

More than Music in Nashville

mhca's Spring Conference – May 27-30, 2014

We are headed for the Music City! Join **mhca** at our 2014 Spring Conference May 27 – 30 in Nashville, a fascinating city which is “the perfect blend of historic country roots and a hipster and rock & roll present.” Reserve your room at the Lowes Vanderbilt (800-336-3335) and register with mhca online by April 24.

We've got a packed conference agenda that's going to keep you busy each day, all day – after that you can get out and enjoy the “beat” of Nashville!

We look forward to a Nashville flavored start on Wednesday morning as a member of the famous Gatlin family kicks off our general session with advice on how to “tune up your life.” And yes, there will be music! Following her inspirational opening, we will again examine the Affordable Care Act and healthcare reform, this time through the eyes of Aetna Behavioral Health's Jay Roundy. Then we will hear from John Talbot, VP of Integration Product Development at the Jefferson Center as he describes their Senior Reach Program.

A site visit to Centerstone includes a tour of their recently opened Dede Wallace Campus. There they provide lifespan behavioral health services - preschool aged children through older adults. The facilities are tele-health equipped which allows their clients to learn new skills and become more informed. It is very important that you pre-register to be included in this tour. We are indebted to our hosts – please honor your registration commitment.

Thanks to partial sponsorship by the International Initiative for Mental Health Leadership we have the opportunity to hear from Mary Olson, PhD, the US expert on Open Dialogues. This network-based approach to severe psychiatric crises was developed and evaluated in Finland and can improve patient access, outcomes and engagement while lowering costs.

Next up is a presentation by Michael Goldberg, Executive Director of Choices, Inc. of Indianapolis.

Choices blends funding to serve youth involved in two or more systems of care. Also addressing youth care issues will be Dr. Gloria Wilder, President/CEO of Core Health which specializes in outcome focused solutions for the nonprofit sector. Dr. Wilder is a nationally recognized expert on poverty and economic segregation in healthcare and in her comments to mhca will target the importance of integrated care for youth. “Dr. Gloria” has served as an expert consultant for the Oprah Winfrey show and works with large media organizations on targeted marketing to communities of need throughout our nation.

Members Anthony Zipple, PhD and Abbreial Drane, CPA of Seven Counties Services will explain their company's use of “Revenue Cycle Management,” a unique opportunity to improve the financial bottom line in areas such as billing services, standardized reporting, benchmarking key performance indicators, and denials management.

Grafton Integrated Health Network CEO Jim Gaynor and members of his staff will describe their “Autism Spectrum Disorder Practice Model.” It will be an overview of practice modeling on autism commercial health insurance mandates and exchanges. Later in the program Gaynor, together with La Frontera Arizona's CEO Dan Ranieri, will describe how they are joining forces to generate strategic solutions and value based product lines within the healthcare reform marketplace.

Members Mary Ruiz, CEO, and Deborah Kostroun, COO of Manatee Glens, together with Erik Marsh of DATIS, will summarize top trends in human resource management to drive exceptional organization performance in a presentation entitled, “Strategic Human Capital Management.” We will showcase **mhca's** Peer Collaboration model which forms small groups of members in mutual corporate consultation at minimal cost. Our Information Technology Committee will continue its



Membership Modification and Expansion

From the desk of Dale Shreve mhca President and CEO

At our November **mhca** Board Meeting in Scottsdale the Directors unanimously agreed to several membership criteria/process changes.

These modifications were all made with the sincere intent to continue **mhca's** viability and relevancy within an evolving industry. Membership is still by invitation. We will continue to focus on attracting those organizations that demonstrate leadership, innovation and will bring value to our group. We are also committed to maintaining a membership size that facilitates collegial networking. These were the changes:

- 1) We will “veto the veto” or in other words end the long held practice that allowed an existing member in a state to veto the possibility of some other organization in that state joining **mhca**.
- 2) The Board eliminated the requirement that **mhca** member organizations must be a 501(c)3 or a governmental entity with purposes similar to a 501(c)3.
- 3) It was also agreed that given the changing landscape of our industry the member organization's primary representative to **mhca** could be the CEO or other designated official. The thinking here was, what if one of our existing members merged with a healthcare system and this existing member's CEO post-merger had the title of VP of Behavioral Services – this individual can now remain the organization's primary representative to **mhca**. (In fact the CEO of the healthcare system would likely not be the best connection to **mhca**.)

