

Winter Conference Explores Essential Issues of Marketing and Technology

When we set out to plan mhca's 2014 Annual Meeting and Winter Conference, we knew there would be a lot to fit in the schedule. Goodness, we were right! At our Fall Conference in Scottsdale, members were asked to offer suggestions for future speakers and topics. They agreed that mhca's conferences are the very best place to learn the most, share the most and experience the very best in behavioral healthcare leadership development. We have tapped into some great resources to build an excellent program in February. Come to Clearwater Beach, Florida for this February 18-21 Conference at the beautiful SandPearl Resort. Registration materials were mailed in mid-December and are available online in mhca's calendar section. Here are some highlights:

On Wednesday in General Session, two presentations will provide essential tools for marketing and effective corporate strategy. The first, by featured speaker Jim Link, President of Idea-Link, will address "positioning." According to Link, corporate positioning is one of the most critical elements of any marketing effort. You will gain a clear understanding of what positioning is and how to find inspiration for a successful positioning strategy. Following Link's presentation, we will hear from Tim Langhorst, Vice President for Public Affairs and Communications at ProMedica Health Systems, who will give us the "keys" to corporate reputation management. In the current healthcare environment, with the added complexities of social media and 24/7 messaging, your corporate reputation is "out there" whether you want it to be or not. Learn to manage it in such a way that you steer the message!

Mid-day on Wednesday we will hold our 2014 Annual Meeting during a luncheon where we will also recognize outgoing and new Board members and mhca's new Executive Committee. Be sure to register for this event where you will hear Jerry Mayo, mhca Board Chair, deliver the 2013 Annual Report.

And then there is Wednesday afternoon – even if the Florida sun is shining on Clearwater Beach, you will want to stay inside long enough to participate in a great array of forums and focus groups. Refer to the conference preliminary program for details on

sessions which include a visit from Michigan's Department of Community Health Director, James Haveman, and a presentation by Abigail Hirsch and Scott Cousino of myStrength, a consumer-centric, evidence based web and mobile application company. Our Care Management Committee and Marketing Focus Group will also convene. In the Marketing meeting, both Jim Link and Tim Langhorst will be on hand to interact with participants in "drilling down" into the topics of corporate positioning and reputation management.

For those who would like to visit a local member's organization, plan to participate in a site visit to Directions for Living. This visit will showcase Directions for Living's integration of Behavioral Health and Child Dependency systems of care, the use of Peer Mentors who have previously encountered the child dependency system, and the innovation of the highly successful Integrated Decision Team model, among other innovative and scalable components.

On Thursday in General Session the topic is Data Analytics. First we will hear from technology vendors including Care Management Technologies, Centerstone Research Institute and iCentrix. Then we will learn more about the topic from our members' perspective with input from Tom Sebastian, Rick Weaver, Suzanne Koesel and Summit Pointe's Michael Barkey. Both sessions will be facilitated by Dale Klatzker, PhD, CEO at The Providence Center in Rhode Island.

On Thursday afternoon, a second Marketing Focus Group will convene to hear about our Toledo member Harbor's innovative response to crisis communication. Jean Drees, Harbor's Director of Marketing, will make the presentation. In the same time slot, presentations will be made on (1) "Data Security in a Cloud-Based World" – Jeremy Nelson of Afia, Inc. and Jacob Buckley Fortin of eHana, presenting, and (2) "Developing a Data-Driven Culture: the Role of Decision Support, Measurement and Performance Improvement" – Netsmart's Melanie Wilson, PhD and Dennis Morrison, PhD, presenting. Later in the afternoon concurrent sessions will be offered on (1) "Cyber Liability Management" - the 2014 Negley Awards Presentations, and (2)

2013 “Going On” 2014

From the desk of Dale E. Shreve, mhca President and CEO



It hardly seems possible that 2014 is now only days away. I remember when I first read about the Patient Protection and Affordable Care Act. Then, 2014 seemed like a long way off. Well, they say time flies when you are having fun.

