



## mhca News Bulletin – January 5, 2023

### **MEMBER NEWS**

#### **RiverValley Behavioral Health to give away 220 Narcan doses**

“One of the most effective ways to combat opioid addiction is through education and access to resources. Our goal for the Narcan giveaway in January is to provide access to necessary measures that could help save a life,” said Nicki Feher, RN and RVBH Clinical Office Manager.

<https://www.tristatehomepage.com/news/local-news/daviess-county/owensboro-news/rivervalley-behavioral-health-to-give-away-220-narcan-doses/>

#### **Multi-million dollar complex promises help for Lakewood’s unhoused**

**The Jefferson Center** — a non-profit supplier of mental healthcare across the metro area — will soon be bringing what it says is a partial solution to Lakewood: a 40-unit permanent supportive housing complex. “The Solid Ground project will be a fresh start for those without stable housing,” said Jefferson Center CEO and President Kiara Kuenzler at a ground-breaking ceremony.

<https://sentinelcolorado.com/orecent-headlines/multi-million-dollar-complex-promises-help-for-lakewoods-unhoused/>

#### **USI the only Connecticut Agency to Receive Funding in Competitive Application**

United Services was the only agency in Connecticut awarded funding under the competitive Certified Community Behavioral Health Clinic – Planning, Development and Implementation Grant. United Services will receive \$1 million per year for four years through the grant program, which will assist the agency in meeting the certification criteria by September 2023 and implementing a continuous quality improvement program to maintain the high caliber of services thereafter.

<https://www.unitedservicesct.org/4-million-in-federal-funding-awarded-to-united-services/>

#### **Sound Awarded Selective CCBHC Grant**

In what was a highly selective process, Sound was awarded a Certified Community Behavioral Health Clinic (CCBHC) planning, development and implementation grant by the Substance Abuse and Mental Health Services Administration (SAMHSA). SAMHSA is the national organization that oversees the community behavioral health industry. At \$1 million per year for a four-year period, the grant is significant.

<https://www.sound.health/blog/2022/10/20/sound-awarded-selective-ccbhc-grant-2/>

## **Seasonal Affective Disorder, featuring Dr. Carl Clark of WellPower**

<https://www.youtube.com/watch?v=Kn1cnNV-ftA#msdynttrid=upR1xm7Ejt-q-ubMZXqR32OEyfQ9SQdA2DOKqL5SYeA>

## **INDUSTRY NEWS**

### **Outpatient Behavioral Health Treatment Associated With Reduced Medical and Pharmacy Spending**

A recent retrospective cohort study published by JAMA Network Open sought to determine whether people with newly diagnosed BHC who use any outpatient behavioral health treatment (OPBHT) incur lower medical and pharmacy costs over the following 15- or 27-month follow-up period compared with those not using outpatient treatments.

<https://www.pharmacytimes.com/view/outpatient-behavioral-health-treatment-associated-with-reduced-medical-and-pharmacy-spending>

### **CMS Looking to Hold Medicare Advantage Plans Accountable for Members' Behavioral Health Needs**

The U.S. Centers for Medicare & Medicaid Services (CMS) on Wednesday unveiled a newly proposed rule for Medicare Advantage (MA) meant to emphasize "the invaluable role that access to behavioral health plays in whole-person care." The move comes just two days after the federal agency released a different proposal requiring marketplace health plans to cover certain mental health and substance use disorder treatment services.

<https://bhbusiness.com/2022/12/14/cms-looking-to-hold-medicare-advantage-plans-accountable-for-members-behavioral-health-needs/>

### **Health system helps staff members help each other**

The health system implemented its free, personalized Caring4Colleagues program, which started as a fairly informal, phone-based peer support initiative and grew into a major benefit that has helped hundreds of staff members connect, recharge and destress. It encourages deep conversation between individuals, using a trauma-informed approach and motivational interviewing to help people meet and overcome challenges.

[https://corp.smartbrief.com/original/2022/12/health-system-helps-staff-members-help-each-other?utm\\_term=EFB52392-F1D7-42F3-93F4-7097B463179E&utm\\_campaign=DBBA1AD6-12CB-4DC0-914E-9318BD18105E&utm\\_content=854F06F2-3B12-4892-9359-59C7B02F1431&utm\\_source=brief](https://corp.smartbrief.com/original/2022/12/health-system-helps-staff-members-help-each-other?utm_term=EFB52392-F1D7-42F3-93F4-7097B463179E&utm_campaign=DBBA1AD6-12CB-4DC0-914E-9318BD18105E&utm_content=854F06F2-3B12-4892-9359-59C7B02F1431&utm_source=brief)

### **HEALTHCARE CFOS SHARE THEIR FINANCIAL INSIGHTS FROM 2022**

It's been another challenging year for healthcare, but these CFOs have created unique ways to maintain their organizations' bottom line.