Also at the November meeting a goal was set to increase **mhca's** membership from the current 129 members to 140 by the end of 2014. While there is interest in adding valuable new talent and experience to our group, no matter what state they come from, we also have a goal of expanding our membership into states where we are currently not represented (Delaware, Hawaii, Idaho, Iowa, Louisiana, Maryland, Montana, Nebraska, New Mexico, New York, North Carolina, North Dakota, South Carolina, South Dakota, Vermont, West Virginia), and or states where we are underrepresented (Alaska, Alabama, California,



Connecticut, Minnesota, Missouri, New Hampshire, Oregon, Utah, Virginia, Wisconsin, Wyoming).

As we strive to expand our membership, we need your help! Please take a moment to think about leaders you know and respect in our industry. Consider leaders like you who have executive responsibility for an organization that provides significant behavioral healthcare direct services – but in other respects their organization does not need to look like yours. Reach out to these individuals and see if they might be interested in joining **mhca**. (You might have to take a few minutes to explain what **mhca** is and why you think they would find membership worthwhile – in some areas we are a well-kept secret gem.) Once you identify these individuals who have an interest and they want to learn more – let me know and I will contact them and deal with all the specifics.

With just a few new members we will not dilute the opportunity for and the quality of **mhca** collegial relationships. Instead I think we can add some exhilarating diversity and expertise that will strengthen the value of **mhca** for everyone. In addition to adding some new members to our group, we also must pay more attention to how we not only engage these new members but also how we better engage our existing members. But that's a topic for my next article.



To demonstrate their commitment to **mhca's** membership goals the Board has established a Membership Committee. This Committee (Diana Knaebe (chair), Inman White, Tom Sebastian, Chris Wyre, Tara Boyter and Dale Shreve) is charged with bringing back to the **mhca** Board, via the Executive Committee, recommendations regarding membership recruitment, on-boarding, engagement and retention. Please don't hesitate to share with this committee any thoughts/suggestions you may have on these or related topics.

A handwritten signature in dark ink, appearing to read 'Dale Shreve'.

Dale E. Shreve

Calendar

mhca 2014 Spring Conference

Dates: May 27-30, 2014

Location: Loews Vanderbilt
Nashville, Tennessee

Phone: (800) 336-3335;

Rate: \$175

Deadline: April 24, 2014

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: Austin, Texas

Details: TBA



2014 Board Of Directors

Chris Wyre, *Chairman*

Inman White, *Vice Chairman*

Dale K. Klatzker, PhD, *Treasurer*

Diana Knaebe, MSW, *Secretary*

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Dale E. Shreve

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Rick Doucet, MA

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The mhca report

is published four times per year.

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Officers and New Board Members Selected

Elected in February to Chair mhca's Board of Directors for 2014 is Chris Wyre, CEO at Volunteer Behavioral Health Care System in Murfreesboro, Tennessee. Wyre has served on the Board since 2006 and filled several offices since 2009. Elected with Wyre as officers are Inman White, Vice Chair; Dale K. Klatzker, PhD, Treasurer and Diana Knaebe, Secretary. Serving with these officers on mhca's Executive Committee will be Barbara Daire, Director-At-Large, Jerry Mayo, Immediate Past Chair, and Dale E. Shreve, mhca CEO.

Newly elected as Directors on mhca's Board are Tom Sebastian, CEO of Compass Health in Everett, Washington; Rick Doucet, CEO of Community Reach Center in Thornton, Colorado; and Mary Ruiz, CEO of Manatee Glens in Bradenton, Florida. They will each serve a three year term, February 2014 – February 2017. Recent policy changes to mhca Board procedures resulted in implementation of Director term limits. As a result, three long time Directors are stepping down after considerable service to the association. They are Susan Rushing, CEO of Burke Center in Lufkin, Texas; Harriet Hall, PhD, CEO of the Jefferson Center in Wheat Ridge, Colorado; and Linda DePiano, PhD, CEO of the Jerome Golden Center in West Palm Beach, Florida.

The 19 member mhca Board of Directors meets quarterly at mhca conferences, typically February, May, August and November. The meetings are open to all mhca members. It serves a membership now numbering 132 representing 32 states. Corporate offices are located in Tallahassee, Florida.



