

Executive Report

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MHCA Marks 27th Year

2012 Annual Meeting and Winter Conference

Clearwater Beach is the site for MHCA's 27th Annual Meeting and Winter Conference to be held February 21-24. We will meet again at the Sandpearl Resort located on Florida's beautiful white sands in this charming Gulfside community.

Our program will begin with Tuesday's Integrated Healthcare Learning Community for contracted participants. The day long, pre-conference workshop connects behavioral healthcare service providers with their local healthcare partners to explore meaningful ways of providing efficient and accessible integrated care. In the afternoon MHCA's International Planning Committee and the Mental Healthcare America Board will meet as well.

Wednesday morning's keynote will be given by Jaiya John, founder of Soul Water Rising (*see inset this page*). Following this unique opening session including time for book signing by John, we will convene MHCA's Annual Meeting and Luncheon where MHCA Board Chairman Susan Rushing will present the annual corporate report, and Treasurer Debra Falvo will give a complete financial update. A highlight of the luncheon will be presentation of the 2011 Customer Satisfaction Management System's Best Practice Awards (*for more information, see article on page 5*). Performance Improvement Committee Chairman Greg Speed will oversee the awards

program. Reservations are required for the luncheon (\$41 per person).

As reported by Don Hevey on page two of this *Executive Report*, MHCA's

Healthcare Reform Work Group has now become an open Focus Group which will meet Wednesday afternoon
See Winter Conference, p. 4

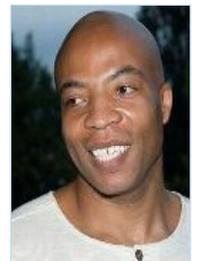
Identifying Our Personal and Collective Gifts

Jaiya John is the founder of Soul Water Rising, a global human relations mission based in Silver Spring, Maryland. He is a poet, author, youth mentor and advocate. Jaiya is a doctor of psychology and previously was a professor of social psychology at Howard University from 1995 to 1998, and associate director for the National Center on Permanency for African American Children from 1999 to 2001.

Jaiya's work with youth focuses on positive, productive identity as a root for life success and achieving purpose. From work on global and local social disparities to conflict and trauma between and within groups to the fragile life arc from childhood through adulthood, Jaiya reaches for our personal and collective giftedness.

Jaiya was born into foster care in Albuquerque, New Mexico. He attended Lewis & Clark College in Portland, Oregon, and earned his doctorate from the University of California, Santa Cruz in social psychology, focusing on identity devel-

opment and inter-group relations. In 1988 he lived in the Himalayan nation of Nepal, where his study of Tibetan medicine gave him insight into holistic concepts of physical, emotional, and spiritual health.



Jaiya John
Soul Water Rising

Being of not only African (including Balanta, Mende, and Kru) but also Blackfeet and Cherokee descent, and having grown up immersed in New Mexico's American Indian and Latino cultures, Jaiya has a deep appreciation for the spiritual and communal passions that spring from these worlds. This spirit he ingrains in his messages about our social world.

Jaiya's unique message has been delivered to over 200,000 people, touching on leadership, intergroup relations, social change and civil rights and teambuilding. Join us in February to hear this inspired speaker as he opens our Winter Conference on Wednesday morning.

*A Message from the President***Healthcare Reform Study
Now a Top Priority Focus Group**

Don Hevey

Since May, a small group of MHCA members have been meeting to focus and advance MHCA's strategies and leadership within healthcare reform. As national policy staggers toward clarity, MHCA members are making every effort to prepare for the new shape of healthcare delivery.

At MHCA's conference in November, an informal work group, led by Jim Gaynor, requested and received "Focus Group" status from the Board of Directors. This means that the Group will meet regularly at MHCA conferences for the foreseeable future and will be open to all members for discussion and participation. We will retain a smaller steering group to focus and drive the activities and strategies during and between our quarterly conferences.

Advising the Group is Bob Dyer of Criterion Health, Inc. who has made presentations on healthcare reform at MHCA's recent summer and fall conferences. Serving with Dyer are former MHCA members and Criterion colleagues Mel Smith and Wes Davidson. Identified already are several action plans. First will be a mapping project to identify MHCA member service coverage nationwide. You will receive a survey from MHCA in the near future asking you to identify the services you provide by counties and other identifiers. It is critical that you respond to this survey so we

can adequately display to national and regional payers the scope of services by locations offered by MHCA members. Second, we will gather information on the potential for a member-wide administrative service organization. A request for information will be sent to all members asking about your current involvement with ASOs. Third, there will be intentional selection of key reform players as speakers at MHCA meetings.

