

Compelling Agenda Summons Members to Summer Conference

We are soon off to Minneapolis, Minnesota for **mhca's** 2014 Summer Conference! A great agenda is planned for Tuesday August 12 through Friday August 15 with primary presentations on Wednesday and Thursday. Our Conference is being held at the Hyatt Regency Hotel downtown (888-421-1442). Register by July 11.

Author and business strategist David Horsager will open the Conference on Wednesday morning with his presentation, "The Trust Edge," based on his national bestseller, *The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships and a Stronger Bottom Line*. Lou Holtz, ESPN analyst and legendary coach, says, "In all my years of coaching, I learned that leadership starts with trust. David Horsager has a winning formula in this book." Ken Blanchard, coauthor of *The One Minute Manager®* and *Great Leaders Grow*, adds, "Read *The Trust Edge* and get some great strategies for building trust with the important people in your life." On Wednesday afternoon Horsager will be available for an informative "Trust Workshop" where those who want to dig deeper into the topic can join in informal discussion with him.

Entrepreneur and innovator Kathryn Goetzke, successful with a new category of lighting called Mood-lites™, has also launched a non-profit organization for depression called iFred (the International Foundation for Research and Education on Depression). She will introduce **mhca** to iFred on Wednesday morning and then in the afternoon describe its Schools for Hope curriculum which aims to equip students, educators and parents with the tools they need to find and maintain hope during trying times.

Chip Fisher, Founder of Fisher Wallace Laboratories, will acquaint us with Cranial Electrotherapy Stimulation (CES) which for some time has been approved for treatment of depression but will soon be used in the treatment of insomnia and anxiety as well.

Rocco Schiralli, CEO, and Sandy Carlson, VP of Clinical Services at **mhca** member organization Porter-

Starke Services in Indiana, will make a presentation on that organization's Inspiration Project – a workplace practice that promotes employee involvement. The program was recognized by the American Psychological Association as a National Best Practice in 2014.

On Thursday morning **mhca** member panelists will share how they have excelled and been recognized as award winning workplaces. Presenters include representatives from Community Counseling Centers of Chicago, Harbor, Care Plus New Jersey and AspenPointe. "The Essential Role of Peers" will be the topic presented by Clarence Jordan, the National Council's 2014 Inspiring Hope honoree as Peer Specialist of the Year. That afternoon we have five presentations that include information on health reform readiness, brain friendly workplaces, quality metrics for pharmacy services, **mhca's** PEER Partners program, and a dialogue with ValueOptions.

A very special evening is planned Wednesday by our generous sponsors, Genoa Healthcare. All conference

See Summer, page 2

Summer Conference Highlights – Minneapolis Sculpture Garden

In the mid-1980s famed sculptor Claes Oldenburg and his wife/ collaborator Coosje van Bruggen were asked to design a fountain-sculpture for the planned Minneapolis Sculpture Garden. The complex fabrication of the 5,800 pound spoon and 1,200 pound cherry was carried out at two shipbuilding yards in New England. The sculpture has become a beloved icon in the Garden, whether glazed with snow in the Minnesota winters or gleaming in the warmer months, with water flowing over the surface of the cherry and a fine mist rising from its stem. It is on view in the Garden across from the Walker Art Center where Genoa Healthcare will host **mhca** for a reception and dinner Wednesday evening, August 13.

Information taken from Minneapolis Sculpture Garden. Minneapolis, MN: Walker Art Center, 1998, no. 33, Janet Jenkins, Ed.



An Innovation Think Tank

From the desk of Dale Shreve, mhca President and CEO

During recent strategic planning discussions **mhca** members identified that one of the elements that attracts them to **mhca** is the innovative spirit of the organization and its members. And some members think that now is the time to take it up a notch.

Members who have been around for a while remember with pride when **mhca** played a lead role in the development of the Mental Health Risk Retention Group. Others point to other **mhca** products like the National Data Center and the customer, employee, and referral source satisfaction survey process, the Mergers and Acquisitions Handbook, and the **mhca** Benchmarking Process as innovative products developed for **mhca** by our members to help meet member needs.

However, the current renewed interest in fostering and supporting innovation is not directed at **mhca** members coming together to develop a **mhca** product – but instead having **mhca** provide a forum for its members to pursue their own innovative efforts with the collaboration and



potential partnership of fellow **mhca** members.

