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Annual Meeting Anchors Winter Conference in Florida

As a member-driven organization, **mhca** values sharing the business operations of this company and will do so again at our 2016 Annual Meeting and Winter Conference being held February 16-19 in Clearwater Beach, Florida.

The brief Annual Meeting will be held Wednesday morning as part of general session. We are returning this winter to one of our favorite destinations, the Sandpearl Resort, located on the Sunshine State's lovely west coast. Register at www.mhca.com and make hotel reservations by phone: 727-674-4111 or 877-726-3111. Deadline for both is January 19.

Wednesday and Thursday's general sessions will be headlined respectively by keynoters Paul Gionfriddo, President/CEO of Mental Health America, and Amy Lynch, President, Generational Edge. Gionfriddo's behavioral health advocacy efforts and Lynch's knowledge of generational realities will inspire and inform (for more on these speakers, see p. 4).

We have a number of member led presentations and panels scheduled throughout the conference. CEO Hank Milius and others from Meridian Health Services of Muncie, Indiana will present "Making Primary Care Integration Sustainable." "Hospital/Healthcare System Affiliation" will be the topic led by The Providence Center of Rhode Island and Harbor of Ohio. The care management model in Kansas will be described by some of our five Kansas members. The unique service delivery challenges of Alaska will be addressed by Jerry Jenkins, CEO of Anchorage Community Mental Health Services. Recovery housing will be the topic of Ohio's Zepf Center presented by CEO Jen Moses.



Marketing and fundraising sessions will be held on Thursday including one conducted by Amy Lynch and another by **mhca** Marketing Chair Nelson Burns of Coleman Professional Services of Ohio. Genoa-a QoL healthcare company-will co-present a morning session on "Utilizing Integrated Pharmacy Services to Reduce Hospitalizations and ED Visits" with Carol Clayton, PhD, CEO, Care Management Technologies.

Best Practice Awards will be conferred Thursday morning on those who have excelled in 2015 as part of **mhca's** Customer Satisfaction Management System.

Our popular Innovation Incubator will once again be held on Tuesday afternoon prior to a welcome reception that evening. Mental Health Risk Retention Group will hold its annual shareholders meeting in addition to its Board meeting on Friday. **mhca's** Board will meet on Friday as well.

It's a big agenda and you won't want to miss a minute of this very educational conference. But we are at the beach, aren't we! Evening receptions will take advantage of the Sandpearl's beachfront location, and we are indebted to both Genoa and MHRRG/Negley Associates who will be our hosts on Wednesday and Thursday evenings respectively. Genoa's Wednesday event will include a "sunset beach banquet." As always, there is no member or invited guest registration fees for the conference. We appreciate the support of our exhibitors and sponsors whose participation makes this possible. Additional sponsorships are being provided by Netsmart (WiFi connection); Streamline Healthcare Solutions (orientation luncheon); Janssen Pharmaceuticals (general support); and the Martyn Family Foundation (educational support).

Gratitude and Participation

From the desk of Dale Shreve, **mhca** President and CEO



I'm writing this article the day before Thanksgiving. And while I know that one should not wait for Thanksgiving to reflect on that for which they are thankful, it has become an important tradition, a scheduled time for reflection.

Maybe you have heard about the research of Paul Mills, a professor of family medicine and public health

at the University of California, San Diego School of Medicine. Mills' research has focused on the connection between behavior and heart disease, and he has found that being thankful not only helps you feel good emotionally, it also has a positive impact on your heart health. Mills has shown a correlation between gratefulness and healthiness. The more grateful the individual is the healthier they are also. While Mills isn't exactly certain how gratitude helps the heart, he thinks it's because it reduces stress, a huge factor in heart disease. "Taking the time to focus on what you are thankful for," he says, "letting that sense of gratitude wash over you — this helps us manage and cope."