Incoming Chair Chris Wyre (left) and Jerry Mayo



Outgoing Directors (from left) Susan Rushing, Linda De Piano, and Harriet Hall



*New Directors
(from left)
Rick Doucet
Mary Ruiz
Tom Sebastian*



Bembry Resigns from MHRRG Board

Gary Bembry, CEO of Lakeview Center (LCI) in Pensacola, Florida has resigned from the MHRRG Board citing changes at his organization that preclude its continued coverage through the insurance company. In addition to serving as a Director, Bembry has been the Board's Treasurer since last year. On February 21 at the MHRRG Board meeting, Bembry said that the move is reflective of where LCI is in its evolution of risk management and should not be taken as an indication of any dissatisfaction with the MHRRG insurance program. West Florida Community Care Center, a 90 bed psychiatric institution operated by Lakeview under contract with the State of Florida, will remain insured with MHRRG. Because Bembry was a **mhca** elected Board member, **mhca** will select his successor soon. Roger Teese, an outside Director named by **mhca**, has been elected Treasurer. Bembry had served as an MHRRG Director since February 2009.



Gary Bembry

The MHRRG Board, Chaired by Susan Buchwalter, PhD, is made up of 11 Directors. Six are elected by **mhca**; three by Class C Shareholders, and two by the National Council. Each serves a three year term and can be re-elected with no term limits. The Board meets quarterly, three times each year in concert with **mhca** conferences and once in Vermont, its state of corporate domicile

Nashville *continued from page 1*

planning of future focus group and committee meeting agendas. They will discuss the **mhca**-SATVA conversations and how to derive maximum value from them. Our Performance Improvement Committee will further refine the "**mhca** Outcome16 Instrument." Three Boards – MHA, **mhca** and MHRRG will meet in Nashville as well.

Nineteen exhibitors/sponsors will be part of **mhca**'s conference. They include Askesis Development Group, Centerstone Research Institute (Breakfast Sponsor), Claims Review Corporation, Core Solutions, Credible Wireless, DATIS, Dominion Diagnostics, Genoa Healthcare (Reception Sponsor), iCentrix, Janssen Pharmaceuticals (General Sponsor), Jefferson Center's Senior Reach Program, MHRRG/Negley Associates (Reception Sponsor), Netsmart Technologies, NorthRock Pharmacy, Qol meds (Breakfast Sponsor), Qualifacts (WIFI Sponsor), Relias Learning, The Echo Group and Unemployment Services Trust.

Conference Tour to Centerstone Tennessee's Dede Wallace Campus

At **mhca**'s Spring Conference, participants have a unique opportunity to spend time at one of our nearby member organizations, taking an afternoon tour on Wednesday and learning about a vast array of services and technologies available to the community. Our hosts are CEO Bob Vero and his able staff of Centerstone Tennessee.

Be sure to sign up for this visit on your conference registration form, and please honor your commitment by joining the tour at 1:30 pm in the hotel lobby.

We will visit Centerstone's Dede Wallace Campus, which celebrated its grand opening this spring and features an 18,090 square-foot outpatient facility that provides lifespan behavioral health services - preschool aged children through older adults. Services include psychiatric evaluation, psychopharmacology, psychotherapy, care management, and a variety of other evidence-based specialty and primary care services.

In our technology-enabled world, patient engagement doesn't always mean sitting in the same office. Each one of Centerstone's offices are, therefore, tele-health equipped because sometimes clients want their behavioral health services delivered not in a traditional face-to-face session, but rather in a virtual face-to-face experience.

Offices have wall-mounted flat screen monitors. Patients can see their care plans, lab results, and their screening tool assessments. They can view their progress plotted over time. They also can get online access to their personal health record through the company website. This technology allows Centerstone to become better educators while their clients learn new skills and become more informed. More importantly, Centerstone can empower those in their care to be more aware, to make better choices, and to take better care of themselves and their loved ones.

The Centerstone organization has created a very warm private practice-like environment and surrounded and augmented it with technology. Centerstone's healthcare treatment team is ready to provide their patients the care they need – when and where they need it.

About Centerstone

Centerstone, a not-for-profit organization, is one of the nation's largest providers of community-based behavioral healthcare. It provides a full range of mental health, addiction and related educational services to more than 75,000 individuals of all ages each year. The organization has nearly 130 facilities and 220 partnership locations throughout Indiana and Tennessee. It also operates the Centerstone Foundation, Centerstone Research Institute, Advantage Behavioral Health, Centerstone Military Services and Centerstone Health Partners. For more information about Centerstone, please call 888-291-4357 or visit www.centerstone.org.

Newest Colleagues Bring Talent, Energy to Membership

Since the first of the year, we have added seven new members to the **mhca** network of behavioral health service providers. Each has visited at least one conference and will be actively involved in the work of **mhca**. Please join us in welcoming these fellow healthcare entrepreneurs!