2013 may best be characterized as a year of transition for mhca. With a changeover in mhca’s CEO and the development of a new strategic plan the ground work was laid for organizational change.

2014 will witness the implementation of the initial elements of our new strategic plan, aimed at supporting the plan’s four key initiatives:

1. Expand positioning of mhca with a focus on maintaining “thought leader roundtable” market position.
2. Increase revenues to achieve operating breakeven.
3. Review and adopt new membership policies and practices.
4. Enhance the staging of mhca’s quarterly meetings to support expanded positioning.

I want to thank the 2013 mhca Executive Committee for the work each of them has done this past year - not only for their work at the quarterly Executive Committee meetings, Board meetings, and the strategic planning sessions, but also at the in-between meetings, telephone conferences and plentiful emails.

In addition to the Executive Committee, the rest of the 2013 mhca Board have also contributed a good deal of time and expertise - again, not only at the quarterly Board meetings but also by participating in the strategic planning sessions and overseeing committee and forum functions to help guide mhca’s continued success.

I’m looking forward to 2014 and continuing to work with each of you to ensure mhca plays a valuable role in your future success and that of your organization.

Dale E. Shreve

Calendar

Leadership

Winter Holiday Office Schedule

The mhca office will be closed from December 24 through January 1 to celebrate the holidays.

mhca 2014 Winter Conference and Annual Meeting

Dates: February 18-21, 2014

Location: The SandPearl

Clearwater Beach, Florida

Phone: 727-674-4111

Rate: \$249.00

Deadline: January 21, 2014

mhca 2014 Spring Conference

Dates: May 27-30, 2014

Location: Lowe’s Vanderbilt

Nashville, Tennessee

Phone: (800) 336-3335

Rate: \$175

Deadline: April 24, 2014

mhca 2014 Summer Conference

Dates: August 2014

Tentative Location:

Minneapolis, Minnesota

Details to be Announced.

mhca BOARD OF DIRECTORS - 2013

Jerry Mayo, *Chairman*

Chris Wyre, *Vice Chairman*

Inman White, *Treasurer*

Diana Knaebe, *Secretary*

Dale K. Klatzker, PhD, *Director-at-Large*

Susan L. Rushing, *Past Chairman*

Dale E. Shreve, *President & Chief Executive Officer*

Directors

Ervin R. Brinker

Susan D. Buchwalter, PhD

Nelson Burns

Jonathan M. Cherry

James M. Cooney, LCSW

Barbara E. Daire

Linda C. De Piano, PhD

Harriet L. Hall, PhD

Daniel J. Ranieri, PhD

Gregory M. Speed, LCSW

David R. Stone, PhD

Susan L. Stubbs, MSW

Grady L. Wilkinson, MSW

THE EXECUTIVE REPORT

The *Executive Report* is published four times per year. Information in the *Executive Report* does not necessarily represent the opinion or policies of mhca. Content is intended for informational purposes only.

Mental Health Corporations of America, Inc.

1876-A Eider Court, Tallahassee, Florida 32308

Tara S. Boyter, Editor (tboyter@mhca.com - 850-942-4900)

mhca and SATVA to Address Topics of Mutual Concern

On November 14 mhca's Information & Technology Committee Chair, Grady Wilkinson, met with the Software and Technology Vendors Association (SATVA), a long-time mhca partner in IT discussions. Grady's purpose was to explore possibilities of the two organizations pooling efforts in pursuit of a list of topics suggested by the IT Committee: a) Interoperability/42 CFR Part 2, b) Disclosure Issues, c) Meaningful Use, d) Clinical Decision Support, e) DSM-V Mapping Issues, f) State Standardized Reporting Initiatives Pushback, and g) Training Needs/Opportunities.



Grady Wilkinson

SATVA presently is conducting an interoperability project, working closely with the Office of the National Health Information Technology Coordinator (ONC), testing a disclosure protocol they have termed the "SATVA Ultra-Sensitive Privacy Disclosure Implementation Guide" (USPDIG). It features a consent mechanism compliant with 42CFR and HIPAA which works within the Health Level 7 framework for transmission and acceptance of Continuity of Care Documents required by ONC for certification of electronic health record software. USPDIG will be made available to all SATVA members to build into their EHR products. SATVA hopes to schedule a webinar demonstrating the product to which mhca representatives will be invited.