One item on my gratitude list is the fact that you have chosen to be a member of mhca. One of the reasons I enjoy my job is the great group of people I work for - you the **mhca** members. And while hopefully this attitude of gratitude will continue to positively impact my health, it's not all about me....

In a recent survey of those attending **mhca's** Fall 2015 Conference in New Orleans, 93% indicated that they were moderately to highly engaged with **mhca**. This high level of engagement fosters one of **mhca's** most important value propositions: the authentic learning and collaboration opportunities that exist between and among you the members. This interest in and willingness to learn from and collaborate with each other is not found in many groups, but it is certainly part of the fabric of **mhca**.

I hope you are grateful for this professional opportunity to bond with your peers from across the country. The value of this effort is enhanced not only by **mhca's** relatively small size that facilitates

the possibility of knowing each other, but also from the range of diversity and expertise within the membership and the shared commitment to **mhca's** mission/vision of: "Advancing innovation and entrepreneurship in behavioral health by enhancing leadership and strategic connections."

All this comes to life via the opportunity to regularly connect with each other at **mhca's** quarterly conferences. Professional relationships are established and nourished by these scheduled opportunities to interact. Mark your schedules now to participate in our 2016 Quarterly Conferences:

February 16-19 in Clearwater Beach, FL

May 10-13 in Indianapolis, IN

August 16-19 in Portland, OR

November 1-4 in Scottsdale/Phoenix, AZ (tentative)

These are "the" places to be next year that can have the most impact on you and your executive team's professional development and correspondingly the success of your organization. While the value of **mhca** membership extends beyond the quarterly conferences, I think it's safe to say that the more conferences you attend the more value **mhca** has to offer you and your organization. And while the majority of **mhca's** survey respondents rate the conference agenda as the most important factor in planning to attend a conference, members further indicate that "the" most important value of their **mhca** membership is the collaboration/networking/relationship building with trusted colleagues from across the country. This is certainly facilitated by face to face interaction that occurs at the quarterly conferences.

Wishing you and yours a Happy Holiday Season! I'm looking forward to seeing you at all - OK, most - of the 2016 **mhca** Conferences.

A handwritten signature in dark ink, appearing to read "Dale", written in a cursive style.

Dale E. Shreve



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The mhca report

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Calendar



mhca offices will be closed for the holidays: December 24 - January 1

mhca 2016 Winter Conference

Dates: February 16-19, 2016
Location: Sandpearl Resort
Clearwater Beach, Florida
Phone: (877) 726-3111; *Rate:* \$264
Deadline: January 19, 2016

mhca 2016 Spring Conference

Dates: May 10 - 13, 2016
Location: Westin Indianapolis
Indianapolis, Indiana
Phone: (800) 228-3000; *Rate:* \$189
Deadline: April 7, 2016

mhca 2016 Summer Conference

Dates: August 16-19, 2016
Location: Doubletree Hilton Portland
Portland, Oregon
Phone: (800) 996-0510;
Rate: \$184 standard/\$204 premium
Deadline: July 14, 2016

Welcome!

New **mhca** members are either new organizations or individuals who assume the CEO position of an organization already a member. In both cases, we encourage all members to get to know their most recent **mhca** colleagues. Below are those who attended our Fall Conference.



*Karl Cline - New Company
Peak Wellness Center
Cheyenne, Wyoming*



*Paula Nelson - New CEO
Sacred Heart Rehab Center
Memphis, Michigan*



*Dennis Goodspeed-Vice
President, Behavioral Health
Services, Lakeview Center
Pensacola, Florida*



*Doug Leonardo-Executive
Director, BayCare Behavioral
Health
Winter Haven, Florida*



*Candi Clevenger - New CEO
Heritage Behavioral Health
Decatur, Illinois*



*Paul Beatrice - New CEO
Bluegrass Regional
Lexington, Kentucky*

Retirement Gift Reconnects mhca Founder Morris Eaddy



Glenda, Morris and Tara

An Editor's Privilege

After 21 years as **mhca's** Director of Communications and Membership and 37 years in association work, it's time to garden expansively, play bridge more intelligently and travel widely with friends and family. Thanks to all of you for making this time with **mhca** the very best of my career. You honored me at our Fall Conference in New Orleans, and I was touched by your gifts and kind comments. You are more than colleagues - you are friends whose life work makes me proud to share your mission.