With the addition of Central Wyoming Counseling Center, **mhca** has expanded into its 32nd state! CEO **David Monhollen** brings previous knowledge of **mhca** from his days as CFO at Steininger Behavioral Care Services in Cherry Hill, New Jersey. Having accepted the reins at Central Wyoming just over two years ago, he was quick to reconnect with his colleagues at **mhca**. Central Wyoming Counseling Center is located in Casper, operating with a budget of \$11.5 million and employing nearly 150. It was established in 1994 and is CARF accredited.

Two new members have come to us from the state of Ohio bringing to an even dozen the number of member Buckeyes! From Bowling Green, outside Toledo, is Behavioral Connections of Wood County. Behavioral Connections was formed in 1996 as a merger of three service entities that had served the area for decades. CEO **Richard M. Goldberg, PhD** has led Behavioral Connections for nearly 15 years. The company operates with a budget of \$8.5 million and employs 216 FTEs. Dr. Goldberg is returning to **mhca** having been a member in the mid 1990's when he was CEO of Middle Flint Behavioral HealthCare in Americus, Georgia.

Joining us from Toledo itself is The Zepf Center under leadership of CEO **Jennifer (Jen) Moses**. This \$32 million behavioral healthcare company employs 452 and serves clients in both Wood and Lucas counties. It was first incorporated in 1974. Ms. Moses has led Zepf Center for the past five years.

Illinois membership has grown to 11 with the recent addition of three new members. **Karen Sopronyi-Tompkins** is CEO at WellSpring Re-



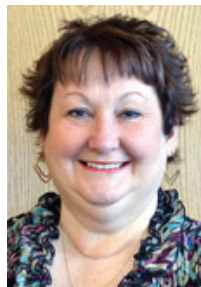
David Monhollen



Richard M. Goldberg, PhD



Jennifer (Jen) Moses



Karen Sopronyi-Tompkins

sources in Alton. WellSpring employs 150+ and operates with a budget of \$10.1 million. They are CARF accredited and in 2013 were recipients of the Community Behavioral Health Association of Illinois Ellen T. Quinn Award for outstanding agency achievement.

John Mayes is CEO at Trilogy, Inc. of Chicago. Like WellSpring, Trilogy is CARF accredited. In both 2012 and 2013 Trilogy was named one of the *Chicago Tribune's* "National Standard Top Workplaces." The company employs 167 and operates with a budget of \$10.9 million.

Mark Ishaug, CEO at Thresholds in Chicago, has renewed their membership after a brief hiatus. Thresholds has a staff of over a thousand employees with 75% of them engaged in clinical service. Their overall budget is \$56 million. Established in 1959, Thresholds offers 25 innovative programs at more than 70 locations throughout Chicago, the adjacent suburbs, and McHenry and Kankakee Counties. Thresholds first joined **mhca** in 2003 under then CEO Tony Zipple.

And just as **mhca** report was headed for the press, we got the great news of a new Arizona member. CEO **Larry Green** visited with **mhca** in February and is bringing his organization, West Yavapai Guidance Clinic of Prescott Valley as the fourth member from that state. West Yavapai operates with a \$28 million budget and 315 employees. They are accredited by the Joint Commission. Green has been CEO there for over eight years.

Each of these new members is profiled in greater detail at **mhca's** website in the member area under "CEO List." Visit their websites to learn more about their companies and the areas they serve.



John Mayes



Mark Ishaug



Larry Green



Ensuring the Best for mhca's Conferences

A Hotel, a Registration, a Reservation and You

By Glenda Deal, mhca Director of Conference Services

When mhca books a hotel for one of our conferences, we make a significant financial commitment. In negotiating the contract there are a number of variables. One of the first ones is selection of specific dates when we want to be at a particular property. Sometimes moving our preferred week forward or backward a bit on the calendar can produce significant savings. Thus while we do our best to rotate our conference weeks during the year so we don't always fall on your Board meeting dates, at times it just makes fiscal sense to adjust our preferred week to take advantage of significant hotel concessions.

Industry "Talk"

Once we establish with the hotel the days we will be there, we then establish our room block. We provide the hotel with a count of the number of rooms we estimate individuals registering for our conference will use not only for the nights of the conference (typically Tuesday, Wednesday, Thursday) but also the weekends preceding the conference and following the conference. This becomes our room block. The size (value) of our room block drives further considerations by the hotel such as the number and size of meeting rooms available to us and the minimum we must spend on food and beverage (continental breakfasts, refreshments for breaks, evening receptions).

The larger our room block, the better our deal with the hotel. However should our group fail to fully occupy our room block, the hotel charges mhca an attrition penalty for each unused room night. We calculate our room block reservation totals by utilizing the historical data we have for previous conferences and then conservatively book our block. (Hotels also have access to our history!) Naturally, a good track record of appropriately occupying the rooms in our block strengthens our negotiating position.

