

Charlotte – A Place for *mhca* Innovation!

Spring. It's a great time to be just about anywhere, but we at **mhca** think the best place to be is Charlotte, North Carolina where our 2015 Spring Conference will be held May 19-22. Register online now for the conference (mhca.com's conferences section) and make your hotel reservations at the Westin Charlotte (866) 837-4148 – deadline for both is April 16. Our hotel block will fill quickly, so do that as soon as possible!

Our program begins on Tuesday with another session of our popular Innovation Incubator at 1:00 pm. A welcome reception hosted by Care Management Technologies follows at 5:00 pm.

Wednesday morning's general session speaker is executive consultant/trainer John Spence, who will examine the key elements for running a highly successful organization. The afternoon provides multiple sessions including a follow-up by John Spence on Advanced Leadership opposite a workshop by Jeremy Nelson of Afia and Carol A. Romej, attorney with Hall, Render, Killian, Heath & Lyman, PLLC, who together will address the options available once an IT contract "goes sour." Later that afternoon we will hear from Dennis Miller, consultant to non-profits, on "How to Keep Your Board Members from Going Rogue" and from Carol Clayton of Care Management Technologies on "Moving from a CMHC Model to a Provider Network Model of Care." Dr. Clayton will facilitate a panel exploring North Carolina's publicly managed behavioral health system.



Charlotte, North Carolina is the largest and most accessible city between Washington, D.C., and Dallas, Texas. Due to its mid-Atlantic location, getting to Charlotte is easy from anywhere in the country or the world, hence its nickname "the International Gateway to the South." Charlotte is a major hub of the motorsports industry and is referred to as the New Energy Capital because of its prominent role in the energy sector. Our conference hotel, The Westin Charlotte, is located in Uptown, steps away from the expansive Epicentre, best museums, most delicious restaurants, and top things to do in Charlotte. Explore the Queen City with ease on the LYNX Light Rail, which makes a stop at the Westin, putting you just minutes from all Charlotte has to offer.

Thursday morning's general session will be addressed by local entrepreneur Dan Roselli, (brother of Harbor's Jean Drees!) who is having great success in Charlotte as he leads innovation there. In the afternoon Roselli will conduct a tour of his nearby Packard Place, a 90,000 square foot building in the heart of Uptown, which is quickly becoming the hot spot for entrepreneurs

in Charlotte. Its mission is to develop fast-growth businesses and the professional community to drive them. Be amazed at what behavioral healthcare leaders can learn from this entrepreneur! An equally compelling presentation on Thursday morning will be delivered by Carole Taylor and Deb Wasilchak of Community Care Behavioral Health Organization, a division of University of Pittsburgh Medical Center. Their topic is "Member Engagement: The Key to Success in Pay-for-Value Contracts." Steve Ramsland of OPEN MINDS has introduced us to these folks and highly recommends their "practical strategies for bridging clinical and financial management practices." In the

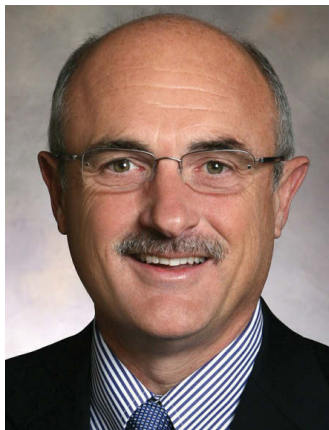
afternoon, **mhca** friend and executive search consultant Stuart Meyers will give us a "Guide to Succession Planning for Community Behavioral Health Systems." Succession transitions can be smooth – let Stuart tell you how to ensure that yours will be!

A "ViewPoint" roundtable (for you old timers, think "New Trends") and a Care Coordination Task Force meeting complete our agenda. Be watching our website for updates to these agenda details and make those reservations and registration plans now!

