

## Learn Healthcare Business Essentials at Fall Conference

Let's get down to business! The opportunities for absorbing essential and practical information on the business of behavioral healthcare will be yours for the learning at **mhca**'s Fall Conference in New Orleans. Conference dates are November 3-6 and we will enjoy being in the midst of The Big Easy at the Loew's New Orleans on Poydras Street in the French Quarter.

An Innovation Incubator workshop will be held on Tuesday, led by OPEN MINDS CEO Monica Oss. A panel of accountable care organizations (ACOs) and **mhca** members experienced in working with ACOs will present "Up Close and Personal with ACOs", describing how to get the most out of this unique kind of service partnership.

Oss returns to the podium on Wednesday morning where in general session she will explore strategic implications of moving health care from "pay for volume" to "pay for value." Hear about the options available plus the strategic and management implications of this new way of tapping resources. Gallup's Dr. Jim Harter will then describe "The Five Essential Elements of Wellbeing" that make up a "life that matters." Harter is Gallup's Chief Scientist, Workplace Management and Wellbeing.

Our four part Business Operations Track, intended for C-Suite staff as well as CEOs, will offer interactive forums on these topics: 1) Strategic Compensation Models, 2) Goals/Key Performance Indicators, 3) Use of a Data Warehouse in Decision Making and Rate Negotiating, and, 4) discussion roundtables on such topics as clinical outcomes, critical HR issues, corporate benchmarking and outcome/goal based payments.

In Thursday's general session we will reflect on "The Diverse Futures of Health Care" as Dr. Jeffrey Bauer, healthcare futurist and medical economist, explores the daunting challenges and innovative responses for behavioral care providers. Workplace effectiveness expert Dr. Erika Garms will present "brain friendly" strategies that promote workplace excellence and employee satisfaction. Additional afternoon sessions will expand on topics explored broadly in the morning.

You certainly won't want to miss Thursday's complimentary luncheon (registration required) where in



### General Session Speakers for Fall Conference

*Clockwise from top left: Monica Oss of OPEN MINDS; Jim Harter with Gallup; Erika Garms, workplace effectiveness expert; and Jeffrey Bauer, healthcare futurist and medical economist*

addition to enjoying a great mid-day meal, you will learn essential information that can help you better ensure that your liability coverage is appropriately protecting you and your organization. Seating is limited, so please register specifically for this event. There are factors you no doubt have not considered as you plan for your company's liability insurance coverage. The healthcare environment has changed dramatically in recent years – is your coverage keeping up?

# Fresh Mission / Vision Statement Adopted

From the desk of Dale Shreve, mhca President and CEO

One major focus of **mhca**'s current strategic plan has been to enhance our positioning and continue to differentiate **mhca** from other associations. An element of this focus on positioning was to closely reexamine our mission and vision statements. A Mission/Vision Taskforce (Jim Gaynor, Sue Stubbs, Peggy Chase and Steve Ronik) was established to propose wording for a new mission and vision statement that would portray our mission (reason for existing) and our vision (what we want to achieve). Symbolic of **mhca** members' willingness to push the conventional boundaries, the Taskforce decided not to have separate mission and vision statements but to combine these into one statement joining **mhca**'s mission and vision.

At their August meeting the **mhca** Board adopted a new mission/vision statement with thanks to important preliminary work done by the Taskforce:

***Advancing innovation and entrepreneurship in behavioral healthcare by enhancing leadership and strategic connections***

I believe this new statement concisely captures what it is we value most and expect from **mhca**. It emphasizes our reason for existing (mission): ***enhancing leadership and strategic connections***. And it proclaims what we want to achieve (vision): ***innovation and entrepreneurship in behavioral healthcare***. Our new mission and vision statement also serves to help differentiate **mhca** from other associations that serve industry needs with their more broad brush approaches and political advocacy.