These are but a few of the major tracks and activities planned. There are other MHCA "product enhancements" under consideration, all aimed on enhancing your ability to play and compete in the new healthcare arena. The key to all of this is your data and information. To make this work we must have your involvement and participation not only in the discussion groups but especially in responding to the surveys that will be coming your way in the near future.

At our upcoming 2012 Winter Conference, the newly formed Healthcare Reform Focus Group will convene on Wednesday afternoon. We have scheduled the agenda so that no other meeting is opposite its time frame (1:30 - 3:00 pm). Your presence in this important discussion is essential to MHCA's fully inclusive representation in our deliberations going forward. ❖

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 EXECUTIVE REPORT

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133 Members in 31 States

Member News

The Return of High Plains

MHCA is pleased to welcome High Plains Mental Health Center as our newest member. Located in Hays, Kansas, High Plains serves a 1900 square mile area in the northwest section of that state. CEO Walt Hill attended both our 2011 Summer and Fall Conferences. High Plains MHC first joined MHCA in 1986 and was a member under then CEO Kermit George until 1998. Join us in welcoming back our fourth Kansas member! ❖



Walter Hill

Ward is CEO at Grand Prairie

Sharronne Ward, EdD has been named CEO at Grand Prairie Services in Tinley Park, Illinois. Ward, who has been Grand Prairie's Associate Clinical Director/ Director of Service Line Development, follows former CEO Dennis Regnier who recently left Illinois to lead CODAC Behavioral Health Services in Tucson, Arizona. Dr. Ward has over 25 years of experience in the area of behavioral healthcare and counseling with specific expertise in service delivery to the chronically mentally ill and community housing. She has created curriculum-based interventions for skill development in marital counseling and grief support. Dr. Ward is also well known for development and implementation of therapeutic curriculums in the faith-based community. ❖



Sharronne Ward

Paul Gorman at Monadnock

A familiar name has surfaced once more at Monadnock Family Services in Keene, New Hampshire. In the past few months, Board Chairman Robert Rooney has been serving as Interim CEO on the departure of former CEO Jayme Collins. As the search continues for a permanent CEO (*see MHCA's Executive Employment ads*), former consultant Paul Gorman, EdD has stepped in to serve as Acting CEO. A well-known behavioral health professional in the State of New Hampshire, Gorman has been Superintendent of New Hampshire Hospital, Director of the Division of Mental Health, Executive Director of West Central, and Board President for NAMI-NH. In addition, Gorman has long been a key player in the Dartmouth Psychiatric Research Center. Always working to improve collaboration between organizations and the overall system of care for people with mental illness, Gorman's leadership is a welcome resource for Monadnock and MHCA. ❖



Paul Gorman

More than a Dues Request

It's time to send your MHCA membership dues for 2012.

Invoices were sent in mid-November.

More than a dues request, this is an invitation to remain connected to a family of providers who share your commitments, understand your challenges and want you to be successful. Your participation is important within MHCA. Your opinions matter. Stay connected!

A Sad Goodbye

In just two months, from August to October, MHCA sadly experienced the death of three dear colleagues.

Bill Kyles, CEO of Comprehensive Mental Health Services in Independence, Missouri, died suddenly on August 9. A familiar face at MHCA conferences, Bill had just recently completed a significant building program for his organization. Serving as Interim CEO now is Joy Copeland.



Bill Kyles

Dennis Vaccaro was the founding CEO of Leyden Family Services in Franklin Park, Illinois and a member of MHCA since 1995. Earlier this year Dennis retired due to failing health and was followed by Donna Santoro as CEO. He died on September 1.



