

# Executive Report

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## Healthcare Reform Continues as Key Topic at MHCA Spring Conference

**W**ant to talk healthcare reform? Need to motivate your staff? Ready to think about how information technology can really make a difference in clinical practice? Curious about MHCA's Massachusetts members' work? *Come to Boston!* MHCA's 2011 Spring Conference will be held May 24-27 at the Sheraton Boston Hotel located in the city's famous "Back Bay."

From the board meeting on Tuesday to two more on Friday and at all sessions in between, MHCA members will roll up our sleeves and explore our options in an effort to improve delivery of behavioral healthcare to our clients.

Wednesday's general session will be kicked off by Chip Madera, healthcare enthusiast, who has been called the "Dr. Phil" of healthcare motivation. He believes our organizations will improve when our people improve and promises to leave you thinking about your potential and your power to change. Following Madera will be nationally recognized behavioral health voice Robert Dyer, PhD who will expand on our continuing examination of healthcare reform. Dyer has spent

a lifetime in behavioral healthcare leadership, serving as CEO of a behavioral healthcare managed care company, commissioner of a state mental health program; hospital president,



*Chip Madera*



*Robert Dyer, PhD*

community behavioral health company CEO and private psychologist. He now is the managing principal of Criterion Health, Inc. providing Behavioral Health Consultation and Management Services. His presentation will "drill down" into specifics of the enormous national reform topic, a great follow-up to February's excellent presentation by National Council CEO Linda Rosenberg and DMA Strategies CEO Richard Dougherty.

A member showcase will be provided by our Massachusetts members, led by Bruce Bird, CEO of Vinfen Corporation. MHCA members always take away excellent, practical information when they listen to and learn from each other!

Information and Technology Committee Chairman Chris Wyre is preparing an IT Focus Group agenda to cover client care technology and re-examine "meaningful use." Together with Diana Knaebe, Chairman of our New Trends Focus Group, Chris promises a stimulating conversation that will appeal to both IT staff and CEOs.

Our complete preliminary agenda appears online at <http://www.mhca.com/Meetings/2Agenda-49.asp>. Registration deadline for both the hotel and for the meeting itself is April 21. Contact the Sheraton directly for hotel reservations (888-627-7054). Each person attending the conference should register separately at <http://www.mhca.com/Meetings/2MeetingRegistration-49.asp>. Make plans now and don't miss out on this fine program...

*Come to Boston!*

A Message from the President

MHCA gears up for our next Integrated Healthcare Learning Community beginning in Portland, Oregon on August 16, 2011 in conjunction with our Summer Conference there.

We concluded our first Learning Community with a poster session at our 2010 November conference. Thirty one MHCA member organizations and their community health care partners met in quarterly day long meetings over an 18 month period to learn from each other. These face-to-face meetings were augmented by social media connection between meetings and work assignments completed at home.

Among the many lessons learned by the participants is that no one model is right for all providers and settings, integration is best viewed as a continuum, ranging from collaboration without co-location (e.g., collaborative referral relationships) to fully integrated co-located systems of care.

The Learning Community helped members and their partners assess

their readiness for integration and implement initiatives appropriate to their state of readiness, delivery setting, and market.

We have a dozen or so MHCA members who have indicated interest in participating in the second Learning Community. This gives us enough participants to launch the project, and we can accommodate a few more. Another invitation to participate will be sent to members in mid March, and information regarding the logistics of the Learning Community will be sent to those who sign up in early summer.

One of the newly adopted imperatives from MHCA's 2010-2012 strategic plan is "to expand the scope of services beyond behavioral health services to integrated community health solutions." Please join us as we implement change to meet this imperative. ❖



*Don Hevey*

**Nelson Burns - Visionary Leader**

Nelson Burns has been named a Visionary Leader by the National Council and will be awarded this distinction at the Council's May conference. Nelson has been President and CEO of Coleman Professional Services (Coleman) for 25 years, growing their budget from \$1 million to \$26 million when Coleman completes an expansion this year. In addition to his leadership of Coleman, Nelson serves as an adjunct professor for Kent State University, Department of Political Science, teaching masters level courses in Philanthropy and Board Governance for Non-Profit Corporations, and serves on the advisory board of the Kent State University Healthcare Executive MBA program. In 2010, through Nelson's leadership, the Ohio EHR Collaborative initiative was established. Nelson embodies Coleman's vision and principles, empowering his managers, instituting Continuous Quality Improvement, embracing an education culture and believing in the importance of growing diversified revenue resources.