On November 14 I had the lovely opportunity to go to Pensacola, Florida along with my **mhca** staff-buddy Glenda Deal to select a painting by retired **mhca** founder, Morris Eaddy. Morris is truly the "father of **mhca**" and, along with 18 other visionary industry leaders, established this organization in 1985, hiring Don Hevey as CEO. On retirement Morris expanded on his love of art, and many of his recent pieces are now featured at several galleries. As your gift to me on my retirement, I selected a small but incredibly joyous abstract that Morris called "Happy Day." It will be a treasure in my home.

Best wishes to all of you and to **mhca** in the coming years. Your mission is one of compassion and of hope, enabling all persons to thrive in their communities. Godspeed and thank you.

Tara Boyter

Winter Conference Keynoters Bring Advocacy, Energy

Paul Gionfriddo will open **mhca's** 2015 Winter Conference in general session on Wednesday morning, February 17. He is President and CEO of Mental Health America and has worked in a variety of health and mental-health related positions during a career spanning over thirty years. In 2013, he was appointed by HHS Secretary Kathleen Sebelius to a four-year term on the 12-member National Advisory Council to the SAMHSA Center for Mental Health Services.



Paul Gionfriddo

Prior to joining MHA, he was a consultant, speaker, writer, and author of a popular weekly health policy blog entitled *Our Health Policy Matters*. His essay, *How I Helped Create a Flawed Mental Health System That's Failed Millions - And My Son*, was published in *Health Affairs* and the *Washington Post* in 2012. He is currently a board member of **mhca's** Jerome Golden Center for Behavioral Health in West Palm Beach, Florida and the Golden Center Foundation. His wife Pam is CEO of the Mental Health Association of Palm Beach County in Lake Worth, Florida.

Thursday's keynote is Amy Lynch, a respected authority on aligning multi-generational teams in the workplace. She helps managers and leaders completely engage the talents of each generation for better bottom line results.



Amy Lynch

Starting her career as a curriculum designer Lynch became a magazine editor, requiring management of all four generations. She has launched and sold publications, and is the recipient of Parents Media Awards and an Utne Alternative Media Award. She has also received the writer-in-residence grants from Ragdale Foundation, Hambidge Center and the HedgeBrook Foundation.

As the President of Generational Edge, she has written and spoken about the generations for 15 years addressing 100s of groups from MTV and Comcast to Boeing, J&J and the staff of the U.S. Senate. She is the author of *How Can You Say That?*, a book about parent-teen communication in the digital age. Her forthcoming title for Boomers is *Can't Retire? Aspire!*

Conference Attendance Sets a Record

Attendance at **mhca**'s recent Fall Conference in New Orleans set a record! The 185 members and guests who participated in the November 3-6 program enjoyed the venue and exceeded historical attendance for our fall conferences, surpassed only by numbers seen at recent Winter Conferences where our annual meeting adds to turn-out. Excellent speakers and special events were well received resulting in high evaluation scores for the conference (see page 6).

Monica Oss of Open Minds and Jim Harter of Gallup, Inc. were Wednesday's general session presenters. Oss had led the Innovation Incubator on Tuesday along with a panel of **mhca** members joined by John Woods of The Physicians Accountable Care Organization. Her general session topic was "Strategic Implications of Moving Health Care from Pay for Volume to Pay for Value." Harter spoke of the "five essential elements" of wellbeing and was followed in the afternoon with a wellbeing workshop led by Gallup colleague Jade Wood. Thursday's general session included presentations by healthcare futurist and medical economist Jeffrey Bauer, PhD and by workplace effectiveness expert and author Erika Garms, PhD of The Garms Group. Both Bauer and Garms held afternoon sessions to delve further into their topics in more conversational workshops.