Dennis Vaccaro

Galen Goode, CEO of Hamilton Center in Terre Haute, Indiana, announced the necessity for a medical leave in the fall and named Mel Burks as Acting CEO. Awaiting a heart and lung transplant, Galen passed away on October 14. While it is reassuring to know that all three of these MHCA member organizations have been left in capable hands, we will greatly miss the friendship and talents of Bill, Dennis and Galen. ❖



Galen Goode

MHRRG News

Mental Health Risk Retention Group (MHRRG) has announced that Gary Bemby will serve a two year term as Treasurer for its Board of Directors beginning February 2012. Bemby is CEO of Lakeview Center in Pensacola, Florida. He replaces John McKeever who has been Treasurer for many years and will continue to serve MHRRG as a valued Director. Re-elected as Vice Chairman of the Board is Harriet Hall, CEO of the Jefferson Center in Colorado. Reappointed as MHRRG Directors to represent MHCA for the 2012-2015 term are Susan Buchwalter, PhD and Bemby. Buchwalter is CEO of the Counseling Center in Wooster, Ohio and currently serves as the MHRRG Board Chairman.

An election is currently underway among Class C Shareholders to select two MHRRG Board members for the 2012-2015 term. Incumbents are Dale Shreve, CEO of Harbor in Columbus, Ohio and Bennett Cooper, CEO of Central Community Health Board of Hamilton County in Cincinnati, Ohio.

MHRRG is a “captive” insurance company developed by MHCA in 1987. Domiciled in Vermont, it offers stable and affordable professional/general and directors/officers liability insurance. MHRRG coverage is available and tailored to community behavioral healthcare organizations. Each insured is a shareholder in, and part owner of, the company. MHRRG is represented by Negley Associates, the administrators, at MHCA quarterly conferences and holds three of their four annual meetings in conjunction with MHCA. The fourth meeting is held in Vermont as required by law. ❖



Winter Conference, continued from page 1

at 1:30 pm. Key Work Group members will report on goals and achievements to date and solicit input from all. Led by Chairman Jim Gaynor, a group of a dozen-plus members have been working closely with contracted facilitator Bob Dyer of Criterion Health initially to identify critical and achievable goals for MHCA to maximize our effectiveness within healthcare reform. An appointed Steering Committee will continue to guide this process.

Another conference agenda highlight is our focus on Marketing and Fund Development issues. CEOs attending the conference are urged to bring appropriate staff to the meeting where on both Wednesday and Thursday afternoons we will hold Marketing/Fund Development Focus Groups and on Thursday morning in general session we will hear from Patrick Giammarco about “The Four Pillars of Marketing.” Giammarco is owner of PWG Marketing, an authorized “Duct Tape Marketing Coaching Firm.” His company simplifies marketing and generates leads for small business by developing and implementing a marketing and referral system. On Wednesday afternoon, Terry Axelrod, CEO, and Marcy McNeal, Coach, of Benevon, Inc. will join the Focus Group to represent that nationally recognized fund development program. Nelson Burns is Chairman of our Marketing and Fund Development Committee and will conduct our Focus Groups with assistance from other key members.

Again this year we will host the Negley Awards for Excellence in Risk Management. Finalists in the 2012 competition will present their program on “Keeping People Safe” during Thursday’s general session. Board members of the Mental Health Risk Retention Group (MHRRG) serve as judges to determine ranking of the finalists. Cash awards are announced immediately following MHCA’s conference and later presented at the

National Council’s April meeting. First place receives \$10,000 while the two runners-up each receive \$5,000.

Our Wednesday afternoon *Learn About It* Session will spotlight Centerstone Research Institute’s (CRI) business intelligence tool, “Enlighten Analytics.” Funded through significant philanthropic gifts, this web-based, secure analytics platform can serve any CMHC in the United States that meets basic technological specifications. Dr. Thomas Doub, COO of CRI, will present the session where participants will learn how analytics can improve business operations, optimize revenue, and improve care. The audience will learn how participating in a national analytics platform like Enlighten Analytics can support research-based behavioral healthcare.

Thursday afternoon’s New Trends Forum is set to explore alternative healthcare practices, following up on information provided Wednesday morning by our keynoter, Jaiya John. Diana Knaebe will facilitate the Forum. Continuing its Phase Three, our Quality Improvement Collaborative meets on Thursday from 1:30 – 4:30 pm led by Allen Daniels, EdD. Though a core group of participants has been identified and working together throughout the Collaborative, the meeting is open to all interested parties.