The group also held a substantial discussion on other issues Grady raised, focusing on the need for and value of standardized data. Potential joint projects could center around identifying standardized data sets to enable comparison reporting using a data warehouse which could also be a vehicle to monetize the data (and data we already have available to us, such as mhca's Customer Satisfaction and Benchmarking data). The following questions came up: (1) Might we identify existing standardized data elements (such as HEDIS or HCAPS measures) which could have a secondary benefit of helping us relate better to primary care organizations? This could take on greater urgency, as Dr. Westley Clark later reported to the group that SAMHSA is working on clinical quality measure standards for Meaningful Use 3, involving a federal work group consisting of 18 federal agencies. (2) What about a longer term view about developing a centralized data repository to facilitate development of outcome measures?

The group agreed to continue our discussions at the next SATVA meeting in April. In the meantime, Grady has proposed to mhca leadership a further discussion of these

National Data Center Director Resigns

When Ed Neu joined the mhca staff in January 2011 as Director of the National Data Center, a new energy was felt throughout the organization. And he made us laugh!



Ed Neu

As announced at our Fall Conference, Ed has accepted a wonderful opportunity to apply his exceptional data analytic talents in Gainesville, Florida at the University of Florida Clinical and Translational Science Institute (CTSI). The mission of CTSI is to improve human health by accelerating the translation of scientific discoveries into practical applications and practices for the diagnosis, treatment, prevention and cure of human diseases. So Ed is going to continue being involved in "good work."

We wish him well. However, both personally and professionally we at mhca are going to miss him very much. The work he has done in his two years with us has provided great improvement to our Customer Satisfaction Management System and to our Benchmarking product. Together with our Performance Improvement Committee, he has guided development of the "mhca-16" Outcomes Survey Instrument. And in all things, Ed Neu has been a great asset and a wonderful friend.

Though Ed has moved to Gainesville and began his work with CTSI on December 9, MHCA isn't letting him loose completely just yet. For the immediate future, the work of the National Data Center will continue with Ed's part time oversight and Kelly Hines' onsite day-to-day attention. All inquiries should be directed to Kelly at 850-942-4900 or khines@mhca.com

Membership Dues

Deadline for 2014 mhca membership dues is **January 31.**

Questions? Contact Tara Boyter
tboyter@mhca.com

issues in February, at our 2014 Winter Conference, along with a discussion on the use of electronic health records for clinical decision support and patient safety. mhca participants will be asked to summarize their experiences with EHRs to determine if there are experiential learnings which could advance electronic record development/functionality.

Members

Meet These New Members



Joan DiMaria, MSN, CAC III

We welcome mhca's fifth Colorado member, Arapahoe Douglas Mental Health Network. Located in Englewood, Arapahoe Douglas is a \$27 million behavioral health provider led by Executive Director and CEO Joan DiMaria. Joan visited mhca's 2013 Spring Conference in Savannah where she met many members. Arapahoe Douglas has served clients in the south metro Denver area for the past 55 years.



Robert (Bob) Rivera

Newly named to lead Communicare in Elizabethtown, Kentucky is Bob Rivera who formerly was the organization's Human Resources Director. He follows retiring CEO Dan Simpson. Bob visited MHCA's Fall Conference in Scottsdale where he quickly made friends among mhca colleagues. With a staff of 500+ and a budget of \$28 million, Communicare provides services in an eight county area.

Terry Crocker Is a Champion

Behavioral Healthcare Magazine's 2013 Champions were selected from among dozens of outstanding nominees because, in some special or notable way, they reflect the special brand of dedication, courage, inspiration, and excellence that makes the leaders of behavioral health organizations unique. On September 22 five "Champions" were recognized at the National Conference on Addiction Disorders meeting.