As our industry continues to evolve, one increasing occurrence is the retirement of a generation of CEOs who played key roles in the development of the community mental health center movement that focused



largely on the de-institutionalization of mental health care. This generation of leaders also formed **mhca** 30 years ago. Today, factors such as this increased retirement rate are resulting in a significant leadership shift. **mhca** is well positioned to embrace and support this transition. We have the experience and the expertise of multiple generations of leaders. We benefit from understanding and valuing our history as well as embracing the changes that must occur to be successful in the future. Today's

emerging leaders will likely be remembered for their efforts in integrating behavioral healthcare into the overall fabric of healthcare and wellness.

I believe our new mission and vision statement will help focus and prioritize our efforts as **mhca** endeavors to meet the evolving needs and expectations of our industry's leadership.

A handwritten signature in black ink, appearing to read 'Dale', written in a cursive style.

Dale E. Shreve





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**The mhca report**

is published four times per year. Information contained herein does not necessarily represent the opinion or policies of **mhca**. Content is intended for informational purposes only.

**Calendar**

**MHRRG Fall Board Meeting**

*Dates:* October 22-23, 2015  
*Location:* The Equinox  
Manchester Village, Vermont  
*Phone:* (802) 362-4700 *Rate:* \$229  
*Deadline:* September 21, 2015

**mhca 2015 Fall Conference**

*Dates:* November 3-6, 2015  
*Location:* Loews New Orleans  
New Orleans, Louisiana  
*Phone:* (866) 211-6411; *Rate:* \$199  
*Deadline:* October 1, 2015

**mhca 2016 Winter Conference**

*Dates:* February 16-19, 2016  
*Location:* Sandpearl Resort  
Clearwater Beach, Florida  
*Phone:* (877) 726-3111; *Rate:* \$264  
*Deadline:* January 19, 2016

# New Members Welcomed

In the last week of July, two Colorado behavioral health organizations joined **mhca**. Mental Health Partners of Boulder and Behavioral Healthcare, Inc. (BHI) of Aurora are headed by **Kelly Phillips-Henry, PsyD, MBA** and **Shelly Spalding**, respectively. BHI is the only Behavioral Healthcare Organization (BHO) in Colorado to achieve NCQA accreditation and has a budget of \$123 million. Mental Health Partners was first established in 1962 and now operates with a budget of \$50 million.

Ms. Spalding attended our 2015 Winter Conference in Fort Lauderdale as a guest, and is sponsored by Rick Doucet, CEO at Colorado's Community Reach Center where she earlier served as Chief Operating Officer. Ms. Phillips-Henry became CEO at Mental Health Partners just six months ago, coming from AspenPoint where she served as both Chief Operating Officer and Senior Vice President since 2006. She has attended past **mhca** conferences representing AspenPointe and is sponsored by Mick Pattinson, AspenPointe's CEO. Both Ms. Spalding and Ms. Phillips-Henry attended our Summer Conference in San Diego.

Newcomer **Paul Bolino** is CEO of Community Counseling Center of Ashtabula, Ohio. He visited our Spring Conference as the guest of fellow Ohio CEO Nelson Burns and joined in time to attend our Summer Conference as our newest member. He has been the Center's CEO for two years and worked in the behavioral health field since 1998. Paul says, "We realize that by joining **mhca** we will be exposed to the best organizations from across the country and hopefully by gaining that perspective we will strengthen our competitive position in our own market." He adds, "From a CEO standpoint, this is a great opportunity to promote leadership development, stimulate thought and broaden my outlook." Community Counseling Center operates with a budget of \$4.5 million and 68 employees. They were first organized in 1961 and are CARF accredited.

New to **mhca** from North Carolina (expanding our membership into our 34th state) is Monarch, headquartered in Albemarle. **CEO Peggy Terhune, PhD, MBA** visited with us in Charlotte at our 2015 Spring Conference. She has led Monarch for the past 20 years and expanded its budget (\$83 million) and service area significantly. As a recommendation for her membership, Richard Topping of Cardinal Innovations Healthcare says, "Under Peggy's leadership, Monarch has become one of the fast-growing, most innovative providers in North Carolina." In addition to her role at Monarch, Dr. Terhune is a professor in graduate studies at Strayer University in Charlotte, North Carolina.