Our 2014 Summer Conference in Minneapolis is going to get started on Tuesday afternoon, August 12th with a planning session, facilitated by Monica Oss, President of OPEN MINDS, to help us further define the desired elements of a **mhca** Innovation Think Tank and how best to incorporate this effort into our current structure. All members with an interest in this effort are encouraged to attend this Tuesday afternoon session.

Who knows, this could be the innovative effort that members a decade or more from now will cite as one of **mhca's** best accomplishments.

See you in Minneapolis!

A handwritten signature in black ink that reads "Dale E. Shreve".

Dale E. Shreve



Summer Conference

continued from page 1

attendees are invited to “An Evening with Friends” at the Walker Art Center where a reception and dinner will be held from 5:15 – 8:00 pm. Transportation will be provided from the hotel.

The complete program for our Summer Conference was mailed in mid June and is available online at www.mhca.com in our calendar section.

We are also very appreciative of sponsorships by Janssen Pharmaceuticals, QoL meds and Streamline Healthcare Solutions. Please plan to visit all our exhibitors throughout the conference: Askesis Development Group, Credible Behavioral Health Software, Dominion Diagnostics, Genoa Healthcare, iCentrix, Janssen Pharmaceuticals, MHRRG/Negley Associates, Netsmart Technologies, PharmBlue LLC, Qualifacts, QoL meds, Relias Learning, and The Echo Group.

In addition to making your reservations with the Conference hotel, please remember to register at www.mhca.com by July 11. We are looking forward to seeing our members and guests in Minnesota!



Calendar

mhca 2014 Summer Conference

Dates: August 12-15, 2014
Location: Hyatt Regency
Minneapolis, Minnesota
Phone: (888) 421-1442
Rate: \$209
Deadline: July 11, 2014

mhca 2014 Fall Conference

Dates: November 11-14, 2014
Location: Hyatt Regency
Austin, Texas
Phone: (888) 421-1442
Rate: \$199
Deadline: October 10, 2014

mhca 2015 Winter Conference and Annual Meeting

Dates: February 23-26, 2015
Location: Marriott Resort
Fort Lauderdale Harbor Beach
Fort Lauderdale, Florida
Phone: 800-222-6543; Rate: \$299
Deadline: January 20, 2015



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The mhca report

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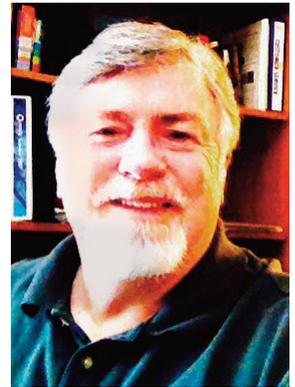
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Three New Members

Chestnut Health Systems is an Illinois organization with just under 700 employees and a \$50 million annual budget. Its Behavioral Health Division is comprised of a full line of services for adults, geriatric, adolescent and children in 16 Illinois locations and in Missouri. Additionally, Chestnut Health Systems is a Federally Qualified Health Center with a rapidly growing integrated care program in McLean County, Illinois. They sponsor two Genoa pharmacies and are a certified Consumer Credit Counseling provider throughout the state. Their representative to **mhca** is **Orville Mercer MSW** who has been with the organization as a regional executive since 1996 and prior to that since 1981 was the CEO of Metro Centre for Life Management that led the merger with Chestnut in 1996.

Continuing its presence as the state with most **mhca** members, Florida has added their 15th with the addition of Winter Haven Hospital, part of the BayCare Health System. Under the direction of Executive Director **Kathy Hayes**, the Hospital's service line includes inpatient and outpatient services. Together, the Center for Behavioral Health's outpatient and inpatient units operate with a budget of \$93.2 million. They are nationally accredited by the Joint Commission. Ms. Hayes was a guest at our 2014 Winter Conference in Clearwater Beach, Florida. When asked about her interest in joining **mhca**, Ms. Hayes said, "With the ever changing health care environment and importance of behavioral health care with medical care, I am interested in gaining access to quality educational programs regarding innovative service delivery options with quality driven outcomes. Additionally I look forward to learning more about experiences of behavioral health executives in other states in regard to the Accountable Care Act and Medicaid expansion as we strive for development of other revenue streams."

