

## Change Management

*Confronting change by exploring brain adaptation*

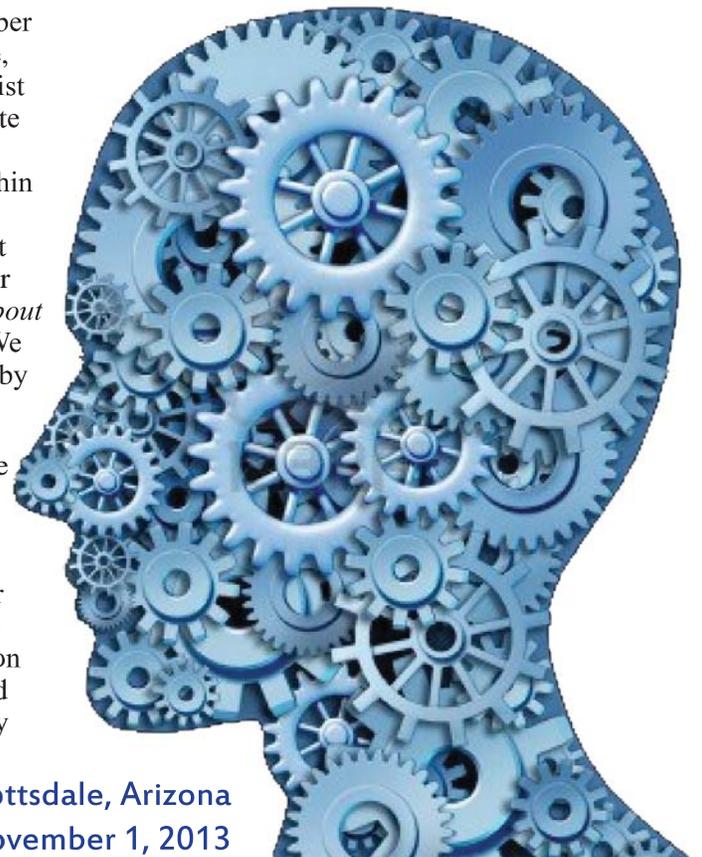
**At** recent MHCA conferences, healthcare reform has been the subject of more than a few sessions. Considering the pervasive effect that reform will have on the known delivery system, it's no wonder. We have needed to prepare, to ask the questions, imagine the scenarios, and position for the possibilities. But finally healthcare leaders have to step back and consider the overall effect that constant change and the expectation of change have on their own leadership capabilities. And what about the tolerance for uncertainty required of their staff, their boards and clients? In the midst of planning for success within the chaos of change, how do entrepreneurs emerge with a positive outlook and reasonable coping skills? If the results of healthcare reform leave those who will deliver that care constantly muddled what will be the result? How do we effectively manage change and provide productive leadership?

At MHCA's upcoming 2013 Fall Conference in Scottsdale, Arizona, we are going to take time to examine the issues of change management. Conference dates are October 29 – November 1. Dr. David Whitehouse, an internationally recognized neuroscientist and previous guest of MHCA, will keynote Wednesday's general session to share a unique vision of change management within his understanding of the brain's amazing capacity to change itself. Whitehouse last visited with us in 2009 and was one of our most highly rated speakers. *(For more about Dr. Whitehouse, see article on page 3.)* We can guarantee that you will be fascinated by Whitehouse's presentation.

Delivering a member showcase on change management will be Charlie Harris and Carol Parker from Spindletop Center in Beaumont, Texas. Their presentation topic says it well – "Change is Not a Four Letter Word!" MHCA members will also make presentations on "Health Information Exchanges – Meeting Clients' Needs" and "Bridging Treatment Through Technology

in Rural Communities." As the conference unfolds, attendees will also hear from Fred Krakowiak, a former financial advisor who draws on his personal African safari videos and photographs to produce effective comparisons between his life threatening jungle experiences and the stress of business decisions that must be made quickly and effectively. And to continue our efforts to refresh the entrepreneurial spirit, Thursday afternoon will conclude with a light hearted presentation by stand-up comedians "Big" Peter Francis and Joan O'Mara on "Humor in Executive Communication." It's time we laughed a little!

Our conference is being held at Scottsdale's Westin Kierland where yes...you will hear bagpipes at sunset. A full preliminary agenda was mailed September 10 and is posted at [www.mhca.com](http://www.mhca.com) in our Conference section.



MHCA's Fall Conference - Scottsdale, Arizona  
October 29 - November 1, 2013

# Examining Our Shared Future

*From the desk of Dale Shreve*

*MHCA President and CEO*



Wow – where did summer go? It was a pleasure to see a number of you at our August conference in Seattle. I'm looking forward to another great conference in Scottsdale the end of October. For you trivia fans, our October 29 – November 1 meeting in Scottsdale will be MHCA's 114<sup>th</sup> conference.