Terry Crocker, MBA, MA

mhca is very pleased that **Behavioral Healthcare** has recognized our "own" Terry Crocker, CEO at Tropical Texas Behavioral Healthcare (TTBH), as one of their Champions. TTBH is headquartered in Edinburg, Texas and serves the Rio Grande Valley.

(The following is excerpted from BH Magazine): When Terry Crocker set out to find a career, he had two goals in mind: not to be bored, and to make a difference in people's lives. After a career of 30 years (and counting) in behavioral health, he says that the field has fit both of those requirements perfectly.

Terry's tenure as CEO of TTBH began in 2003 at a time when the organization was literally struggling for its life. Though the agency's problems were known throughout the state, Terry saw this new position as an opportunity. It was a chance to try some of the things he'd learned but had yet to try, a chance to see if he could help to make a difference.

To get the agency to work more effectively, Terry believed that the staff had to sharpen its focus on delivering core services. The agency implemented new protocols that better supported agency-wide productivity expectations, while staff were asked to allocate key segments of their time to tasks that resulted in billable activity, completion of contract requirements, or meeting other funding expectations. TTBH is today a success story. The organization has expanded its capability to serve the community, growing from serving about 11,000 people in 2003 to serving more than 21,000 people this year.

"The changes that were implemented also have positioned TTBH well for the changes that are currently occurring in the healthcare environment...and with those changes, comes opportunity," adds Terry.

Winter Conference, *continued from page 1*

"The Value of Standardized Data – representatives of the Software and Technology Vendors Association presenting.

On both Wednesday and Thursday evenings, receptions offer refreshment and relaxation as we enjoy the beauty of Clearwater Beach and the opportunity for extending the day's conversations. Thanks to our Wednesday evening reception sponsors, Genoa Healthcare, and to our Wednesday morning breakfast sponsors, QoL meds. Our Thursday evening reception is generously sponsored by MHRRG and Negley Associates. A general sponsorship is being provided by Janssen Pharmaceuticals. Exhibitors include: Askesis Development Group, Credible Wireless, DATIS, Genoa Healthcare, iCentrix, Joint Commission, Janssen Pharmaceuticals, MHRRG, MindLinc – Duke, Netsmart Technologies, NorthRock Pharmacy, QoL meds, Qualifacts, Relias Learning, Streamline Healthcare Solutions, The Echo Group, and Unemployment Services Trust.

Member Criteria and Process Modified

At mhca's Board Meeting November 1, 2013 in Scottsdale the Directors unanimously agreed to several membership criteria/process changes. These modifications were made with the sincere intent to continue mhca's viability and relevancy within an evolving industry. Membership is still by invitation. We want to continue to focus on attracting those organizations who demonstrate leadership, innovation and will bring value to our group. We are also committed to maintaining a membership size that facilitates collegial networking. These are 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 becoming a member.

2) The Board eliminated the requirement that 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 can be the CEO or other designated official. (Example: 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 could remain the organization's primary representative to mhca as in fact the CEO of the healthcare system might not be the best mhca connection.)

MHRRG Satisfies Stakeholders

MHRRG (Mental Health Risk Retention Group) has earned a prestigious award from Demotech, an insurance rating company that has provided financial strength ratings for insurance companies since 1985. In bestowing the 2013 STAR Award for MHRRG's operating results in 2012, Demotech's President Joseph L. Petrelli pointed out that only 1.6% of property/casualty companies were able to meet or exceed the stakeholder criterion. Demotech developed the Stakeholder Team Accomplishment Recognition to identify and recognize those insurers that were able to satisfy all stakeholders, not just a single segment of interested parties.