When asking fellow employees to describe Nelson Burns, the words heard most often are: "dynamic, visionary, effective, innovative, kind, compassionate, interested and interesting, and thoughtful." This is certainly the Nelson Burns we know at MHCA. We commend him on this impressive achievement and hail the National Council's excellent choice. ❖



*Nelson Burns*

**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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**MHCA BOARD OF DIRECTORS 2011**

Executive Committee

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*Vice Chairman*

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Diana Knaebe

Gregory M. Speed, ACSW  
David R. Stone, PhD  
Susan L. Stubbs, MSW  
Inman White

135 Members in 31 States

## Six New CEOs Take the Helm

With a rash of CEO retirements, MHCA welcomes five new leaders who have taken the helm at their organizations:

**Suzanne Koesel** replaces Bob Williams at Centerstone of Indiana. Suzanne has served as Senior Vice President at Centerstone's Bloomington office. Bob will remain involved as Chief Strategy Officer as he enjoys his new status as CEO Emeritus.



**Donna Santoro** replaces Dennis Vaccaro at Leyden Family Service and MHC of Franklin Park, Illinois. Donna has served as Chief Operations Officer at Leyden before becoming CEO.

**Lori Nelson** replaces Bob Martens at Family Services and CMHC for McHenry County in McHenry, Illinois. Lori has been with Family Services for 25 years and most recently served as Chief Compliance Officer prior to becoming CEO.



**Ken Taylor** replaces Interim CEO Stacey Devenney at Valley Cities Counseling & Consultation in Auburn, Washington. Taylor comes to Valley Cities from the Washington State Department of Corrections where he served as Director of Health Services managing primary and mental health services for 24,000 patients and 800 staff. Devenney returns to her former job as COO saying, "Being Interim CEO was a privilege and so much fun - I love the VCCC staff!"



**April Lott** replaces David Lomaka at Directions for Mental Health in Clearwater, Florida. April has served as Chief Operating Officer at Directions prior to becoming CEO. She visited with MHCA members at our recent Winter Conference in her "backyard", Clearwater Beach.



Earlier we announced the exciting news that longtime MHCA member Doug Varney was named Commissioner of the Tennessee Department of Mental Health. Taking on Varney's CEO responsibilities at Frontier Health in Gray, Tennessee is **Charles E. Good**. Good has been serving Frontier as Senior Vice President of Operations prior to taking the helm. ❖



## Newest Member Is from Washington

MHCA welcomes new member Behavioral Health Resources of Olympia, Washington. CEO **John Masterson** attended our 2010 Fall Conference and had joined MHCA before also attending our 2011 Winter Conference in Clearwater Beach. Masterson had an extensive hospital administration background prior to joining BHR. Behavioral Health Resources operates with 313 FTEs and a budget of \$25 million. Masterson currently serves as Board Chairman of the Washington Community Mental Health Council.



MHCA's membership numbers 135 in 31 states. Geographically there are 23 in the Northeast, 42 in the South, 38 in the Midwest, 24 in the Southwest and 8 in the Northwest which now includes Behavioral Health Resources! ❖

## Ten Behavioral Health Centers Claim Best Practice Awards

At MHCA's 2011 Annual Meeting in Clearwater Beach, Florida the following behavioral health centers were announced as top providers in 2010 evidenced by their participation in MHCA's Customer Satisfaction Management System.

- Overall Mental Health Services: West Bergen Mental Healthcare – NJ
- Overall Drug & Alcohol Services: River Valley Behavioral Health – KY
- Category I (1-2 services): Mental Health/Recovery Ctr Warren Co –OH
- Category II (3-4 services): West Bergen Mental Healthcare – NJ
- Category III (5-7 services): Care Plus - NJ
- Inpatient: AspenPoint Health Services – CO
- Outpatient-Mental Health: West Bergen Mental Healthcare - NJ
- Outpatient-Drug & Alcohol: Clermont Recovery Center – OH
- Partial/Day Treatment: Gallahue Mental Health – IN
- Residential-Mental Health: River Valley Behavioral Health – KY
- Residential-Drug & Alcohol: River Valley Behavioral Health – KY
- Emergency Services: AMHC – Caribou, ME
- Case Management: AtlantiCare Behavioral Health – NJ
- Vocational Services: AtlantiCare Behavioral Health – NJ
- Referral Sources: Mental Health/Recovery Ctr Warren Co – OH
- Staff Satisfaction: Seminole Behavioral Health - FL

# MHCA Begins 2011 with Annual Meeting and Winter Conference

Members and guests came from near and far to attend MHCA's 2011 Annual Meeting and Winter Conference held February 22-25 in Clearwater Beach, Florida. That is...those who could chip away the ice in their frozen climes and make it to the airport! Our 26<sup>th</sup> annual event drew 160+ behavioral health providers and their vendors to the Sandpearl Resort where the Sunshine State's weather was a welcome change for many.