With the addition of our newest member, Central Minnesota Mental Health Center (CMMHC), **mhca** now has membership presence in 33 states! CEO **Lori Schmidt** also visited with us at our 2014 Winter Conference in Clearwater and has just made her membership official. CMMHC is located in St. Cloud and operates with an overall budget of \$19 million (272 FTEs). The Center was incorporated in 1963 and serves four counties – Benton, Sherburne, Stearns and Wright. On joining **mhca**, Schmidt says, "As a new director, I've learned from current members that **mhca** provides a strong network of support. Further, **mhca** has been described by many as a safe outlet to explore and develop ideas and industry changes." We are delighted to include CMMHC in our family of entrepreneurial members and to now have a membership presence in Minnesota.



Orville Mercer



Kathy Hayes



Lori Schmidt

Dublin Dialogues

Fifty representatives from eight countries met June 16-17 in Dublin, Ireland to discuss the future for mental health. The conference, “Dublin Dialogues,” was hosted by Health Services Executive, Ireland; Mental Health Commission of Ireland; IIMHL; and the Swedish Ministry of Health and Social Services. Gayle DiCesare, CEO of RiverValley Behavioral Health in Owensboro, Kentucky, represented IIMHL at the meeting. The event theme, “The Future for Mental Health” provided an opportunity for international leaders and experts to engage in in-depth discussions and debates about the future of mental health.



Gayle DiCesare

The purpose of the event was to provide a space for longer range visioning and planning of where mental health needs to be in the next ten years – to help respond to some of the pressures and opportunities we face. The event focused on the following: (1) How do we imagine the future? (2) International perspectives (3) New frontiers for mental health (4) Leadership for the future (5) Mental Health’s role in other areas such as employment, education, housing, criminal justice, early childhood, etc. and (6) What would a good life look like in the future? The gathering ended by delegates drawing all the strands together to construct a “futures” narrative to set the direction for change.

New Leaders

After a nationwide search, Bluegrass.org has selected Paul R. Beatrice, MPA as its new President & CEO. Beatrice brings 25+ years of executive management experience to the job. He most recently served as an executive with NHS Human Services, one of the largest non-profit human service providers in the country. Bluegrass is Joint Commission accredited and has served the 17 county Bluegrass Area of Kentucky for more than 45 years.



Paul Beatrice

In Knoxville, Tennessee, the Helen Ross McNabb Center has announced CEO Andy Black’s June 30 retirement and selection of Jerry Vagnier to succeed him. Vagnier joined the McNabb Center’s staff in 1998 and has served in numerous positions before becoming President in 2013, responsible for the day-to-day operations of clinical and administrative services and new business development. We were pleased to welcome Jerry at mhca’s recent Spring Conference in Nashville.



Jerry Vagnier

2015 Conference Exhibit Space, Sponsorships

In July **mhca** will send 2015 booking information to former conference exhibitors and sponsors. Take advantage of this great opportunity to market to a select audience of behavioral health leaders!

If **mhca** members are aware of potential exhibitors and/or sponsors, they should send contact information to **mhca** Conference Services Director Glenda Deal (gdeal@mhca.com).

Already our February 2015 dates and location have been determined – we will meet in Fort Lauderdale, Florida from February 23 – 26 (a Monday through Thursday pattern rather than our normal schedule). *Tentative* destinations and dates for the remainder of the year are as follow: May 19-22 in Charlotte, North Carolina; August 12-15 in San Diego, California; and November 3-6 in New Orleans, Louisiana.

mhca exhibit space is limited and is assigned on a first come/first serve basis (application and payment received by

mhca). Exhibit space consists of tabletop display only. Specific location of space will be decided by meeting staff but the exhibit area typically is just outside our main general session meeting rooms. Refreshment stations are located near and integrated with the exhibit area.

Sponsorship opportunities include continental breakfasts, evening receptions, contribution of WIFI connection, speaker expense underwriting, and general support. Special sponsorships can be arranged based on specific interest and conference agenda.

Application for exhibit space and for sponsorships should be made on the forms provided and must be accompanied by full payment at least 30 days prior to the conference in order to be accepted. In order to be included in the preliminary program, exhibitors/sponsors must submit application and payment 75 days prior to the conference.