Accessing Priceless Resources

From the desk of Dale Shreve, mhca President and CEO

2015 is off and running and I'm certain most cannot wait for Spring to arrive. It was great to see many of you in Ft Lauderdale the end of February at our Annual Meeting and Winter Quarter Conference. I was particularly inspired by the number of new CEOs and leaders who attended this conference. They included CEOs and leaders who are new to their role within an existing member organization as well as CEOs and leaders who are considering having their organizations join **mhca**. There was a lot of positive energy mixed with the tropical breeze.



from across the nation. As you develop and implement your strategies for success – don't sell short the opportunity to connect with fellow **mhca** members who can be priceless resources in your endeavors. Our Spring Conference in Charlotte, North Carolina May 19-22, 2015 will be your next opportunity to connect face-to-face with those who can provide you the information and the insights you need to successfully develop and execute your transformation plans. At this conference we will continue our focus on entrepreneurship, innovation, leadership, and timely industry specific content. I hope to see you there!

Dale E. Shreve

A stylized, handwritten signature of Dale E. Shreve in black ink.

What is also off and running are many **mhca** members' strategic efforts to ensure their organizations and the critical services they provide are positioned to not just survive but thrive amid the numerous, looming, healthcare reform initiatives. Members are planning and implementing both horizontal and vertical integration/affiliation strategies as well as new product/service innovations that will have significant impacts on their future. These efforts can be both exhilarating and intimidating.

mhca celebrates its 30th anniversary this year. We remain thankful for and indebted to those 19 CMHCs that shared a vision for the strategic benefits of collaboration among the leaders of top performing behavioral healthcare organizations. While our industry and our membership profiles have changed significantly over the past 30 years, the value of **mhca** membership for entrepreneurial leaders in our field remains evident. Hearing directly from nationally recognized thought leaders who present at **mhca**'s quarterly conferences not only informs but inspires action. And what many would rate even more important is the opportunity that **mhca** members have to learn from and network with trusted, respected, peers





2015 Board of Directors

Inman White, *Chairman*
Dale K. Klatzker, PhD, *Vice Chairman*
Barbara E. Daire, *Treasurer*
Rick Doucet, *Secretary*
Chris Wyre, *Past Chairman*

Dale E. Shreve
President & Chief Executive Officer

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James G. Gaynor II
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Steven Ronik, EdD
Mary Ruiz, MBA
Tom Sebastian, MS, MPA
David R. Stone, PhD
Susan L. Stubbs, LICSW
Rick Weaver, MA, LMHC

Mental Health Corporations of America, Inc.

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Tallahassee, Florida 32308
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mhca Mission Statement

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

The 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.

New members, new CEOs

Wow! There are a lot of new faces at **mhca**! If you were in Fort Lauderdale at our recent conference, you may have wondered if you were in the right conference...don't be concerned, you aren't alone! We have added a number of new members this year and there have been numerous CEO retirements. SO, the great news is we have lots of new and exciting people to add to the **mhca** experience! Help us welcome these new members:

Joining mhca near the end of 2014:

Advocates, Inc.
Framingham, Massachusetts
CEO: Diane Gould

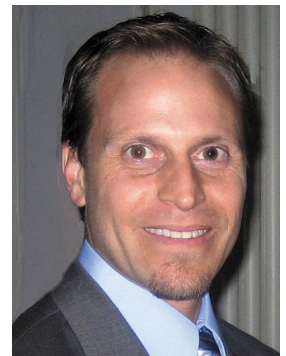
Advocates, Inc. was formed in 1975 and serves MetroWest, Central Massachusetts and Greater Boston. It operates with a budget of \$78 million and employs 951 staff. Diane Gould became CEO in 2013 after serving previously as Director and then VP of Clinical Services and most recently as Executive VP and Chief Operating Officer. Fellow Massachusetts colleagues Susan Stubbs and Harry Shulman introduced Diane to **mhca**.



Diane Gould

Robins' Nest, Inc.
Glassboro, New Jersey
CEO: Anthony DiFabio, PsyD

Robins' Nest, Inc. was established in 1968 and serves seven New Jersey counties. It employs 225 staff and operates with a budget of \$17 million. Anthony DiFabio has been the CEO since 2008 and has simultaneously served as a Senior Crisis Management Consultant at FEI Behavioral Health (workforce resilience) in Milwaukee, Wisconsin since 2010. Anthony credits Jim Cooney of Ocean Mental Health for introducing him to **mhca**.



Anthony DiFabio, PsyD

Neighborhood Service Organization
Detroit, Michigan
CEO: Sheilah P. Clay

This new member can claim a real history! Neighborhood Service Organization was formed in 1955! It serves Michigan's Wayne and Oakland Counties with 266 employees and a budget of \$27.5 million. Sheilah Clay has been CEO there for over 14 years. Her enthusiastic **mhca** sponsor is fellow Detroit provider, John Van Camp of Southwest Solutions.