Keynoter Bill Jensen helped his audience think about "Making it Easier to Get Things Done." He spoke of respecting the time of others and urged listeners to "be interesting and relevant or be gone." His favored acronym was KFD (Know, Feel, Do) and he offered three basic questions to stimulate effective communication. 1) What do I want people to know, understand, learn or question? 2) How do I want people to feel? 3) What do I want people to do as a direct result of my

communication? Done right, communication (and meetings!) should accomplish important things for us rather than taking up significant time without resulting in much. Good advice!

Wednesday afternoon was devoted to a Healthcare Reform Forum led by the National Council's CEO Linda Rosenberg and Richard Dougherty, PhD, CEO of DMA Health Strategies. Given the complexities of this reform environment, MHCA will devote portions of each of its next several conferences to both the broad issues and the implementation details - all of critical interest to our members.

Our 2011 Annual Meeting was held in conjunction with a luncheon on Wednesday where Board Chair Tony Kopera provided a review of MHCA's



*Keynoter Bill Jensen (left) with MHCA CEO Don Hevey*



*Left: Don Hevey kids outgoing Board Chair Tony Kopera with presentation of a "trophy."*

*Below left: The official recognition...Don Hevey with Tony and Elaine Kopera.*

*Below right: Outgoing MHCA Directors Bill Sette (center) and Grady Wilkinson (right) with Erv Brinker, former Chair.*

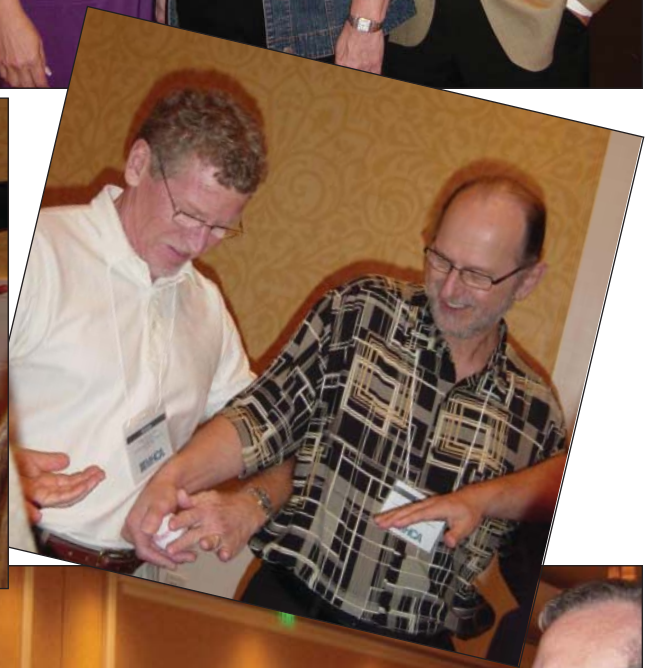


activities and accomplishments in 2010. As part of his remarks, Kopera recognized recipients of Best Practice Awards in Customer Satisfaction (see listing on page 3). Former Chair Erv Brinker introduced newly elected MHCA Board members Dale Klatzker, PhD and Nelson Burns while thanking Bill Sette and Grady Wilkinson who are leaving the Board after many years of service.

Thursday's general session included a presentation by two of our Kansas members, Pete Zevenbergen of Wyandot, Inc. and David Johnson of the Bert Nash Center together with Michael Goldberg of Kansas Health Solutions. The trio described their collaborative

*See Annual Meeting, page 6*

**At right: National Council CEO Linda Rosenberg and DMA Health Strategies CEO Richard Dougherty with MHCA's Susan Rushing (center)**



**Three Photos: The "Mental Healthcare Reform Dance"... acting out the complicated components of pending implementation.**



**At left: Kansas CEOs David Johnson (left) and Pete Zevenbergen (right) with Kansas Health Solutions CEO Michael Goldberg.**



From left: Nelson Burns and Dale Klatzker

## MHCA Elects Two New Directors

The MHCA Board of Directors is made up of 19 members representing five geographical areas of the general membership. Newly elected for the 2011-2014 term are Nelson Burns, CEO of Coleman Professional Services in Kent, Ohio (Midwest Region) and Dale K. Klatzker, PhD, CEO of the Providence Center in Providence, Rhode Island (Northeast Region). Re-elected to the Board are Harriet Hall and Susan Rushing (Southwest Region), Jerry Mayo and Linda DePiano (South Region) and Sue Stubbs (Northeast Region). There were no elections for this term in the Northwest Region.