Questions? Contact Glenda Deal at 850-942-4900 or email gdeal@mhca.com

Spring Conference Promotes Business and Service

Nashville Flavor with Great Connection to Our Mission

Opening Session in Nashville was kicked off with lively music and a testimony to the work **mhca** members do every day. LaDonna and brother Larry Gatlin shared their music and their personal experience with life's hard knocks when they performed on Wednesday morning. The Conference, held May 27 – 30 at Nashville's Loews Vanderbilt, drew a strong attendance of 180+.

Members and guests took advantage of a full agenda that promoted entrepreneurial business practices while underscoring the mission that drives community behavioral healthcare service.

A site visit to member Centerstone of Tennessee was a real highlight. Over 30 participated in the tour of Centerstone's facilities and learned how they are using technology to expand service. One visitor commented, "Making their experts available to us for this site visit was truly remarkable. It's obvious a lot of behind the scenes work has been done for these partnerships. I appreciated the welcoming of the staff and the openness for us to see all of the big and little things at this facility."

Two managed care organizations visited and shared their

See Business and Service, page 6



From left: **mhca** CEO Dale Shreve with Aetna's Jay Roundy and **mhca** member Dale Klatzker, PhD



LaDonna Gatlin opened the Conference with a heartfelt message of music and personal appreciation for behavioral healthcare. A surprise visit from her brother Larry Gatlin added to the special event.



From left: Amerigroup/WellPoint's Amy Eller, William Wood, MD, Libby Byler and Juliana Ekong, MD

Business and Service continued from page 5

vision of what they are looking for in partnership with community behavioral healthcare. Dr. Jay Roundy of Aetna Behavioral Health spoke in general session on Wednesday and followed his presentation with an afternoon face-to-face dialogue session. Four representatives of Amerigroup Tennessee/Wellpoint presented a session on “Evolving Role of Managed Care in Medicaid Funded Behavioral Health” on Thursday afternoon. Presenters included Dr. Juliana Ekong, Dr. William Wood, Amy Eller and Libby Byler.

Enjoy these photos from the Conference and take a look at evaluation results on page 8. Thanks to all who participated as presenters, exhibitors and sponsors.

Particular thanks goes to our breakfast sponsors, QoL meds and Centerstone Research Institute, our evening reception sponsors, Genoa Healthcare and MHRRG/Negley Associates, our WIFI sponsor, Qualifacts, our speaker sponsor, IIMHL and our general sponsor, Janssen Pharmaceuticals.

If you couldn't make it to Nashville, we missed you and hope you'll join us in August when **mhca** heads to Minneapolis for our Summer Conference!



From left: *Bob Dunbar with Michael Goldberg and Vicki Effland of Choices, Inc., plus Mary Ruiz and Bob Dyer*



From left: *Vicki Rodgers, John Talbot and Liz Smith, who described Jefferson Center's Senior Reach Program*



From left: *Presenter Mary Olson, PhD with mhca member Diana Knaebe*



From left: *Guest Joel Johnson from Chicago with Dr. Gloria Wilder from Core Health & Wellness Centers and mhca CEO Dale Shreve*



From left: *Grafton's Kim Sanders, CEO Jim Gaynor, and Shamsi Sadeghzadel presented their Autism Spectrum Disorder Practice Model.*

Bottom left: *mhca CEO Dale Shreve with Tony Zipple and Abby Drane of Thresholds who presented "Revenue Cycle Management."*

Bottom right: *Tennessee Mental Health Commissioner and former mhca member Doug Varney addressed General Session, here pictured with mhca Chair Chris Wyr*



Above from left: *Jeremy Nelson of Afia, Inc. with mhca members Rick Doucet, Grady Wilkinson and John Walker, presented "Moving Your IT Infrastructure to the Cloud."*



Mayo Joins MHRRG Board of Directors

In an election by the **mhca** Board of Directors, Jerry Mayo has been selected to fill a vacancy recently created when Gary Bembry stepped down from the Mental Health Risk Retention Group Board (MHRRG).