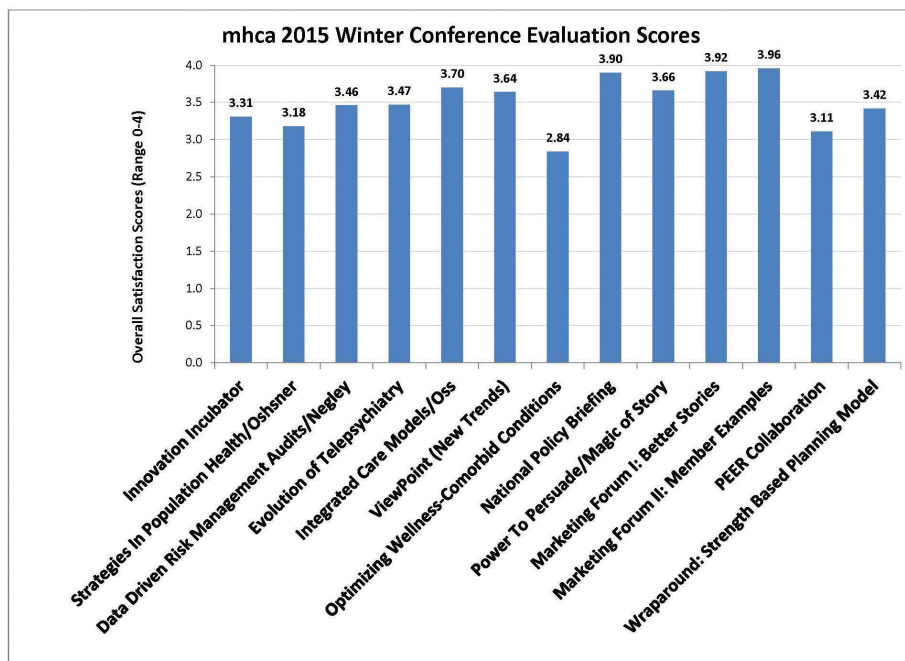


Sheilah P. Clay

see New Members, page 5

Conference Rates Well

Thanks for evaluating **mhca**'s 2015 Winter Conference in Fort Lauderdale! We are glad to report below great scores throughout the meeting (4 is highest on scale).



Calendar

mhca 2015 Spring Conference

Dates: May 19-22, 2015
Location: The Westin Charlotte
 Charlotte, North Carolina
Phone: (866) 837-4148; **Rate:** \$189
Deadline: April 16, 2015

mhca 2015 Summer Conference

Dates: August 11-14, 2015
Location: The Westin San Diego
 San Diego, California
Phone: (888) 627-9033; **Rate:** \$199
Deadline: July 20, 2015

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

New Directors and Officers to Serve mhca Board

Chosen by his peers to serve as **mhca** Board Chairman for 2015 is Inman White, CEO of Community Healthcore, Longview, TX. Inman has been on the Board since 2010 and has served as Vice Chairman this past year. Prior to that he was the Board's Treasurer and Director at Large.

Serving with Inman as the Executive Committee will be Vice Chairman **Dale Klatzker, PhD**, CEO of The Providence Center, Providence, RI; Treasurer **Barbara Daire**, CEO of Suncoast Center, St. Petersburg, FL; Secretary **Rick Doucet**, CEO of Community Reach Center, Thornton, CO; and **Chris Wyre**, Past Chairman, CEO, Volunteer Behavioral Healthcare System, Murfreesboro, TN. **mhca** CEO Dale Shreve also serves on the Executive Committee.

Elected by **mhca** members to serve a three year term on the Board of Directors (February 2015 – February 2018) are **Peggy Chase**, CEO of TERROS, Phoenix, AZ; **Jim Cooney** (re-elected), CEO of Ocean Mental Health,



Inman White, mhca Chair

Bayville, NJ; **Linda De Piano, PhD**, CEO of Jerome Golden Center, West Palm Beach, FL; **Jim Gaynor**, CEO, Grafton Integrated Health Network, Winchester, VA; **Harriet Hall, PhD**, CEO of Jefferson Center, Wheat Ridge, CO; **Steve Ronik**, CEO of Henderson Behavioral Health, Ft. Lauderdale, FL; and **Rick Weaver**, CEO of Comprehensive, Yakima, WA.