By hotel/conference industry standards mhca's number of sleeping rooms (our room block) does not justify the number of meeting rooms we want/need. This always creates a tension in our site negotiations.

So... what does all this mean to you?

Members can play a key role in helping mhca better manage and control our costs by doing some relatively simple things.

1. Please register and stay at the conference hotel where we have reserved our block of rooms
2. Please complete your hotel reservation before the

published cut-off date. Reservations made after the cut-off date may not be able to take advantage of the negotiated discount rate for our block of rooms. Also late reservations may result in last minute and costly adjustments to other conference services (meeting room space, food and beverage needs).

3. If you make a hotel reservation using mhca's room block and later find you need to cancel or change this reservation PLEASE contact Glenda Deal at mhca. 850.942.4900 or gdeal@mhca.com. She may know of another member who could not get into our room block. This can be a win-win – mhca avoids an attrition charge and the other member gets a better deal on their room.
4. Likewise, if you are unable to access mhca's room block –please contact Glenda – we may be able to help you get into the block.

Typically our conference registration deadline is the same as the hotel's room block cut-off date. Although registering for the conference and reserving your hotel room are two separate processes, we believe if they are done at the same time the two will be better coordinated. Currently we have people who do one half of this two-part registration process but not the other – which again produces a good deal of last minute adjustments and has the potential to result in unanticipated cost increases. **It is important to timely complete both the hotel and the mhca registrations.**

When completing your conference registration it is important to do so as accurately as possible. **Please only register for the activities/sessions you have every intention of attending.** (Many have fallen into the habit of just checking everything.) Commitments for meeting space size and set-up, food and beverage, and transportation (if needed) are made based on your registration selections. Planning to transport 60 individuals to an off-site event and ending up transporting 6 is a costly (and embarrassing) situation. Setting up a room for 60 and having 10 show-up is inefficient use of carefully negotiated room space.

It benefits us all for mhca to operate as efficiently and effectively as possible. Better controlling our conference expenses by just ensuring the registration processes are completed timely and accurately is a simple task that can have a significant impact. Thanks so much for your help!

Directions for Living Provides Meaningful Site Visit

By **Summer Lott**, *Director of Marketing and Business Development, Directions for Living*

Here at Directions for Living, a **mhca** member agency headquartered in Clearwater, Florida, we were honored to showcase several of our newest and most innovative services during a recent **mhca** Winter Conference off-site tour entitled “Behind the Scenes with Child Safety and Family Preservation.” On February 19th, we gathered in our Family Preservation facility with **mhca** members from across the country to share an open dialogue about our successes and observations in integrating Child Dependency (Child Welfare) with Behavioral Health services in our region, as well as our hope to continue the conversation and idea-sharing with fellow **mhca** members as we grow.

Showcasing Directions for Living’s Child Safety and Family Preservation services (*Project H.O.P.E.*, *Parents & Peers*, *Family Works*, and *Child Safety* models) from a “day in the life” perspective, we focused on our most integrated service lines, giving our **mhca** guests an inside view of each model through panels featuring clients, staff, partner agencies, funders, and Peer Mentors. Highlights included the use of these Peer Mentors who have previously encountered the Child Dependency system, and the implementation of our highly successful Integrated Decision Team (IDT) model, among other innovative and scalable components. Throughout each discussion, our hope was to bring to life the collaborative approach that is vital to each service’s success.

Within our Child Safety and Family Preservation division of Directions for Living, there are many components. *Family Works* is an innovative diversion services model, using wraparound behavioral health services and a multidisciplinary approach with key community partners to keep families, at risk of entering the Child Dependency system, safely together. *Child Safety* serves as the Case Management Organization for our county, working toward reunification and, when necessary, adoption, once children are removed from their families. During this process, working closely with our case management, children’s outpatient counseling, and psychiatry divisions are key to our success. *Parents & Peers* and *Project H.O.P.E.* (*Helping Our Parents and caregivers Excel*) are two unique programs which each specialize in expediting reunification for our families within the dependency system. Using Peer Mentors who have experienced the system personally (having their children removed and/or having been removed from home as a child) to help parents navigate the experience has been a crucial component to the success of this service line, supported by our use of an evidence-based parenting



Visitors (from left): Carol Smerz, Eileen Durkin, (Directions Staff Member), Susan Rushing, Glenda Deal, Inman White and Bill Greer.

curriculum and wraparound community supports.