Mayo, who is the Immediate Past Chair of **mhca's** Board of Directors, will be the first behavioral healthcare CEO to serve on the MHRRG Board whose organization, Pine Belt Mental Healthcare Resources of Hattiesburg, Mississippi, is not currently an MHRRG shareholder/insured. Outgoing Director Gary Bembry was the MHRRG Treasurer and brought considerable financial expertise to the group. In electing Mayo, Board members recognized his background as a former accountant with responsibilities for auditing insurance companies, as well as his leadership skills as both the CEO of a behavioral health center and key figure within **mhca**.

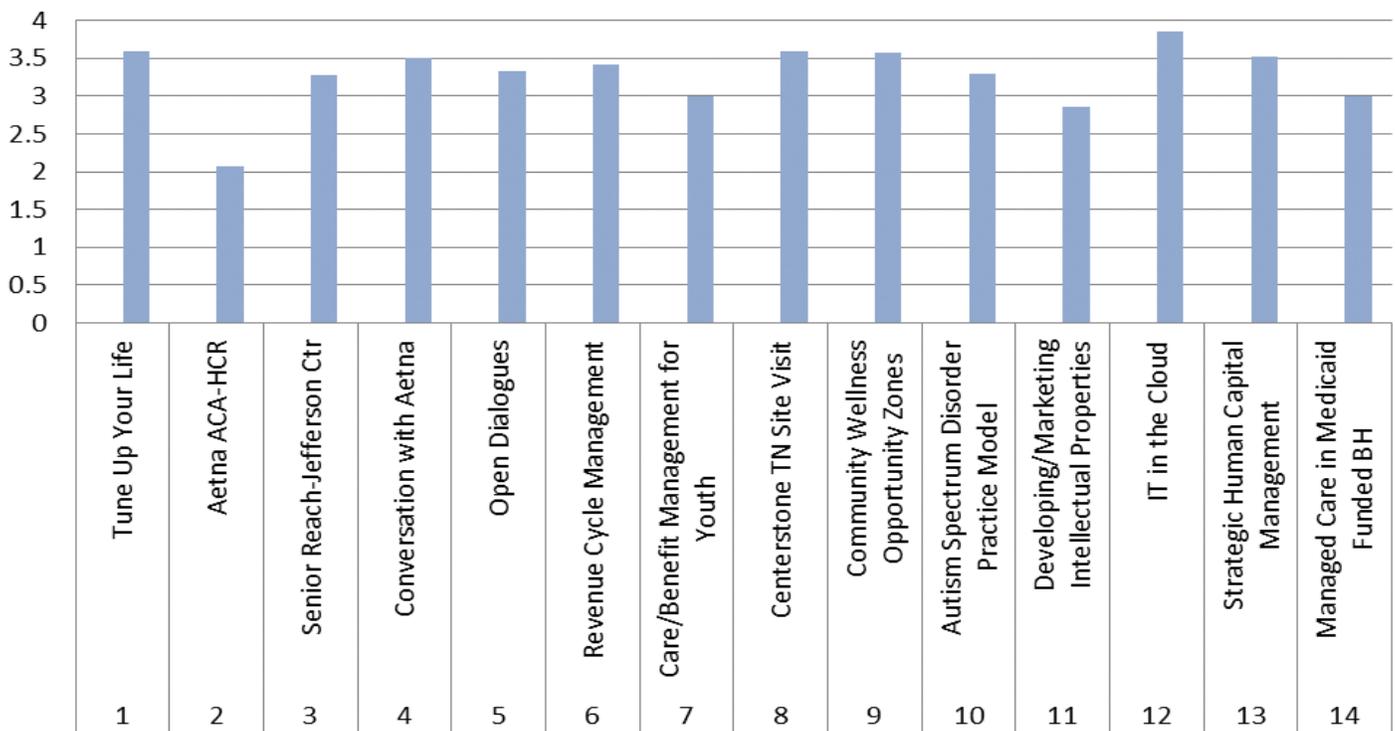
The MHRRG Board has eleven Directors in all, six elected by **mhca**, two by the National Council and three by the company's Class C Shareholders. Mayo will serve Bembry's unexpired term which ends February 2015. MHRRG Board seats are not term limited. They meet quarterly, three times per year with **mhca** and once in their state of domicile, Vermont.



Jerry Mayo



Spring Conference Presentations Rated Highly



MHCA 2014 Spring Conference Evaluation Scores