*Kelly Phillips-Henry*



*Shelly Spalding*



*Paul Bolino*



*Peggy Terhune*

# San Diego: Innovations, Ethics, Technology

Sports fan or not, you had to appreciate the fervor in keynoter Ross Bernstein's message when he delivered "The Champion's Code" at **mhca**'s opening general session on August 12 in San Diego. Drawing from unique characteristics and traits common among sport champions, Bernstein explained how to improve an organization's productivity, morale and bottom line profitability by applying proven practices in ethics and accountability.

Our Summer Conference was packed with engaging presentations, both in general session and in afternoon workshops. Tuesday's Innovation Incubator was the fourth in a continuing series of pre-conference sessions that encourage creative approaches to the practice of behavioral healthcare delivery (see page 6 for details). An Information and Technology track featured four sessions that explored social media in fundraising, interoperability, latest tech trends and behavioral health screening kiosks (see page 6).

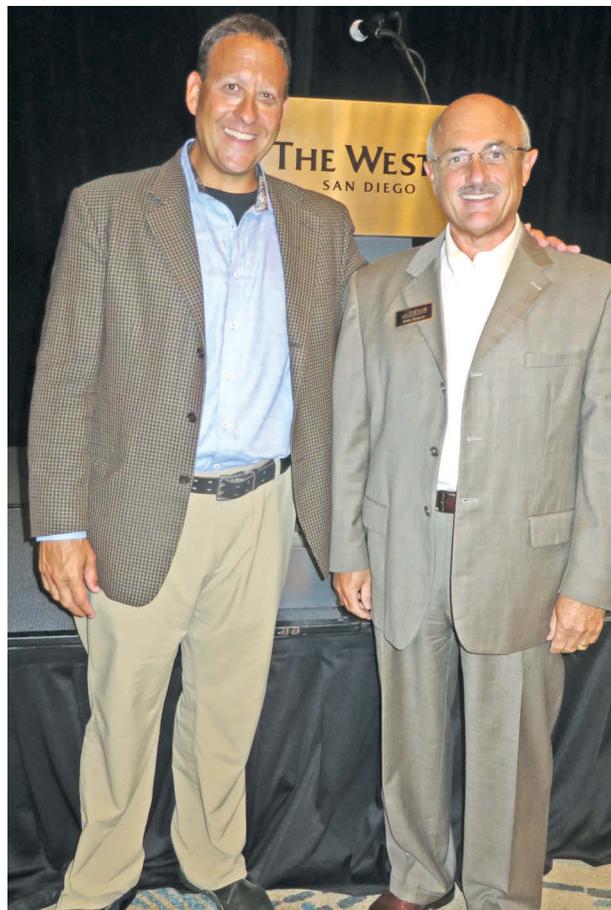
We heard from Gallup's Dr. John Fleming about "Human Nature at Work" and from Dr. Michael Gillette, bioethicist, about "Leadership Ethics and Moral Management." Of Fleming's topic, one listener said, "The importance of bringing customer and employee engagement together is all very compelling," and Gillette's presentation evoked this response, "This was one of the best presentations we've ever had in terms of audience engagement and entertainment. Extremely useful in execution of (our) key responsibilities."

Dr. Kate Lorig of Stanford Patient Education Research Center described how patients are self managing chronic disease in general and behavioral issues specifically, eliciting the evaluative comment, "Excellent and relevant - We can add this to our toolset!"