Following their visit with us, our guests voluntarily shared the following feedback:

- This was amazing. Probably one of the best ever tours – changed my thinking around peers. Excellent.
- This was one of the best programs I have attended at **mhca**.
- This was an education and inspiring experience. This program needs to be presented in the literature.
- Inspiring and compelling stories by staff, consumers, mentors, peers. Well orchestrated agenda. I was fortunate to have this opportunity.
- Experience of a lifetime – evidence of things hoped for.

We would like to extend an open invitation to all **mhca** members to join us for a tour and a conversation about integration any time you are in the Tampa Bay region or would like to plan a visit. Likewise, our employees are anxiously awaiting the opportunity to tour and learn from our fellow **mhca** member agencies across the country. Thank you each for your support and perspective as we at Directions for Living work to ensure, every day, that “Life gets better here.”



Directions for Living
LIFE GETS BETTER HERE.™

An Excellent Gathering

The 2014 **mhca** Winter Conference and Annual Meeting exceeded our greatest expectations in attendance, program excellence and, thankfully, weather! In sunny, warm Clearwater Beach, Florida members and numerous guests enjoyed a rich agenda that addressed marketing issues of effective positioning and reputation management, healthcare reform and Affordable Care Act implementation from a state director's perspective, delivered by Michigan State Director James Haveman, and multiple approaches to data analytics. Overall the conference received a participant evaluation score of 3.59 on a scale of 1-4 with highest ranking being 4 (see details on page 12).

At each of our winter conferences **mhca** holds an Annual Meeting where the Board Chair delivers a "state of **mhca**" report and new officers and Board members are announced. At Wednesday's event, outgoing Board Chair Jerry Mayo reflected on a successful 2013, the first year of new **mhca** CEO Dale Shreve's leadership. Treasurer Inman White provided a positive financial report and Nominating Chair Susan Rushing reported results of recent Board elections (see article, page 3).

The Marketing Focus Group, led by Chair Nelson Burns, coordinated two general session presentations plus two afternoon discussion forums. Invited speaker Jim Link, President of Idea Link, Inc., impressed the audience with an energetic and well informed examination of corporate positioning in a competitive environment. Responses included, "I couldn't believe we had been listening for an hour – a compelling and important message!" and "This really got me thinking – Link's message will stick with me." plus "This presenter gave me specific steps to position my organization." Link's message was followed by one by guest speaker Tim Langhorst, Vice President of Public Affairs and Communications at ProMedica Health System. His topic was "Keys to Reputation Management." It dovetailed perfectly with Link's presentation and explored strategy and tactics for enhancing and protecting the corporate reputation. Especially helpful were Langhorst's tips for navigating the somewhat dangerous but potentially useful realm of social media in advancing the corporate image. An afternoon discussion group included both Link and Langhorst and provided opportunity to further explore their topics. On Thursday afternoon, a second marketing discussion group was led by Jean Drees, Director of Marketing at **mhca** member Harbor in Toledo. Ms. Drees provided resources on thought leadership and use of social media and specifically described Harbor's effective library of materials to address "hot" breaking topics quickly and effectively when behavioral health issues are in the news.

Our Information and Technology Committee, led by Chair Grady Wilkinson, together with our Performance Improvement Committee, led by Greg Speed and Linda De Piano, organized complementary presentations that provided a multi-faceted examination of data analytics, data security, the role of decision support, measurement and performance improvement. With the help of Joe Viger from The Echo Group and Ravi Ganesan of Core Solutions, both members of the Software & Technology Vendors Association (SATVA), participants delved into "The Value of Standardized Data." Drs. Melanie Wilson and Denny Morrison of Netsmart Technologies jointly



(from left) Speakers Jim Link and Tim Longhorst with Marketing Chair Nelson Burns.



Michigan State Mental Health Director James Haveman



Marketing Chair Nelson Burns and Harbor's Jean Drees

presented “Developing a Data-Driven Culture.” Jeremy Nelson of Afia, Inc. and Jacob Buckley-Fortin of eHana gave an overview of best practices as they spoke on “Data Security in a Cloud-Based World.” The subject of data analytics was addressed first by a panel of vendors including Dr. Carol Clayton of Care Management Technologies, Tom Doub of Centerstone Research Institute and Doug Philippon of iCentrix and then by a **mhca** member panel including Tom Sebastian of Compass Health, Rick Weaver of Comprehensive, Erv Brinker of Summit Pointe, and Suzanne Koesel of Centerstone Indiana. Both panel presentations were facilitated by **mhca** Board member Dale Klatzker, PhD of The Providence Center.