A complete agenda for MHCA’s Winter Conference is posted online at www.mhca.com. Registration is available online only, and deadline for both registration and hotel reservations is January 23. As always, there is no fee for registration (but don’t forget to reserve and pay for your luncheon space!) Rates at The Sandpearl are \$249 Single/Double. Contact the hotel directly to make your reservations (877-726-3111) – be sure to identify yourself as part of MHCA’s conference block and make your reservations as soon as possible since this popular beach destination fills up quickly! ❖

Customer Satisfaction A Key Indicator of Successful Service

Progressive behavioral healthcare organizations understand that service quality, as measured by customer satisfaction, is an important key to success in healthcare service delivery. At MHCA's upcoming Winter Conference, awards will be made to those companies excelling in customer satisfaction based on their participation in MHCA's Customer Satisfaction Management System (CSMS). Award categories include Inpatient, Outpatient, Partial/Day Treatment, Residential, Emergency Services, Case Management and Vocational Services plus Referral Sources and Staff Satisfaction. Overall categories are recognized as well.

Developed by MHCA members with guidance from research specialists, the CSMS was launched in 1995. It is available to both members and non-members. Licensing for use of the client and referral source instruments is required; however, MHCA members do not pay the licensing fee.

The CSMS provides a series of statistically valid and reliable satisfaction assessment surveys to be utilized in improving the quality of behavioral healthcare services.

The instruments, applicable across client populations and treatment modalities, provide "actionable" information to provider groups for quality improvement. Use of MHCA's national database allows analysis of comparable data for benchmarking and identification of best practices.

Several data entry options are available, including a scannable form format and key-in entry software. A support document, entitled "MHCA Customer Survey Users' Guide", provides information and instruction on survey administration, sampling, and survey analysis. An additional guide, entitled "MHCA Customer Satisfaction Management System", is designed to assist in developing a system to integrate customer feedback into the organization's quality improvement efforts.

MHCA's National Data Center provides numerous services for user organizations, such as technical assistance, optional scanning and analysis of data, communication and updates via the MHCA web site, coordination of a national users group, and continual product development.

The Center establishes national norms and publishes "best practices" information in MHCA Customer Satisfaction Management System Quarterly Reports. Data analysis available through the National Data Center includes reports created with the organization's survey data and comparative reports. The comparative reports compare an organization's data to the national data of like customer surveys or to the organization's past survey results. For an additional fee, reports, including executive summary and descriptive analysis of each dimension, are also available.

Participation in MHCA's Customer Satisfaction Management System provides users an opportunity to positively position themselves in a highly competitive and accountable healthcare environment. Oversight for the program is provided by MHCA's Performance Improvement Committee which reports to both the MHCA Board of Directors and to Mental Healthcare America, the for-profit subsidiary of MHCA. The National Data Center has been directed since 1999 by Nancy Maudlin, MBA. ❖

MHCA National Data Center Director to Retire

When MHCA members began their work to create a national data center to be used not only by its members but by the larger behavioral healthcare industry, the job seemed nearly impossible. Just finding common terminology was daunting! But in 1995 MHCA's Standards and Accreditation Committee (now the Performance Improvement Committee) began the project. Lakeview Center in Pensacola, Florida was already engaged in a staff satisfaction data analysis project, and through them MHCA accessed the exceptional talents of Nancy Maudlin, MBA, who had been working with

Lakeview since 1991, first as a volunteer and then on their staff.

Nancy continued to live near Pensacola and remained associated with Lakeview Center while she worked with MHCA's Committee in the development of the Customer Satisfaction Management System. In 1999 MHCA incorporated the National Data Center into its offices in Tallahassee and convinced Nancy to become a permanent part of the MHCA staff. Moving to Tallahassee with her husband Chuck, Nancy became the face of the System, providing hands-on assistance to its users and representing

the product at each MHCA conference. She also worked with members to create the MHCA Benchmarking Product.

Nancy will retire in February after twelve years as Director of the National Data Center. Her dedication and ability to make the CSMS and MHCA's Benchmarking Survey accessible and useful have been highly valued. A national search is being conducted for a new Director. ❖



Nancy Maudlin

Fall Conference Embraces Healthcare Reform

MHCA's fourth quarterly conference for 2011 provided an array of presentations and forums that informed and challenged, questioned and explored. From Tuesday through Friday, November 8-11, participants enjoyed Scottsdale, Arizona's Westin Kierland Resort as they met with MHCA colleagues and refueled their leadership skills.