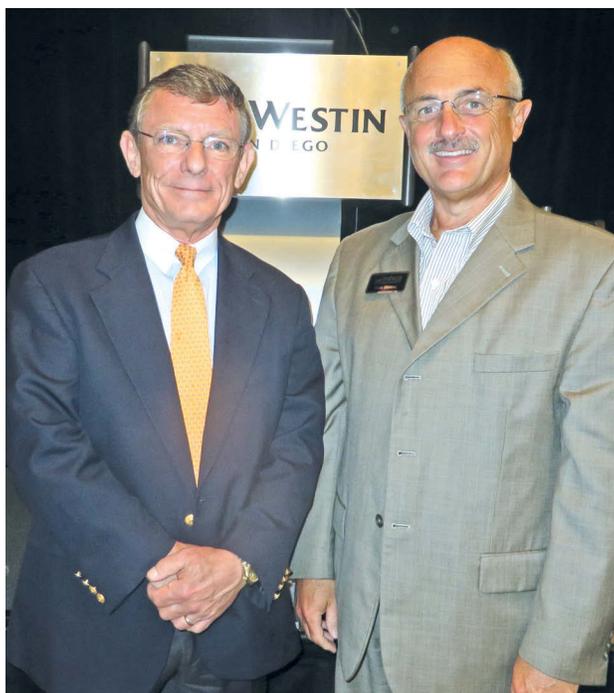
Eddy Broadway, CEO, and Don Fowls, MD of Mercy Maricopa Integrated Care addressed care management innovations in an evolving integrated care marketplace. Their presentation was invited by **mhca**'s Care Management Task Force chaired by Mary Ruiz and facilitated by Bob Dyer. Commenting after the presentation, one in the audience said, "It was so interesting and helpful to compare state to state progress on these critical initiatives. Well-presented and thought provoking!"



*Talking Business Ethics: Dr. Michael Gillette*



*Keynoter Ross Bernstein and mhca CEO Dale Shreve*



*Speaker Dr. John Fleming and mhca CEO Dale Shreve*

Generous conference sponsors included Genoa—a QoL healthcare company, Janssen Pharmaceuticals, the Martyn Family Foundation, MHRRG/Negley Associates, and Netsmart Technologies. Eighteen exhibitors provided information about their behavioral healthcare related services. In all, 155 people attended the conference including **mhca** members and guests.



*Don Fowls, MD (left) and Eddy Broadway of Mercy Maricopa spoke on Care Management Innovations.*



*mhca CEO Dale Shreve with Dr. Kate Lorig: “Chronic Disease Self Management”*

## Information / Technology Track Elicits Positive Feedback

Attendees liked what they heard from IT presenters in San Diego!

### Using Social Media for Large Scale Events and Fundraising

Gary Larcenaire, Bobbie Rathjens

- Opened my eyes! Good planning for me.
- Relevant to our current needs.
- Absolutely vital for the future.
- Lots of concrete take-aways
- Demonstrated the importance of having a social media expert staff.



*Gary Larcenaire of Valley Behavioral Health with Bobbie Rathjens of Afia*

### Interoperability

Jim Frutkin

- Jim expanded the definition of interoperability to be more than technology.
- Excellent and new concepts
- Very helpful to me as we are just now transitioning from home grown EHR to partnership similar to the early days of ServiceNet and eHana.



*Jim Frutkin, presenter on Interoperability, joined Candice Porter following her presentation on behavioral health screening kiosks.*

### Internet of Health – 2015

Jeremy Nelson and Jacob Buckley-Fortin

- Key updates with disruptive technology that will change the healthcare world.
- Well organized and targeted to audience
- Lots of food for thought and good ideas to explore further



*Jeremy Nelson*

### Check Up from the Neck Up

Candice Porter

- An excellent topic that needs more attention from all of us!
- This is a way to put screening tools out to a large segment of people in our community. I like it!
- Informative – we are going to follow up and possibly implement this at our center.



*Jacob Buckley-Fortin*

## Innovation Incubator Explores Digital Advancements in Behavioral Healthcare

Three industry spokespersons delivered exciting news about the growing adoption of digital medicine when they led **mhca**'s Innovation Incubator on August 11 in San Diego, California. OPEN MINDS CEO Monica Oss facilitated the program which featured Dr. Tom Doub, CEO of Centerstone Research Institute, and Dr. Bruce Bird, CEO of Vinfen Corporation, headquartered in Cambridge, Massachusetts. As a new **mhca** member commented, "This session was both informative and compelling – a great afternoon, my brain is full."