Together with Dr. Abigail Hirsch and Scott Cousino of myStrength, **mhca** members Rick Doucet of Community Reach Center and Joan DiMaria of Arapahoe Douglas Mental Health Network described a consumer-centric, evidence based web and mobile application to enable health care payers and providers to access treatment and improve outcomes. One listener said, “This presentation provided a look at the future – it’s an intriguing concept and provided a good mix of content from research and operations.”

Two additional aspects of the conference that received high marks were the site visit to nearby **mhca** member company “Directions for Living” on Wednesday (see article, page 7) and the 2014 Negley Award competition presentations delivered and judged on Thursday (see article page 11). Each added unique value to our program and reflected thoughtful preparation by all involved.

We are indebted to our exhibitors and sponsors whose support of our conference not only helps underwrite its expense but also adds a highly useful educational dimension:

Askesis Development Group
 CARF - *General Sponsor*
 Co-Centrix - *General Sponsor*
 Credible Wireless
 DATIS - *WIFI Sponsor*
 Dominion Diagnostics
 Genoa Healthcare - *Reception Sponsor*
 iCentrix
 Joint Commission
 Janssen Pharmaceuticals - *General Sponsor*
 MHRRG/Negley Associates - *Reception Sponsor*
 MindLinc - Duke
 Netsmart Technologies
 NorthRock Pharmacy
 QoL meds - *Breakfast Sponsor*
 Qualifacts
 Streamline Healthcare Solutions
 The Echo Group
 Unemployment Services Trust

Two presentations on Data Analytics:



“Key Competencies to Thrive in Value Based Healthcare” by vendors (from left) Tom Doub, CEO, Centerstone Research Institute; Carol Clayton, PhD, CEO, Care Management Technologies; **mhca** member and facilitator Dale K. Klatzker, PhD, The Providence Center; and Doug Philippon, VP Sales & Marketing, iCentrix.



“Member Perspective” by (from left) Rick Weaver, CEO, Comprehensive; facilitator Dale K. Klatzker, PhD, CEO, The Providence Center; Erv Brinker, CEO, Summit Pointe; Tom Sebastian, CEO, Compass Health; and Suzanne Koesel, CEO Centerstone Indiana.

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 The health club for your mind.™

Best Practice Winners Named

The National Data Center of **mhca** has announced best practice winners in its 2013 comparison of all participants in its Customer Satisfaction Management System (CSMS). Those present at **mhca's** recent Winter Conference in Clearwater Beach, Florida received recognition in Wednesday's general session. Of the nine companies that were identified as best practice providers, six were **mhca** members (identified below with an asterisk*). The CSMS is available to both members and non members throughout the country.



Overall in 5 to 7 service types
Overall in 3 to 4 service types
Overall in 1 to 2 service types

AtlantiCare Behavioral Health
West Bergen Mental Healthcare
Leyden Family Service & Mental Hlth Ctr*

Overall Mental Health

Solutions Community Counseling
and Recovery Center

Overall Drug & Alcohol
Inpatient Services

AtlantiCare Behavioral Health
Leyden Family Service & Mental Hlth Ctr*

Outpatient Services Mental Health

Solutions Community Counseling
and Recovery Center

Outpatient Services Drug & Alcohol
Partial/Day Treatment
Residential Services Mental Health
Residential Services Drug & Alcohol
Emergency Services
Case Management
Vocational Services

AtlantiCare Behavioral Health
InteCare* (includes members)
InteCare* (includes members)
Frontier Health*
Aroostook Mental Health Center*
The Counseling Center*
The Counseling Center*

Referral Sources

Solutions Community Counseling
and Recovery

Staff Satisfaction

Care Plus of New Jersey*



From left: Sue Buchwalter, The Counseling Center; Greg Disy, Aroostook MHC; Anne Newton, Frontier Health; Linda De Piano and Greg Speed, Performance Improvement Co-Chairs; Tara Augustine, Care Plus NJ

Speakers Enliven Clearwater Conference



Jeremy Nelson and Jacob Buckley-Fortin



Netsmart's Denny Morrison and Melanie Wilson



Ravi Ganesan, Grady Wilkinson and Joe Viger

Negley Award Finalists Address Cyber Liability and Win Cash Awards

If your company is examining its cyber liability and wondering how to improve the security of your overall technology security, you will want to get to know the three finalists in Negley Associates' 2014 Excellence in Risk Management competition. They competed recently and presented their programs at **mhca's** Winter Conference in Clearwater Beach, Florida. Referring to cyber security as a "superset of the practices embodied in IT security, information security, OT security and offensive security" one finalist went on to describe its comprehensive analysis and monitoring system. From email filtering to mobile device management, from working with outside security vendors to providing staff training, the three finalists provided a wealth of helpful information that in the end gained each a monetary award.