Continuing on the Board are formerly elected Directors, **Nelson Burns**, **Jon Cherry**, **Mary Ruiz**, **Tom Sebastian**, **David Stone** and **Sue Stubbs**.

Outgoing directors were recognized at **mhca**'s Annual Meeting for their excellent service to the Board. They are: **Erv Brinker** (1995-2015), **Sue Buchwalter, PhD** (1989-2015), **Diana Knaebe** (2009 - 2015), **Jerry Mayo** (2002 - 2015), **Dan Ranieri, PhD** (2012-2015 and previously 2001-2010), **Greg Speed** (2009 - 2015) and **Grady Wilkinson** (2013-2015 and previously 2006-2011).

New members, *continued from page 3*

Joining mhca since January 2015:

We are very pleased to announce the return of former member organization, Crisis and Counseling Systems (C&C) of Augusta, Maine. Newly appointed CEO **Mike Mitchell** took over leadership on the retirement of former CEO and **mhca** member Lynn Duby. Mike has been associated with C&C since 2003, formerly in the role of Clinical Director.



Mike Mitchell

Joining in March is National Counseling Group, Inc. of Richmond, Virginia. CEO is **Frank Viera** who attended our 2014 Winter Conference in Clearwater Beach, Florida. National Counseling Group operates with a budget of \$43 million and 700 employees, serving the entire state of Virginia. Frank has been CEO since 2008. He was introduced to **mhca** by Virginia colleagues Jamie Stewart and Jim Gaynor of Grafton Integrated Health Network.



Frank Viera

New CEOs at Member Organizations

Bluegrass Regional MH/MR Board in Lexington, Kentucky has named **Paul Beatrice** as their permanent CEO following the retirement of Shannon Ware and Interim leadership of David Hanna. Paul formerly was Regional Vice President, Western Region, Northwestern Human Services, Inc. (formerly NHS Human Services).



Paul Beatrice

Karen Berry, PsyD, has become CEO at The Counseling Center in Wooster, Ohio on the retirement of longtime **mhca** member Susan Buchwalter. Karen has been associated with The Counseling Center for some time, most recently serving as Vice President/Chief Clinical Officer. In the past, Dr. Berry worked at the Counseling Center as a staff psychologist and Clinical Director and, after some time in other settings, returned to the agency in 2011.



Karen Berry, PsyD

Adult and Child Center of Indianapolis, Indiana has named **Allen Brown** to replace Bob Dunbar as CEO. Bob retired in December following 20 years as CEO there. Allen formerly was CEO of Unison Behavioral Health in Waycross, Georgia.



Allen Brown

Teresa (Terry) Kidd, PhD is the new CEO at Frontier Health in Gray, Tennessee following Charles Good who recently retired. Terry has served as President since August 1 and assumed the additional responsibilities of CEO effective January 2. She had served prior to August as Senior Vice President of Operations there.



Teresa Kidd, PhD

Legacy Treatment Center (until recently, The Drenk Center) of Hainesport, New Jersey has named **Roy Leitstein** to follow Harry Marmorstein as CEO. Harry is now officially the “CEO Emeritus” and joined Roy at **mhca**’s 2015 Winter Conference. Legacy is the corporate result of a recent merger between The Drenk Center and The Children’s Home where Roy was the CEO.



Roy Leitstein

2015 Winter Conference in Review

Among many great things that can be said about **mhca**'s 2015 Winter Conference and Annual Meeting is one that really says a lot – our orientation event, held on Tuesday, was the most highly attended ever! That means that we had a record number of guests who are considering membership plus new CEOs and new members who were attending their first “official” **mhca** conference. Together with their **mhca** appointed hosts the crowd numbered nearly 30! A strong orientation turnout is indicative of the excellent health of this organization. It also presents a call to all of us to be diligent in welcoming new members and including them in the important networking which is so highly valued here at **mhca**.