*Incubator Speakers: Tom Doub, CEO of Centerstone Research Institute (left) with Monica Oss of OPEN MINDS and Bruce Bird of Vinfen.*



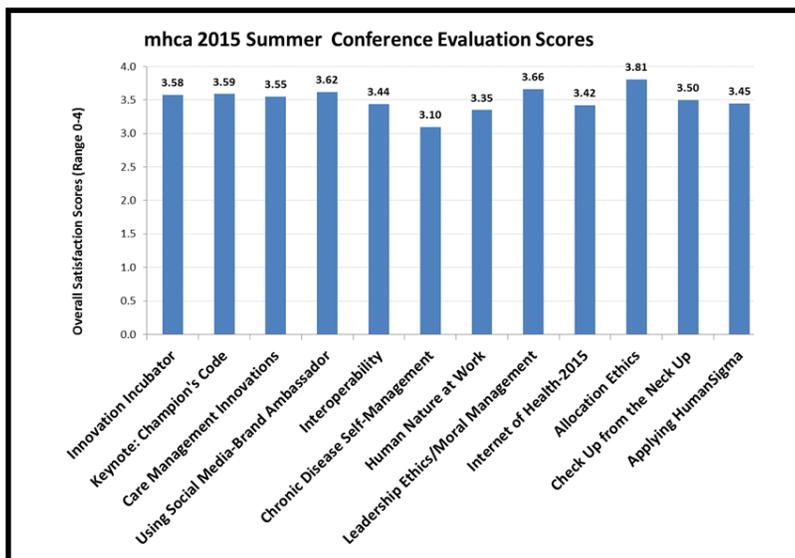
## Customer Satisfaction Management System Enhanced and Explained

Taking Customer Satisfaction measurement to the next level is the purpose of **mhca**'s recent partnership with Centerstone Research Institute (CRI). Surveys and reporting instruments are being digitized to afford greater accuracy and efficiency for **mhca**'s 15 year old Customer Management Information System. CRI's Jared Holder and Brad Martin described enhancements to the program and exhibited its components when they met with us at our Summer Conference. Staffing the CSMS at **mhca** is Cathy Barnes, Administrative Assistant. To learn how your company can fully implement the CSMS for your clients, staff and/or referral sources, contact Cathy at [cbarnes@mhca.com](mailto:cbarnes@mhca.com) or phone 850-942-4900.

*Jared Holder (left) and Brad Martin, CRI, with mhca's Cathy Barnes.*

## Conference Scores Well on Topics and Presenters

Thanks for evaluating **mhca**'s 2015 Summer Conference in San Diego! Evaluation for this conference solicited separate scores for topic importance and presenter effectiveness. Both were rated well with overall topic importance rated 3.38 and presenter effectiveness rated 3.63 averaging an overall score for all conference sessions: 3.5 (4 is highest rating) At right are the combined topic/presenter scores for each session.



## Emerging Leadership

As announced earlier in the **mhca report**, Tod Citron stepped down as CEO at Georgia's Cobb and Douglas Community Service Board in June. Appointed as Interim Director there is Bryan Stephens, who has been employed by the CSB since 1992. Stephens is a Licensed Professional Counselor and holds an Executive MBA. He attended our Summer Conference.



*Bryan Stephens*

"We believe that Mr. Stephens will do a wonderful job supporting the agency's mission to provide a progressive array of community-based behavioral health care and developmental disability services as we move forward," Board Chairman Wyman Pilcher said.