A business operations forum on Wednesday and Thursday included four member-led sessions and appealed to both CEOs and executive staff (see page 7). A sponsored luncheon on Thursday included an informative presentation on selecting reliable and comprehensive corporate liability coverage – hosts were Negley Associates, managers for the Mental Health Risk Retention Group. **mhca**'s Care Management Task Force sponsored an afternoon session led by Chair Mary Ruiz where "the revolving door" of crisis care was examined.

Clockwise from near left:

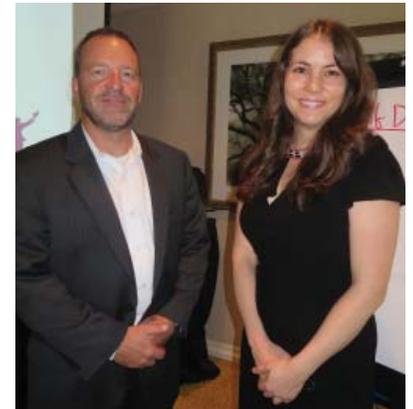
*Healthcare Futurist and Economist Dr. Jeffrey Bauer with **mhca** CEO Dale Shreve*

Jim Harter and Jade Wood of Gallup, Inc.

Dr. Erika Garms, CEO of The Garms Group

Liability Coverage panel, from left: Negley's President, Nicholas Bozzo, Harbor's Mary Pat Gebers, Negley's Marilyn Udis and Sue Cohen separated by Jefferson Center's David Goff.

Mary Ruiz, CEO of Centerstone Florida, leads Care Management Forum



ACO and Provider Relationships Explored in Innovation Incubator

Our sixth Innovation Incubator workshop was attended November 3 by 50+ people. It featured a panel of **mhca** members and a representative of an ACO plus facilitator Monica Oss of OPEN MINDS. Attendees appreciated the dialogue among presenters exploring what players in this realm of care expect from each other

Panelists got a lot out of it, too! Says Deb O'Brien, "I found the presentations and the discussion afterward to be very informative. I am using what I gleaned from the session to inform my thoughts as we continue to develop our programs and services in these new models of care." Rick Weaver adds, "The ACO session was one of the highlights of the New Orleans meetings for me. I got a broad view of what is happening nationally and on the ground from policy, system and operational perspectives. I learned a lot from my co-presenters."