<https://www.healthleadersmedia.com/finance/healthcare-cfos-share-their-financial-insights-2022>

### **Squeezed by Temp Nurse Costs, Hospital Systems Create Their Own Staffing Agencies**

An increasing number of hospital systems like Allegheny Health Network have created in-house staffing teams to cope with the pandemic-fueled nursing shortage — and try to beat private temp staffing agencies at their own game.

<https://khn.org/news/article/squeezed-by-temp-nurse-costs-hospital-systems-create-their-own-staffing-agencies/>

## **Healthcare marketing trends chief marketing officers are keeping top of mind in 2023**

Consumer-first content, agile marketing and digital channels are some of the trends hospital and health system chief marketing leaders will be laser focused on in 2023.

<https://www.beckershospitalreview.com/digital-marketing/healthcare-marketing-trends-chief-marketing-officers-are-keeping-top-of-mind-in-2023.html>

## **BUSINESS NEWS & LEADERSHIP ARTICLES**

### **A heuristic to judge leadership effectiveness**

Heuristics aren't perfect, but most of the time they serve us well, particularly in unfamiliar situations or when we need to make decisions quickly — both common circumstances faced by people in leadership. Here's a heuristic I've found helpful in getting a sense of how I'm doing in that regard at any point in time: Am I on my heels, standing still or leaning forward?

[https://corp.smartbrief.com/original/2022/12/a-heuristic-to-judge-leadership-effectiveness?utm\\_term=EFB52392-F1D7-42F3-93F4-7097B463179E&utm\\_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm\\_content=D77F983F-D392-4E0D-819D-7BBBE9780C30&utm\\_source=brief](https://corp.smartbrief.com/original/2022/12/a-heuristic-to-judge-leadership-effectiveness?utm_term=EFB52392-F1D7-42F3-93F4-7097B463179E&utm_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm_content=D77F983F-D392-4E0D-819D-7BBBE9780C30&utm_source=brief)

### **Lessons From Ancient Rome On The Art Of Succession**

All CEOs, whether or not they have the privilege or authority to choose their own successors, have an obligation to identify candidates and offer them mentorship and nurturing. They also have an obligation not to compete with their potential successors but to view them as guarantors of organizational continuity and their own individual legacies.

<https://chiefexecutive.net/lessons-from-ancient-rome-on-the-art-of-succession/>

### **The ABC Feedback Formula**

If done correctly, feedback is HELPFUL to the person you're giving it to. While you may also benefit from the person receiving feedback, it's really not about you.

<https://www.loridernavich.com/the-abc-feedback-formula/>

### **In hard times, make the candidate experience easy**

Rising inflation, industry-specific layoffs and early signs of a cooling job market have made this hiring market one of the most challenging to date. However, even amid a looming recession, candidates are still very much in control over hiring especially as competition for talent remains tight. For organizations looking to “recession-

proof" their hiring strategies in the short- and long-term, improving the candidate experience should be a top priority.

[https://corp.smartbrief.com/original/2022/12/in-hard-times-make-the-candidate-experience-easy?utm\\_term=EFB52392-F1D7-42F3-93F4-7097B463179E&utm\\_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm\\_content=92B8CC07-429E-437A-8FE0-84FAE87267B1&utm\\_source=brief](https://corp.smartbrief.com/original/2022/12/in-hard-times-make-the-candidate-experience-easy?utm_term=EFB52392-F1D7-42F3-93F4-7097B463179E&utm_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm_content=92B8CC07-429E-437A-8FE0-84FAE87267B1&utm_source=brief)

## **What matters most? Six priorities for CEOs in turbulent times**

Managing complex organizations is much harder today than it was just a few years ago. And the hardest task of all for CEOs is to decide what needs to be done now and what can wait.

<https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/what-matters-most-six-priorities-for-ceos-in-turbulent-times?cid=other-eml-nsl-mjp-mck&hlkid=76c19e7f5a2f4feb8bbdf03e4da536c2&hctky=9848910&hdpid=b4d5fa3d-88de-44fa-9e8d-7699bb680300>

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