Wednesday keynoter Shawn Achor hit just the right notes in his delivery of "The Happiness Advantage" based on his book of the same name. With both well-respected research and meaningful personal experience to back him up, Achor raised the chicken and egg question on which came first, success or happiness and convinced us that happiness clearly is the causal factor. Describing the research he then explained how companies can increase their productivity, decrease staffing exodus and improve service by focusing on those things that bring joy and a positive environment to their work places. And by the way, it all begins with the CEO! Listeners responded with comments such as these:

- I had a bad week last week and this was just what I needed. I liked the balance of research and practical application.

- Achor connected with the audience extremely well.

- It was great to hear so many common sense things supported with research.

- I have some concrete ideas and plans to take back to our team leader meeting, already sent an email and am working on how/what to present.

- What a wonderful way to start the day. He was captivating, dynamic, humorous and, most important, convincing. I will definitely take some of what he conveyed to use in my private and professional life.

- Shawn did a great job challenging me to re-think my own behavior and how it impacts my staff. I will use his suggestions with my staff and family.

Opportunities to explore this topic further were provided in Wednesday afternoon's New Trends Forum facilitated by Diana Knaebe, CEO of Heritage Behavioral Health in Decatur, Illinois. Diana had researched other writers on the topic of happiness in the workplace including Laurel Mellin and Barbara Fredrickson and led the group in discovering ways to apply their theories along with those of Shawn Achor.

As MHCA aggressively tracks national healthcare reform and seeks opportunities for its members within this broad and deep movement, we continue to provide a Healthcare Reform Forum at our conferences led by Robert Dyer, PhD of Criterion Health. Joining Dyer in Scottsdale to report local activities and initiatives were MHCA members Erv Brinker, CEO of Summit Pointe in Grand Rapids, Michigan and Gary Bemby, CEO of Lakeview Center in Pensacola, Florida. The conversation continued in MHCA's Healthcare Reform Work Group which will become an open Focus Group beginning at our 2012 Winter Conference (*See article - this issue, page 4*).

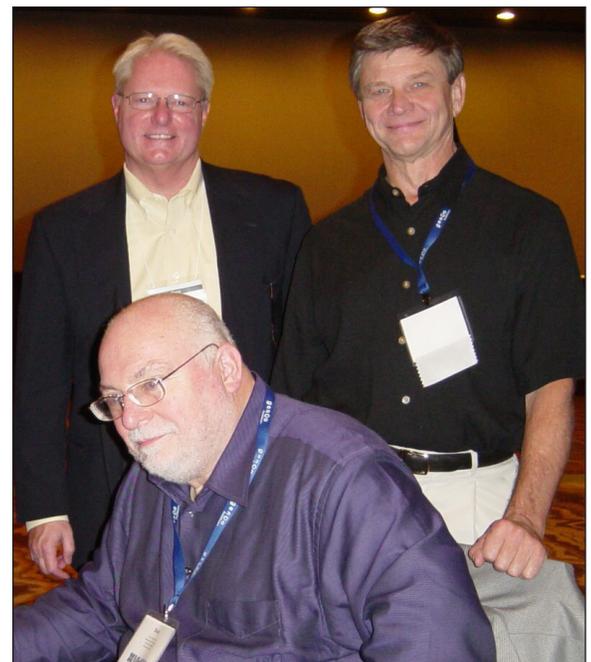
A "Learn About It" session was held on "Using and Profiting from MHCA's Corporate Benchmarking

Product." Panelists included Susan Buchwalter, PhD, CEO of the Counseling Center, Wooster, Ohio; Bob Krumwied, CEO of Regional Mental Health Center in Merrillville, Indiana; Catherine Carter, PhD, Program Manager of Research & Evaluation, Valley Mental Health in Salt Lake



Above: Keynoter Shawn Achor (left) talks with Ron Zimmet and Sue Stubbs following his presentation.

Below: Bob Dyer (seated) together with MHCA members Gary Bemby (standing left) and Erv Brinker addressed Healthcare Reform in Wednesday afternoon's Forum.