Heritage Behavioral Health Center of Decatur, Illinois has announced the promotion of Candace (Candi) Clevenger to CEO of the organization, effective September 10, 2015. As former Chief Financial Officer, Clevenger played an integral role at Heritage for 25 years, overseeing the organization's administrative, fiscal and management divisions, including human resources, information services, building operations, corporate safety, risk management, and business development. She succeeds Diana Knaebe who has become the new Illinois Director of the Division of Mental Health after serving as Heritage's CEO for the past 13 years.



*Candi Clevenger*

Clevenger is no stranger at **mhca**. She has often attended our conferences and already has a strong presence among our members. On her promotion to CEO, Candi says, "I am excited and honored to lead an organization that positively impacts the lives and health of so many in our community...Over the years, my predecessors Anne Menz, Grady Wilkinson, and Diana Knaebe have built a strong foundation on which we will continue to build."

**CORRECTION:** In the 2015 Second Quarter edition of **mhca report**, it was incorrectly reported that The Meyers Group conducted the recent CEO search for Cobb County Community Services Board in Atlanta. Instead, The Meyers Group conducted the CEO search that placed Tod Citron in his new position with Inova Health Systems in Falls Church, Virginia.

## Centerstone of Florida

On July 1 **mhca's** southwest Florida member Manatee Glens affiliated with Centerstone, a multi-state behavioral health hospital chain based in Nashville, Tennessee. The formal affiliation followed nine months of negotiations over the terms of the alliance originally announced in October 2014.



*Mary Ruiz*

Manatee Glens changed its name to Centerstone of Florida in September. Mary Ruiz, President and CEO of Manatee Glens, will continue to lead the Bradenton-based organization, which will have its assets preserved as a local nonprofit organization with a local board of governance. Ruiz will also serve nationally as chief strategy officer for Centerstone.

"This is an exciting day for Manatee Glens, our staff, patients and communities," said Ruiz. "As part of Centerstone, we will be well positioned to continue providing the highest levels of care and support to our community, while also contributing to efforts to advance the field of behavioral healthcare. We look forward to all the future holds."

## Fall Conference *cont. from page 1*

Evening receptions on Tuesday and Thursday and a reception/dinner on Wednesday will provide a bit of relaxation and chances to catch up with old friends and new **mhca** colleagues. We are most appreciative of our conference sponsors which include Genoa – a QoL healthcare company, Janssen Pharmaceuticals, the Martyn Family Foundation, MHRRG/Negley Associates, Netsmart Technologies and OPEN MINDS. And we welcome our exhibitors whose services will be on display throughout the conference.

Come to jazzy New Orleans and expand your knowledge of the business of behavioral health care. We'll have the beignets fresh and ready for you!

To register for the conference, go to [http://www2.mhca.com/events/event\\_details.asp?id=534972](http://www2.mhca.com/events/event_details.asp?id=534972) For hotel reservations, phone the Loew's New Orleans: (866) 211-6411 and mention the **mhca** room block. Deadline is October 1 for both registration and hotel reservations.



# Live from New Orleans... Insurance and All That Jazz!



You're invited to be our guest for lunch on November 5th at mhca's Fall Conference. The luncheon will include an opportunity to participate in a lively and interactive discussion about how to buy liability insurance for behavioral healthcare organizations, including some relatively unknown but important issues:

- Why gaps in coverage for primary healthcare are all too frequent
- Why you should avoid policies requiring physician scheduling
- The hidden costs in additional insured endorsements
- The advantages of being a shareholder in your liability insurance company

And much, much more.

The discussion will be led by a panel of your peers along with insurance industry experts. You'll get answers to all your questions, and you'll undoubtedly learn from your colleagues' questions, too. Consider it an insurance jam session in The Big Easy!

You'll need to include this special luncheon when completing your online conference registration. If you've already submitted your registration without the luncheon, please contact Cathy Barnes ([cbarnes@mhca.com](mailto:cbarnes@mhca.com)) and she'll be happy to add you to the guest list. However, space is limited so don't delay.

Hope to see you at the luncheon on November 5th.

This luncheon is underwritten by Negley Associates and the Mental Health Risk Retention Group.