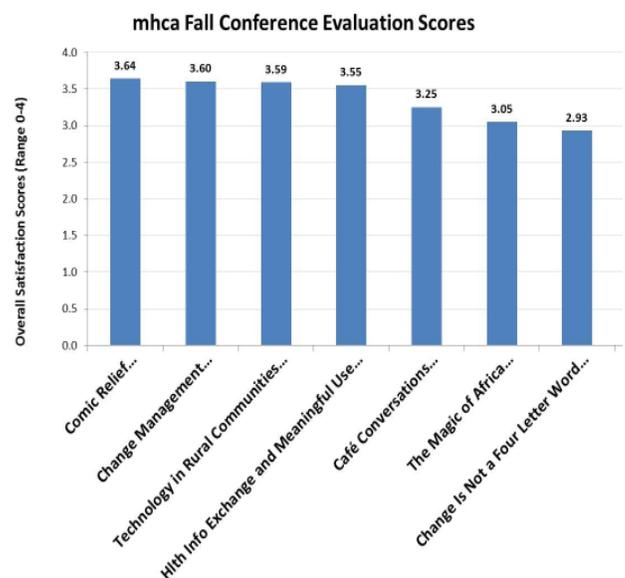


MHRRG was established by mhca in 1985 to provide affordable, dependable and accessible insurance to the behavioral health industry. Its eleven member Board of Directors is chaired by mhca member Susan D. Buchwalter, PhD. Of the eleven Directors, six are elected by mhca, two by the National Council, and three are elected by the Class C Shareholders. MHRRG is managed by Negley Associates whose President Nicholas Bozzo accepted the Demotech award for the company.

Members Learn and Laugh at mhca Fall Conference

Scores were strong for mhca's Fall Conference in Scottsdale. By Thursday afternoon the bit of "Comic Relief" was a welcome departure from weightier matters as shown in audience response! However, all the sessions were highly rated. Excerpts from evaluation comments included, "Practical suggestions to strengthen team building," "Relate-able materials and subject matter," "Great model," "Lots of really great ideas!" And perhaps the reason the comedy routine worked so well... "Wonderful to laugh and hear others laugh-a nice way to end our time together." Thanks to all of you who took the time to complete those evaluation forms – either on paper or online!

Comic Relief – *Peter Francis & Joan O'Meara*
Change Management – *Dr. David Whitehouse*
Tech. in Rural Communities – *Phyllis Persinger, Chad Bechard & Dr. Jerry Sheward*
HIE and Meaningful Use – *Don Savoie and Dr. Kendra Silee-Marsiglio*
Café Conversations – *Diana Knaebe and Cathy Pope*
Magic of Africa – *Fred Krakowiak*
Change Is Not a Four Letter Word – *Dr. Charlie Harris and Carol Parker*



Fall Conference Wraps Up 2013 in High Style

From neuroscience to speed networking, and from meaningful use to Scottish bagpipes, mhca's 2013 Fall Conference program included intriguing elements for everyone!

Dr. David Whitehouse's keynote on Wednesday morning explored change management from the perspective of the human brain's capacity for adaptation. His presentation ranged from academia to inspiration and motivated his audience to think very differently about change, both professional and personal. His presentation slides are available to mhca members in our online document archives. This was a return visit with Dr. Whitehouse, and reviews highly commended him.

Three general session presentations were provided as member showcases. Each offered valuable take-aways. First, on Wednesday afternoon, Don Savoie of Gainesville, Florida member Meridian Behavioral Healthcare, addressed "A Patient/Community Centered Approach to Health Information Exchange and Meaningful Use. His co-presenter was Dr. Kendra Silee-Marsiglio, Director of the Rural Health Partnership in North Central Florida. The two organizations have collaborated very successfully on addressing barriers that slow

Right: Carol Parker and Charlie Harris of Spindletop Center, both in blue shirts, with Gary Richey, guest Karen Sopranyi-Tompkins, and Kristine Welter Hall.



Left: mhca CEO Dale Shreve with Keynoter Dr. David Whitehouse



Above: Dr. Kendra Marsiglio (left) with Don Savoie and Dr. Maggie Labarta of Meridian.



health information technology adoption among healthcare providers and institutions.

Following the HIE presentation, Charlie Harris, CEO and Carol Parker, Chief HR Director of Spindletop Center in Texas, demonstrated the workforce education process used by their company to develop a change ready organization. Relating to their audience as Spindletop employees, the entertaining pair convinced us that “Change Is Not a Four Letter Word!”