City, Utah; Diane Bowen, Director of Organization Performance, Frontier Health, Gray, Tennessee and Doug Philipon, Vice President, iCentrix Corporation. Deadline for the 2011 Benchmarking survey is December 1. Forward your questions about the survey to Nancy Maudlin, Director of MHCA's National Data Center, nmaudlin@mhca.com

Thursday's general session began with an inspiring member showcase presented by Daniel J. Ranieri, PhD, CEO, and Jeannine Chapelle, MAA, Associate Director of Community Initiatives for La Frontera Arizona. Their programs in community schools have made an impressive difference in community health and safety and have provided inroads to meaningful partnerships and connectivity. Netsmart Technologies' Executive Vice President

Kevin Scalia offered an informative presentation on "Driving Integrated, Consumer-Centric Health System Transformation." In a well delivered address, he covered the latest on ARRA EHR meaningful use incentive funds, the emergence of accountable care organizations and the use of social media within healthcare reform and service delivery.

Taking technology talk to another level, Futures Forum facilitator Jim Gaynor, CEO of Grafton in Virginia, led a discussion of scenarios in which emerging and yet unimagined communication and service tools hold the potential to "replace us as we now know us." Yikes.

Tuesday's Integrated Healthcare Learning Community continued the important work of those behavioral healthcare organizations presently

pursuing partnerships with local healthcare providers to advance a fully integrated care delivery system. Led by Cheryl Holt and Jeff Capobinaco of the National Council, this Learning Community will continue to meet in tandem with MHCA's quarterly conferences throughout 2012.

The Third MHCA Quality Improvement Collaborative met Thursday afternoon, led by Allen Daniels, EdD of Quality Health Initiatives. The Collaborative is testing and developing tools to support a quality framework for the SAMHSA Recovery Support objective.

See Scottsdale, page 8

Clockwise from upper left: Dan Ranieri and Jeannine Chapelle described La Frontera Arizona's Community Schools program.

A panel explained MHCA's Benchmarking program - left to right: Catherine Carter, Susan Buchwalter, Bob Krumwied, Doug Philipon and Diane Bowen

Healthcare Integration partners Robe Fazekas and Angie Lee of Hamilton Center with Sister Lawrence Ann Liston of Saint Ann's Clinic (center).

Cheryl Holt and Jeff Capobinaco of the National Council facilitated Tuesday's Integrated Healthcare Learning Community.

Steve Ronik (left) visited with Kevin Scalia, who presented Thursday morning's session on healthcare integration transformation.





**The MHCA office
in Tallahassee,
Florida
will be closed
for the holidays from
Monday -Friday,
December 26-30.
We wish our members
and great friends a
wonderful holiday
season.**



Scottsdale, continued from p. 7

Handout and PowerPoint materials for most conference presentations are available now in MHCA's online Document Archives

We are grateful to our exhibitors and sponsors for adding so much to our conference. Sponsoring Wednesday 's continental breakfast was QoL meds, represented in Scottsdale by Gabe Santry and "the Christys" – Christy Rosado, Christy Barr and Christy Barth. Fun people. In absentia, UNI/CARE Systems sponsored a delightful afternoon refreshment break on Wednesday, and then on Wednesday evening, hosts Genoa Healthcare provided a "Fiesta del Cerdo" where everyone but the pig had a great time. Exhibitors in addition to Genoa and QoL meds were Anasazi Software, Credible Wireless Software, DATIS, Essential Learning, iCentrix Corporation, MHRRG, Netsmart Technologies, NorthRock Pharmacy, Peer Partners, Qualifacts and The Echo Group. ❖

CALENDAR

MHCA 2012 Winter Conference and Annual Meeting

Dates: February 21-24, 2012
Location: Sandpearl Resort
Clearwater Beach, Florida
Phone: 877-726-3111
Rate: \$249 Single/Double
Deadline: January 23, 2012

MHCA 2012 Spring Conference

Dates: May 29 - June 1, 2012
Location: J W Marriott
New Orleans, Louisiana
Phone: 504-525-6500
Rate: \$179 Single/Double
Deadline: May 4, 2012

MHCA 2012 Summer Conference

Dates: August 14-17, 2012
Location: Grand America Hotel
Salt Lake City, Utah
Phone: 800-437-5288
Rate: \$179 Single/Double
Deadline: July 17, 2012

**MHRRG Fall Board Meeting
(Mental Health Risk Retention Group)**

Date: October 19, 2012
Location: Stowe Mountain Lodge
Stowe, Vermont

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