We took our conference to Fort Lauderdale this year after many winter conferences spent on Florida's west coast. The weather cooperated beautifully and provided a welcome relief to our Northern and Midwestern members. Starting with Monday afternoon's Innovation Incubator (*see article on page 8*) and continuing through Thursday's **mhca** and MHRRG board meetings, participants had many sessions to choose from and enjoyed hearing from both member and non-member presenters.

Our morning featured speakers, Phillip Oravetz of Ochsner on Tuesday and Doug Stevenson of Story Theater International on Wednesday, each provided a wealth of information on their topics. Stevenson expanded on the value of storytelling in the afternoon Marketing Forum I. The National Council's CEO Linda Rosenberg enlivened her audience on Wednesday by delivering a riveting “National Policy Briefing.” New member Jonathan Evans of Safe Harbor Behavioral Health



Above: Philip Oravetz of Ochsner Health System with **mhca** CEO Dale Shreve; and Below: National Council's Linda Rosenberg and Shreve



Marketing Panel: Seated from left - Peggy Chase of TERROS, David Johnson of Bert Nash Center, and Jean Drees of Harbor. Standing from left - Mark Ishaug of Thresholds, Nelson Burns of Coleman Professional Services and Colin Rowan, representing Burke.



presented “The Evolution of Telepsychiatry” and included - as a great example of electronic connectivity - remote contributions by Dr. Liberty Eberly of Innovatel Telepsychiatry. Another new member, Jim Fraser of Chestnut Health Systems (Vice President: Orville Mercer), spoke on “Optimizing Wellness and Condition Management Models for People with Serious Mental Illness and Comorbid Physical Illness. Additional programs provided by **mhca** members included the Marketing Forum II where panelists showcased outstanding examples of local storytelling videos used in marketing and fundraising and a session on “Wraparound-a Successful, Strength-Based Support and Planning Model” provided by Henderson Behavioral Health’s CEO Steve Ronik and staff members Shari Thomas and Lauren Zuchman. We are especially indebted to our member presenters who invested their time and resources to share valuable experience with **mhca** colleagues at our conference.

The support provided by sponsors and exhibitors is so helpful in ensuring a successful conference. Tuesday’s evening “Beach Feast” was a gala affair hosted by longtime friends Genoa – a QoL healthcare company. MHRRG and Negley Associates generously hosted our beach front Wednesday evening reception where they recognized winners in the Negley risk management competition (*see article on page 10*). The Martyn Family



Doug Stevenson of Story Theater International

Foundation continues to provide sponsorship of educational programming, and general sponsors for this conference included CARE, Janssen Pharmaceuticals and Qualifacts. Streamline Healthcare made possible our free WiFi connectivity. Exhibitors included Askesis Development Group, Claim Trak, CoCENTRIX, Credible Behavioral Health Software, DATIS, Dominion Diagnostics, Genoa - a QoL healthcare company, iCentrix, Janssen, Joint Commission, MHRRG, NorthRock Pharmacy, PharmBlue, LLC, Relias Learning, Streamline Healthcare, TenEleven Group, The Echo Group and UST Healthcare.

Top Right: **mhca**’s CEO Dale Shreve chats with Jon Evans

Middle Right: Jim Fraser (left) of Chestnut Health Systems with Care Management leaders Mary Ruiz and Bob Dyer.

Bottom Right: Henderson Behavioral Health presenters Lauren Zuchman, CEO Steve Ronik, and Shari Thomas.



Innovation Incubator

At **mhca**'s recent Innovation Incubator session, held Monday, February 23, presenters Joe Pyle of The Thomas Scattergood Behavioral Health Foundation and Jim Triandiflou of Relias Learning stimulated creative thinking on topics of fundraising and obtaining venture capital resources for behavioral healthcare. In Triandiflou's part of the program, the audience was divided into small groups to address entrepreneurial challenges similar to TV's "Shark Tank." Enthusiastic evaluations followed:

- Presenters were thought provoking and created an environment of learning and sharing. As a guest, I felt welcome and appreciate the think tank approach.
- Great conversation! Discussion about funding mechanisms is so important.
- The Shark Tank exercise was a great strategy for learning
- This brought new thinking to a group not typically looking at "profits" but how just to grow enough not to be irrelevant.
- Loved the venture capital portion and the exercises.
- Nice balance of presentation, small group work, general discussion.
- Wonderful, very creative and challenging
- I was glad to hear highlights of innovations in foundation giving and deeper experiential dive into venture capital – we need to learn to think like this!
- Good to start us brainstorming the fundamentals of sound investment and growth strategies



Top: Phil Weaver (left) talks with presenter Jim Triandiflou of Relias Learning.