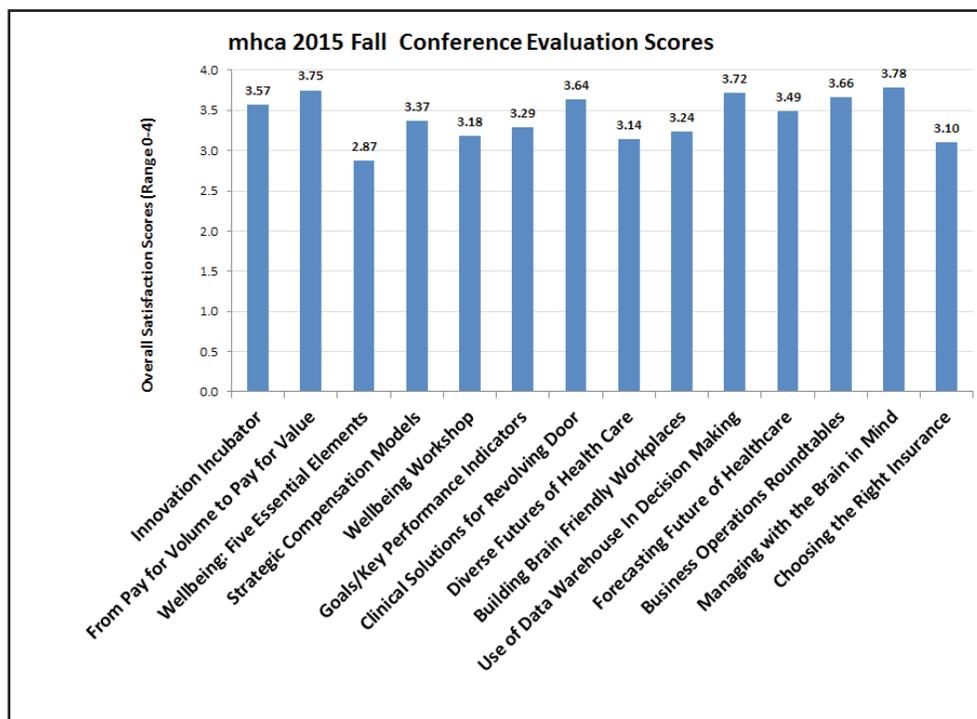


Above, left to right: **mhca** members Dale Klatzker, PhD; Deb O'Brien, and Rick Weaver with John Woods of The Physician's Accountable Care Organization

Inset: Monica Oss, President, OPEN MINDS - facilitator of **mhca's** Innovation Incubator.

Conference Scores Affirm Participant Satisfaction

Thanks for evaluating **mhca's** 2015 Fall Conference in New Orleans! Evaluation for this conference solicited separate scores for topic importance and presenter effectiveness. Both were rated well with overall topic importance rated 3.39 and presenter effectiveness rated 3.43 averaging an overall score for all conference sessions: 3.41 (4 is highest rating) At right are the combined topic/presenter scores for each session. Note that the four Business Operations Forum sessions rated especially well, averaging 3.51.



Business Operations Track a Popular Conference Feature Among Exec Staff and CEOs



Presenters Don Savoie and Maggie Labarta: Use of a Data Warehouse in Decision Making and Rate Negotiating



Presenters Joe Niedzwiedski and Phyllis Persinger: Strategic Compensation Models



Presenters Jamie Stewart and Melanie Wilson: Goals/Key Performance Indicators

Below: Business Ops roundtable session covered multiple topics, triggered lively conversations.





If we could talk...

Additional Insured Endorsements: Beware of Hidden Costs

By Nicholas L. Bozzo

Adding an Additional Insured endorsement to your insurance policy seems simple, but it is more complicated than you may think. This endorsement is intended to provide protection to a third party from liability *you* cause them as a result of *your* negligence. It is *not* intended to protect third parties from liabilities caused by them, or both of you together. In other words, ***you should only accept an Additional Insured endorsement when it limits your responsibility for protecting a third party to circumstances in which your negligence caused the liability.*** Otherwise, it makes a huge difference as to your exposures and how your insurance responds.

Complications are typically the result of three features that really should *not* be included: *Primary, Noncontributory, and Waiver of Subrogation*. When these three features are included in an Additional Insured endorsement, the impacts can be serious and expensive in the event of claim:

- Claim settlements covered solely by your insurance could significantly reduce your coverage limits.
- If your policy includes defense costs within coverage limits, the cost to defend an additional insured reduces your remaining coverage further.
- Losses paid to cover an additional insured become part of *your* claim history and could easily result in a premium increase when coverage is renewed.

If we could talk, I would tell you that the specifics of an Additional Insured endorsement can and should be negotiated. It's fair and appropriate to *omit* requirements that Additional Insured coverage be primary, noncontributory, and include a waiver of subrogation.



**Mental Health
Risk Retention Group, Inc.**

www.mhrrg.com

1-800-845-1209

Nicholas L. Bozzo is the President of the Mental Health Risk Retention Group (MHRRG). Nicholas is also President of Negley Associates, an insurance company specializing exclusively in behavioral healthcare and related social services organizations. Negley is the exclusive program underwriter for the Mental Health Risk Retention Group (MHRRG). Mr. Bozzo has almost 30 years of experience in the insurance industry.

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