MHCA's Board meets quarterly in conjunction with our four conferences and typically holds their meeting on Friday mornings. The fast paced meetings generally last little more than an hour and are open to all MHCA members. ❖

## MHCA Officers for 2011: Rushing Will Lead as Chairman



From left: Susan Rushing, Chair; Jerry Mayo, Vice Chair; Deb Falvo, Treasurer; Chris Wyre, Secretary; and Jim Gaynor, Director at Large. Serving with them on the Executive Committee will be Tony Kopera, Immediate Past Chairman.

**Susan Rushing**, CEO of Burke Center in Lufkin, Texas, will lead MHCA as Board Chairman during the February 2011 – February 2012 term. She is supported by an Executive Committee of five others (see above) and a Board of nineteen. Rushing has served as Burke Center's CEO since 1990 and on its staff since 1980. In addition to her involvement in numerous other civic organizations, she is Board Chair of the East Texas Behavioral Health Network. She has served on the MHCA Board of Directors since 2002 and on the Executive Committee since 2005. A life long behavioral health professional, Susan received both her BA and MA degrees in Psychology. ❖

### Annual Meeting, continued from page 5

efforts in dealing with state Medicaid issues. Also presenting were the three finalists in the 2011 Negley Awards for Excellence in Risk Management (*see article, page 7*).

The afternoon offered four concurrent sessions, one on EHRs and Meaningful Use led by Dr. May Ahdab of UNI/CARE; a second on "Today's Financial Scene" co-presented by

investment specialist John McKeever of Financial Advisors of Delaware Valley and Dustin Hill of The Principal Financial Group; a third on Marketing and Fund Development, where panelists reviewed media articles on pertinent topics (*see details on page 7*); and a fourth on Quality Improvement, led by Collaborative coordinator Dr. Allen Daniels. In spite of sunny skies and

an inviting beachfront, all were well attended!

Eleven exhibitors were on hand to consult with their clients and introduce their products to interested attendees. We are grateful to our sponsors, Genoa Healthcare, QoL meds, Netsmart Technologies and MHRRG/Negley Associates for generously enhancing our conference. ❖

## Negley Award Finalists Describe Programs Designed to Avoid Wrongful Termination

Avoiding wrongful termination is good for the employer and good for the employee. That's the consensus among three finalists in the 2011 Negley Awards for Excellence in Risk Management. Presenting their top rated programs to MHCA's Winter Conference were representatives of Bear River Mental Health of Utah, Heritage Behavioral Health Center of Illinois and United Services of Connecticut. Judging the programs were directors of the Mental Health Risk Retention Group.

Results are in! Taking first place and a \$10,000 cash award is Bear River whose program description is included as a supplement to this issue of *Executive Report*. Runners-up Heritage and United Services each won \$5,000. Their programs will be described in future issues of *ER*. All three award winners will present their programs again in San Diego at the National Council's conference in May. ❖



**Negley Award Host and Presenters:**(standing from left): *Host Nicholas Bozzo, Negley Associates; Beth Smith of Bear River Mental Health; Robert DeVerna and Diane Manning of United Services;* (seated from left) *Candace Clevenger, Diana Knaebe and Cindy Slead of Heritage Behavioral Health Center.*

## Focus Group Panel Channels Authors in Clearwater Beach

It was an enthusiastic group that attended MHCA's Marketing and Fund Development Focus Group in Clearwater on February 24. Facilitating was Nelson Burns whose leadership of the Marketing and Fund Development Committee is marked by innovation and exuberance.

Prior to the conference, Nelson had encouraged members to identify useful media articles that provided guidance either to marketing or fund development practice. Reporting with Nelson on some of the top articles were panelists Lisa Labiak, Jean Drees, Jeanne Oliver, Dale Klatzker, John Van Camp, and Carol Smerz.

Their selected articles included "Getting Comfortable With the 'F' Word," "Four Marketing Pillars that Matter Most in the New Economy," "The Secret Superheroes of Fundraising," "No Excuses," "Donations by the Wealthiest Americans Plunged 35% in Downturn," "Charities Try New Tactics to Persuade Gloomy Donors to Give," and "Fundraising Success – 10 Challenges."