Above: Shark Tank Group Takes the Prize! This group worked on a global internet addictions recovery service. It met the judge's criteria for size of target market, three year investment and return projections and exit strategy. Led by Mary Ruiz, from left: Rick Roberts, Jim Cooney, Jon Cherry and Mark Ishaug. Included in the group but not pictured was Susan Garnett.

Left: Innovation Incubator facilitator Monica Oss and Joe Pyle visit following his presentation.



Best Practices in Customer Satisfaction Honored at mhca Conference

mhca is pleased to announce the Customer Satisfaction Best Practice Award recipients for 2014. Each year we identify those companies whose participation in our Customer Satisfaction Management System (CSMS) has proven them to be exemplary in one or more of 17 categories of service (*see complete listing below*). At our



From left: Greg Speed for Cape Counseling; Rich DeHaven for Aspire Indiana (Intecare) and Allen Brown for Adult & Child Center (Intecare); Jim Frutkin for ServiceNet; Greg Disy for AMHC.

recent Winter Conference, five of the companies were present to receive their awards. All are to be congratulated for their efforts on behalf of their clients and communities.

Partnership Creating Opportunity for Survey Advancements

Together with Centerstone Research Institute (CRI) **mhca** will soon offer the CSMS in an electronic format, available to clients, staff and referral sources on a variety of platforms (smart phones, tablets, laptops, etc.). At our conference, Katie Sewall Martin and Jared Holder of CRI described the advancements and provided tutorials and one-on-one sessions to inform current and potential users about the timeline for conversion to the improved system. Legacy data will be maintained for continued comparison purposes but surveying will be greatly enhanced as we implement the changes.



mhca's CEO Dale Shreve presents award to Tara Augustine for Care Plus.

These Fourteen Behavioral Health Centers Excel in Customer Satisfaction

Highest Client Satisfaction: 5-7 service areas	Gallahue Mental Health Services, Indianapolis, IN
Highest Client Satisfaction: 3-4 service areas	AtlantiCare Behavioral Health, Egg Harbor Township, NJ
Highest Client Satisfaction: 1-2 service areas	ServiceNet, Northampton, MA
Highest Client Satisfaction: Mental Health Services	American Addictions Centers, Brentwood, TN
Highest Client Satisfaction: Drug and Alcohol Services	Clermont Recovery Center, Batavia, OH
Highest Client Satisfaction: Outpatient Mental Health Services	American Addictions Centers, Brentwood, TN
Highest Client Satisfaction: Outpatient Drug/Alcohol Services	Clermont Recovery Center, Batavia, OH
Highest Client Satisfaction: Residential Mental Health Services	Intecare (includes mhca members Aspire Indiana and Adult and Child Center), Indianapolis, IN
Highest Client Satisfaction: Residential Drug & Alcohol Services	CRC, Cupertino, CA
Highest Client Satisfaction: Inpatient Services	Rutgers – University Behavioral Health Care, New Jersey
Highest Client Satisfaction: Partial Hospitalization / Day Treatment Services	Gallahue Mental Health Services, Egg Harbor Township, NJ
Highest Client Satisfaction: Emergency Services	AMHC, Caribou, ME
Highest Satisfaction: Vocational Services	Care Plus, Paramus, NJ
Highest Client Satisfaction: Case Management Services (1 of 2)	Cape Counseling Services, Cape May Court House, NJ
Highest Client Satisfaction: Case Management Services (2 of 2)	Comprehensive Behavioral Healthcare, Lyndhurst, NJ
Highest Referral Source Satisfaction	Solutions Community Counseling, Lebanon, OH
Highest Staff Satisfaction	High Plains Mental Health Center, Hays, KS

Negley Awards Focus on Risk Management

Every year since 1991, Negley Associates has awarded cash prizes to winners in its Excellence in Risk Management competition. Negley Associates is the managing company for Mental Health Risk Retention Group (MHRRG), an insurance company founded in 1986 by **mhca** expressly to provide dependable and affordable professional liability coverage to the behavioral health industry. Negley has served the insurance needs of behavioral health care providers for over 40 years.

