined Pathways in 1999 and previously

Jennifer Willis and previo mhca**insider** Winter 2021 served as a psychiatric nurse/outpatient therapist, Greenup County Coordinator, Drector of Nursing and Medical Services, and Chief Clinical Officer before being named Interim CEO and then CEO. She was instrumental in opening the Crisis and Residential Recovery Unit West, a critical crisis and residential recovery service in Montgomery County, one of 10 counties Pathways serves. Jennifer also helped Pathways secure \$750,000 in grants to help launch Pathways To Go, a mobile behavioral health clinic, as well as gather additional funding for sustaining A Mother's Journey and collect funding to initiate Certified Community Behavioral Health Clinic efforts in Boyd County.



Chuck Clark was named CEO of Park Center. Chuck joined Parkview Health in 2009 and was appointed President of Parkview Behavioral

Chuck Clark

Health in 2018, about the time that Park Center affiliated with Parkview Health. Prior to joining Parkview, he was the Vice President of Behavioral Health Services at Howard Regional Health System in Kokomo, Indiana. While at Howard Regional, he served on the Indiana DMHA Advisory Council and the Governor's Commission on Mental Health, and in 2007 was named



Tiffney Davidson-Parker

Professional of the Year by the National Alliance of Mental Illness. Clark has a master's degree from Indiana Wesleyan University.

Tiffney Davidson-Parker was named President and Chief Operating Officer of The Providence Center. She previously served as the founder and CEO of Universal Therapeutic Services in South Carolina, an outpatient behavioral healthcare community-based agency, serving the ages of two and beyond. Throughout her career, Tiffney has served in many roles to evaluate and strengthen systems of care for children, families, and those with medical and mental illness. Previously, as Chief of Operations for Visions of Greatness, she implemented six programs and obtained a three-year CARF accreditation with a letter of high honors sent to the Governor's Office of South Carolina, and an invitation to become a CARF Evaluator. She also served Greenville Health System (GHS) as the Lead Social Worker that organized the Healthy Outcomes Plan Initiative for four hospitals.



Jodi Mahoney was named President & CEO of North Central Behavioral Health Systems. She previously served as their Executive Vice-President/

Jodi Mahoney

Chief Operating Officer. Prior to joining North Central Behavioral Health Systems, she was employed within a for-profit manufacturing environment for thirteen years and held positions within Sales, Human Resources, and Safety. Jodi holds a Bachelor of Arts in Business Administration and an MBA from Lewis University. She is a current board member for Illinois Association of Behavioral Health and serves in a variety of capacities with local healthcare associations and community groups including the Illinois Rural Health Association.



1876 Eider Court, Suite A Tallahassee, Florida 32308



Save the Dates!

We have resumed in-person conferences and look forward to seeing you again soon. If you are unable to travel, we are also providing options for live, virtual attendance for you and your team. Please be sure to share this opportunity with your leadership staff.

If you plan to join us in person, keep an eye out for emails with information on registration, room blocks and fun group activities about 90 days prior to each conference. Questions? Visit mhca.com or just give us a call at 850-942-4900. See you soon! May 11-13, 2021 Belmond Charleston Place Charleston, South Carolina

August 3-5, 2021 Westin Copley Place

Boston, Massachusetts

October 19-21, 2021

The Memphis Peabody Memphis, Tennessee