If those titles don't stir your curiosity about marketing and fundraising, you need to join this group to find out why these issues matter to your organization! Thanks to all the presenters – stay tuned for more on this topic! ❖



**Marketing/Fund Development Panel (from left):** *Lisa Labiak of Grand Prairie Services, Nelson Burns of Coleman Professional Services, Jean Drees of Harbor, Jeanne Oliver of Jefferson Mental Health, Dale Klatzker of Providence Center, John Van Camp of Southwest Solutions, and Carol Smerz of South Community Behavioral Healthcare.*

## George Chaffee Retires from MHRRG Board



*George Chaffee, standing, reminiscs about his years as a MHRRG Director.*

When the Mental Health Risk Retention Group formed, it was fortunate to find George Chaffee available as a resource. George, who has served on the MHRRG Board since 1996, stepped down in February and was honored at a dinner party in Clearwater Beach, Florida where he was given a clock/plaque and a \$250 donation check to Rokeby Museum where he serves as Director and Treasurer.

Chaffee previously served as the Commissioner of Insurance for the State of Vermont and was instrumental in getting the captive law passed which allowed risk retention insurance companies to form. Following his stint as a regulator, he started a Vermont management company and in 1987 began his important role with MHRRG at its inception. Over the years he has shared his expertise in captive management, regulation and general trivia. He always had an interesting story to tell, not the least of which were his adventures as a pilot of his homebuilt plane! George was a valuable resource and friend and he will be greatly missed. ❖

## CALENDAR

### MHCA 2011 Spring Conference

*Dates:* May 24-27, 2011  
*Location:* Sheraton Boston Hotel, Boston, Massachusetts  
*Phone:* 888-627-7054  
*Rate:* \$249 Single/Double  
*Deadline:* April 21, 2011

### MHCA 2011 Summer Conference

*Dates:* August 16-19, 2011  
*Location:* Hilton Portland and Executive Tower Portland, Oregon  
*Phone:* 503-226-1611  
*Rate:* \$139 Single/Double  
*Deadline:* July 14, 2011

### IIMHL 2011 Conference

*Dates:* September 12-16, 2011  
*Location:* San Francisco, California  
*Details:* [www.iimhl.com](http://www.iimhl.com)

### MHCA 2011 Fall Conference

*Dates:* November 8-11, 2011  
*Location:* Westin Kierland Scottsdale, Arizona  
*Phone:* 480-624-1000  
*Rate:* \$219 Single/Double  
*Deadline:* October 7, 2011

 An advertisement for Afia, a healthcare technology solutions provider. The top part features the Afia logo (a stylized 'a' with a grid pattern) and the text 'afia' in a bold, sans-serif font. Below the logo is a graphic of several interlocking puzzle pieces, some of which are glowing with a bright blue light. The main text reads 'Solving your healthcare technology problems by' followed by a bulleted list of services:
 

- Facilitating **vendor independent** selections of EHRs and other software
- Creating **IT Strategies** to effectively align your technology and business goals
- Providing **support, management,** and **education** to turn your goals into reality

 Below the list, it says 'Ask about the Special Offer from MHCA to use Afia's EHR Evaluator'. Underneath that, it states 'The EHR Evaluator will help you:' followed by another bulleted list:
 

- Objectively choose the best EHR to support your organization
- Identify gaps between EHR capabilities and your needs
- Increase adoption of your chosen EHR by driving group consensus

 At the bottom right of the advertisement is the website address 'www.afiahealth.com'.

## MHRRG Shareholders Re-Elect Debra Falvo

Debra Falvo, CEO of Valley Mental Health in Salt Lake City, Utah has been re-elected by MHRRG Class C Shareholders to a second three year term (February 2011-February 2014) as a Director. Her election was announced at MHRRG's Annual Shareholders meeting held February 25 in Clearwater Beach, Florida. In addition to the Class C elections, MHCA announced reappointment of Harriet Hall and appointment of Roger Teese to three year terms (February 2011-February 2014). ❖



Debra Falvo, CEO of Valley Mental Health in Salt Lake City, Utah has been re-elected by MHRRG Class C Shareholders to a second three year term (February 2011-February 2014) as a Director. Her election was announced at MHRRG's Annual Shareholders meeting held February 25 in Clearwater Beach, Florida. In addition to the Class C elections, MHCA announced reappointment of Harriet Hall and appointment of Roger Teese to three year terms (February 2011-February 2014). ❖