The purpose of the annual Negley Awards is to facilitate the sharing and recognition of creative and high quality behavioral health care practices. At **mhca's** 2015 Winter Conference in Fort Lauderdale, Florida, the two winning companies of this year's competition presented their best practices in the area of using data when conducting specific types of risk management audits. Presenters were Tim Camp of LifeStream Behavioral Center of Leesburg, Florida, and Karen Yost, CEO, and

Craig Zappin of Pretera Center for Mental Health Services of Huntington, West Virginia. Serving as moderator was Ronald P. Zimmet, Sr., legal counsel for MHRRG.

In addition to their cash awards of **\$10,000** each, winners received up to \$1,000 to offset the cost of travel expenses to the **mhca** conference. LifeStream and Pretera received their "plus sized" checks at a festive reception on the beach hosted by MHRRG and Negley Associates on Wednesday evening.

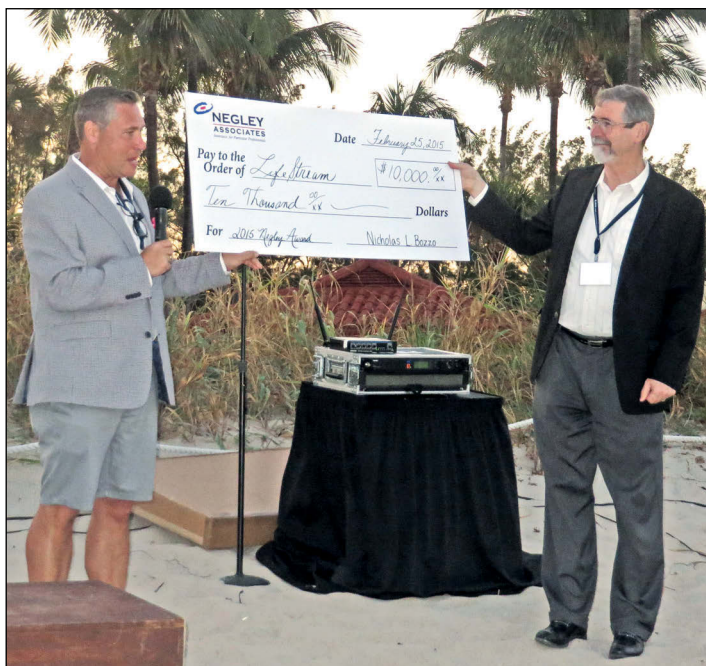


Risk Management Panel - from left: *Tim Camp of LifeStream Behavioral Center, Karen Yost and Craig Zappin of Pretera Center, and Ron Zimmet, MHRRG legal counsel*

About the Awards Process:

Good risk management includes periodic analysis of your practice to determine risk exposures and whether you are acting in accordance with the standard of care. The major professional liability risks for behavioral healthcare providers are potential claims for boundary violations and sexual misconduct, suicide malpractice, patient violent acts

See Negley Awards, page 11



Nicholas Bozzo presents award check to Jon Cherry, CEO, LifeStream Behavioral Center



Pretera Center's CEO Karen Yost and Craig Zappin receive award check from Nicholas Bozzo

MHRRG Honors Cooper

Bennett J. Cooper, Jr., CEO of Central Community Health Board of Hamilton County in Cincinnati, Ohio, was honored February 25, 2015 by Mental Health Risk Retention Group for having served on its Board of Directors since February 2003. Cooper chose to step down from the Board at the end of his current term which concluded with the February 26th Board meeting in Fort Lauderdale, Florida. Throughout his twelve years as a MHRRG Director, Cooper brought a keen sense of responsibility on behalf of all insureds, always asking the tough questions and clarifying nuanced insurance matters.

In thanking Bennett, fellow Director Dale Shreve said, "When I was first elected to the MHRRG Board, Bennett (aka Coop) was extremely helpful orienting me to the unique functions of this insurance company board. He consistently demonstrated a commitment to ensuring that MHRRG operated prudently and professionally. He was able to prioritize the interests of the shareholders in a manner that was also good for the business interests of MHRRG. And for those of you who know Coop – he was rarely without an opinion. Thanks Bennett for your role in helping to continue MHRRG's success."