The three were judged by the eleven members of the Mental Health Risk Retention Group (MHRRG) Board of Directors. Taking the top prize of \$10,000 was Seven Counties Services, Inc. of Louisville, Kentucky. Presenters were Gerald Brazeau, VP/Chief Information Officer, and Philip Forrest, IT Security Analyst. Receiving \$5,000 each were David Lawrence Center of Naples, Florida and LifeStream Behavioral Center of Leesburg, Florida. Presenting for David Lawrence were Sharie Boscaglia and Faron Richards. CEO Jon Cherry and QI/RM Director Tim Camp gave the LifeStream report.

Nicholas Bozzo, President of Negley Associates, presented the awards Thursday evening, February 20, at a sunset beach reception during **mhca's** conference. Negley Associates is the underwriting management company for MHRRG, an insurance program offering multiple lines of coverage exclusively to the behavioral healthcare industry. They started the Negley Awards as part of their overall risk management education program in 1990 and over time have bestowed over a half-million dollars in awards.

Applicants were asked to provide information about the data collected and analyzed to develop their security programs. They outlined actions taken to impact the entire



Negley Associates President Nicholas Bozzo presented awards to finalists.



Finalists (seated) Faron Richards and Sharie Boscaglia of David Lawrence Center. (standing) Gerald Brazeau and Philip Forrest of Seven Counties Services, Tim Camp and Jon Cherry of LifeStream.

organization including budgetary requirements and sustainability assurances. They were queried about how their cyber liability programs are integrated into overall operations and whether they could be replicated for the rest of the industry. All three are available to talk with others in the industry about their findings, their setbacks and successes. **mhca** members can access copies of their presentations in the **mhca** online document archive section of our website. To contact the winners directly, email PForrest@sevencounties.org; sharieb@dlcmhc.com or TCamp@LSBC.net.



A Fresh Look for the News

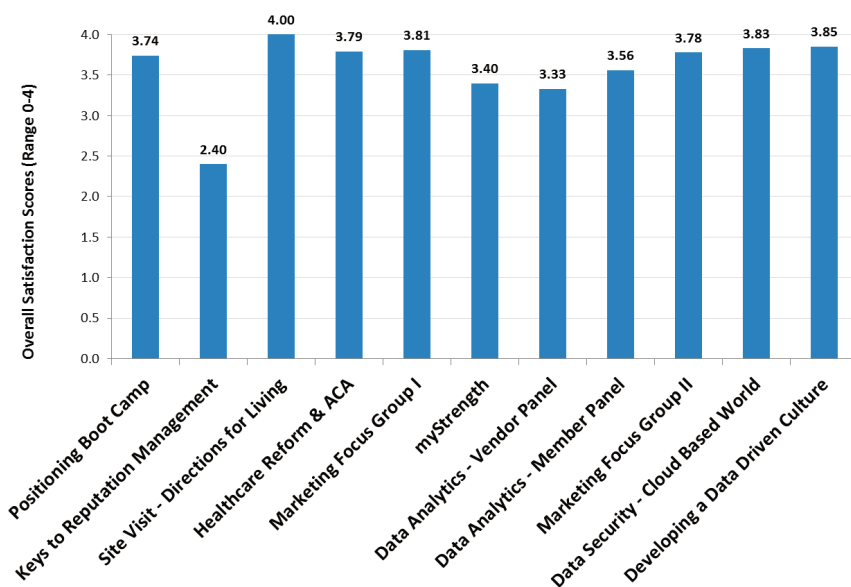
Maybe you've noticed that our newsletter has a new look about it? For years, **mhca's** publication has been called the *Executive Report*, but with our newly refreshed logo, we thought we'd change things up a bit and go for a relaxed approach. Thus evolved **mhca report**.

We readily admit that our quarterly newsletter is a soft news piece – it's about the members, the conferences, the achievements, and the transitions within **mhca**. We love it when you send us your news to share with **mhca** colleagues, so settle back with this fresh edition of the **mhca report** and start planning what you want to send us for next quarter!

Great Evaluations from Winter Conference

Thanks to each of you who took the time to fill out those evaluation forms in Clearwater Beach! We pay attention to what you tell us, and we are glad to report below some fine scores throughout the conference.

MHCA 2014 Winter Conference Evaluation Scores



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