Finally, on Thursday morning mhca members from Aspire Indiana and Volunteer Behavioral Health of Tennessee together described their use of new technologies which allow them both to provide clients in rural communities with effective tools to access treatment. Presenters included Dr. Jerry Sheward, Medical Director at Aspire, plus Phyllis Persinger, CAO, and Chad Bechard, Network Engineer, at Volunteer.

Several sessions in Scottsdale offered a new twist and a light hearted element to the agenda. As mhca has grown and faces have changed over recent years, members no longer necessarily know one another as well as in “the old days.” On Tuesday evening, pre-arranged dinner groups enjoyed restaurants at the nearby Kierland Commons. Reservations had been made and groups assembled from those who had requested to participate “sight unseen.” New connections were made among old timers and newcomers alike. Thursday’s general session presentation by guest speaker Frank Krakowiak, provided an opportunity for the audience to find their way in small groups through the African landscape fraught with natural peril! Krakowiak, well known for his photos and books on “The Magic of Africa”, likened the rigors of a safari with the challenges of successful decision making in business. Using clever maps, small groups worked together to find their way through rough terrain and treacherous rivers while depending on each other’s decision making skills. That afternoon, both the “Café Conversations” session, led by Diana Knaebe and Cathy Pope, and the “Speed Networking” session which paired participants in three-minute, one-on-one chats, depended on participant interaction and served to better acquaint – and reacquaint - our members. In another departure from our typical agenda, we wound down Thursday’s program with a visit

See Fall Conference, page 8

Top Right: *Phyllis Persinger and Chad Bechard of Volunteer Behavioral Health and Dr. Jerry Sheward of Aspire Indiana.*

Middle Right: *Joan O’Meara, Joe Masciandaro, mhca CEO Dale Shreve and “Big” Peter Francis.*

Bottom Right: *Photographer and author Frank Krakowiak with one of his pieces of African art, here pictured with mhca CEO Dale Shreve and mhca Chair Jerry Mayo.*



Fall Conference, *continued from page 7*

from “Big” Peter Francis and his comic sidekick Joan O’Meara who introduced the concept of “Humor in Executive Communications” while warming up the crowd with a comedy routine well suited to their audience. You might want to ask Joe Masciandro of New Jersey about “gelatophobia!” It was a laughter filled segue to the evening’s bagpipe-serenaded reception.

We are gratefully indebted to our exhibitors and sponsors for their support of our Fall Conference. Sponsoring Wednesday morning’s wonderful yogurt bar and continental breakfast was QoL meds. That evening’s delightful reception at the hotel’s “Brittlebush” venue was Genoa Healthcare. Our friends at Janssen Pharmaceutical provided a non-designated general sponsorship for the conference. And our exhibitors included Credible Wireless, DATIS, Dominion Diagnostics, Genoa Healthcare, iCentrix, Janssen Pharmaceuticals, MHRRG, Netsmart Technologies, QoL meds, Qualifacts, Relias Learning and The Echo Group.

In addition to the aforementioned presentation materials provided by our keynoter, conference materials from most other sessions in Scottsdale are provided to MHCA members without charge on our website in the document archives section. The conference was attended by a total of 146 people which represented 59 member organizations, 91 mhca members and 55 guests.

Cafe Conversations were based on the World Cafe Model. Co-Facilitator Diana Knaebe (far right) provided leadership. Pictured “in conversation” at right are Inman White, Rick Doucet, Co-Facilitator Cathy Pope and John Masterson...and below, David Stone, Bob Dunbar and Jim Frutkin.



Speed Networking - If you weren’t there you clearly missed out on a lot of fun!

Below, fom left: Kathryn Malone Haddox, guest Jen Moses, Erv Brinker, Karen Freitag, guest Karen Sopranyi-Tompkins, Kristine Welter Hall, Raynah Broome, Aimee Graves, Christie Rosado and Stuart Meyers



Attending his first mhca conference in Scottsdale was Harbor’s new CEO John Sheehan with longtime Marketing Director Jean Drees. Former Harbor leader Dale Shreve at right is now mhca’s CEO.