The MHRRG Board is made up of eleven Directors including six elected by **mhca**, two by the National Council and three by the Class C Shareholders. Cooper has served as a Class C elected Director.



The Fist Bump! Bennett Cooper receives recognition from Nicholas Bozzo of Negley Associates for MHRRG service.

Negley Awards, *continued from page 10*

and medication errors. Applicants in this year's competition were given the option of addressing one or more of the major risk areas. LifeStream addressed patient violent acts while Pretera focused on sexual misconduct.

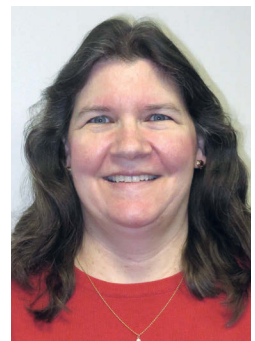
Applicants were instructed to describe their data collection practices relating to the described risks. (What data do you collect? What did the data reveal? What actions did you take or plan to take based on what you learned from the data? Did your data change after completing the actions? If so, how? What conclusions did you reach?).

A central emphasis in the Negley Awards program is replication of best practices to the behavioral industry as a whole. To that end, award recipients agree to share their programs as requested. Contact LifeStream Behavioral Center: tcamp@lsbc.net; contact Pretera Center: craig.zappin@pretera.org

NEGLEY
ASSOCIATES

Meet Cathy Barnes

Join **mhca** in welcoming our new Administrative Assistant and Bookkeeper, Catherine L. (Cathy) Barnes. The **mhca** staff is small – just five of us – so each has a big role to play as we strive to provide top level service to our members. Cathy comes to **mhca** with excellent credentials and a strong belief in 100+% job dedication. In addition to providing daily assistance to our CEO Dale Shreve,



Cathy Barnes

Cathy will provide full staff administrative support. Hers will be the primary voice on the phone! Cathy will also assume the role as bookkeeper, providing financial assistance as part of our core staffing. In the past this function has been a contract, part time service. Another key part of Cathy's job will be oversight of the Customer Satisfaction Management System. She will be the primary liaison between Centerstone Research Institute and **mhca**, filling orders and distributing reports for our CSMS customers. Cathy will be attending **mhca** conferences as well as Mental Health Risk Retention Group board meetings. A resident of Monticello, Florida (a short drive from Tallahassee), Cathy and her husband have an adult son and enjoy their rural home where they maintain beautiful pastures for their three horses. The rest of us here at **mhca** are delighted to have Cathy join our team. She's going to be an essential part of **mhca** and already, since beginning work on March 9, has proven her many talents!



If we could talk...

Integrating Primary & Behavioral Healthcare: It's Risky Business

By Nicholas L. Bozzo



www.jjnegley.com

1.800.845.1209

Nicholas L. Bozzo is the President of Negley Associates, an insurance company specializing exclusively in behavioral healthcare and social services organizations. Nicholas also is President of the Mental Health Risk Retention Group (MHRRG), considered by many as the standard for RRGs. Nicholas has almost 30 years of experience in the insurance industry.

If you and I could talk, I would tell you that as behavioral healthcare organizations increasingly integrate primary care providers into the services they provide, they are taking on tremendous additional risk – risks that vary according to various methods of integration: directly providing primary care services, contracting with an independent organization to provide services, renting space to a primary care provider, or transitioning to an FQHC or look-alike organization. In all cases, it's important for you and your agent to work with your insurance carrier to ensure that you are properly and affirmatively covered for primary care exposures as they are *not automatically included in current policies*. The reason is simple: from an insurance perspective, services performed by primary care providers fall *outside* the usual and customary definition of behavioral healthcare services. A thorough examination of your coverage is therefore critical, along with obtaining answers to questions about existing or future primary care partnerships.

Should a primary care coverage gap exist on your policy, it's unlikely that your organization could survive a malpractice lawsuit, or even the cost to defend such a claim. Fortunately, insurance specialists at Negley Associates are experienced in these issues and can provide you with a solution to meet your individual needs.

If we could talk, I would end our conversation by saying I believe a behavioral healthcare organization's ambition to treat the "whole person" is admirable, but it does come with a serious mandate to cover the associated risks. Negley Associates is here to help you do that.

Negley Associates is the only endorsed provider of the mhca and the National Council.