MHCA has a rich history beginning with our founding in 1985. It is a history many of you can take pride in helping to shape. As proud as we are of our history, we cannot allow ourselves to become complacent about our shared future. We must be open to challenging past practices and adopting new ways of developing MHCA as a continued asset that meets members' needs. Please don't hesitate to share with me your questions or concerns about MHCA as well as your hopes and aspirations. I want and I need your feedback. Your MHCA and MHA Boards will be revisiting our currently drafted strategic plan on Tuesday afternoon in Scottsdale where your input will be gratefully considered.

Did you know there are 19 states in which no MHCA member is headquartered? (Delaware, Hawaii, Idaho, Iowa, Louisiana, Maryland, Minnesota, Montana, Nebraska, Nevada, New Mexico, New York, North Carolina, North Dakota, South Carolina, South Dakota, Vermont, West Virginia, and Wyoming) I believe there are strategic advantages in expanding MHCA's footprint and in bringing fresh energy to our group via new entrepreneurial and talented members. I'm not talking about doubling the size of our membership, but I do think we can expand slightly, gain some strategic benefits, and not jeopardize the intimacy of our group. If you are aware of an organization in one or more of these states that would be an asset to MHCA, please let me know.

I do hope I'll see you in Scottsdale.

Dale E. Shreve

## Calendar

## Leadership

### **MHCA 2013 Fall Conference**

*Dates:* October 29 - November 1

*Location:* Westin Kierland  
Scottsdale, Arizona

*Phone:* 800-354-5892

*Rate:* \$209.00

*Deadline:* September 26, 2013

### **Mental Health Risk Retention Group Shareholders Reception and Board Meeting**

*Dates:* October 31- November 1

*Location:* Westin Kierland  
Scottsdale, Arizona

*Phone:* 800-354-5892

*Rate:* \$209.00

*Deadline:* September 26, 2013

The Shareholders Reception will be held Thursday evening at Scottsdale Insurance headquarters with shuttle service provided from the Westin Kierland. The Board meeting will be held Friday morning in the Red Rock Conference Room at Scottsdale Insurance.

### **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 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)

# Fall Keynoter Will Examine Change Management from Unique Perspective

Dr. David Whitehouse will keynote MHCA's 2013 Fall Conference in Scottsdale, Arizona with a unique presentation addressing change management. Whitehouse is the Chief Medical Officer at UST Global where he uses his extensive clinical and health systems experience and insights to help UST clients understand the significance, influence and possibilities of technology advances. He addresses the impact of big data on analytics and prediction; ubiquitous sensors and quantified self-movement on advancing concepts of "expert patients" and in home capabilities; the effect of micronetworks and social networking on everything from gauging satisfaction to improving communication and resource allocation among providers, patients, their families and community care givers; and the impact of mobile applications on just-in-time information, enhanced communication and the use of avatars to put a trusted advisor in every home.

Dr. Whitehouse is a seasoned health strategist whose past positions include time in the pharmacy benefit management industry where he served as Executive Medical Officer for Catamaran after being the CMO at Catalyst; the managed health-care industry where he was CMO for Strategy and Innovation at United Health Group and before that Medical Director and Senior Vice President for the Employer Services Division at Cigna.

He has consulted internationally with CIGNA on their Global Health Strategy and EAP deployment in Japan, with United on medical tourism and insurance deployment in India and also as part of Ingenix consultation to Trusts in England's National Health Service. Also, he has presented extensively at large national forums such as the National Business Group on Health and has been quoted in publications from the *Wall Street Journal* to *Business Insurance*.

As a physician Whitehouse has worked in every setting from extremely challenged underserved rural poverty areas and general hospitals, to academic centers of excellence. He has served on the clinical faculty at Dartmouth, Harvard and Yale.

Our keynoter holds an MD degree from Dartmouth, an MBA from the University of Connecticut, a Doctorate and Masters in Theology from Harvard University and a MA and BA from Cambridge University in England. He sits on the Board of Brain Net, the largest integrated research database on the human brain, and the Healthcare Management Advisory Board at the University of Connecticut School of Business.



**Recruiting for Senior Executive,  
Financial, Clinical, or Medical Staff?**

**Dr. Stuart Meyers**

**The Meyers Group**

**Executive Search Consultants**

[www.mr-themeyersgroup.com](http://www.mr-themeyersgroup.com)

[sim@mr-themeyersgroup.com](mailto:sim@mr-themeyersgroup.com)

301-625-5600 x1



# Members

## Three New Leaders

Ohio...Mississippi...Florida...what have they got in common? New CEOs at MHCA member organizations, that's what!

Let's start with Ohio at Harbor in Toledo. Just happens Harbor is the organization where MHCA's new CEO Dale Shreve was the top staff guy until this past winter. On his departure, Harbor's Clinical Vice President John Betts was named Interim CEO. Now, after a wide search, Harbor has named John Sheehan to lead the organization. Formerly, Sheehan was the Owner and Lead Consultant at All Tier Health Care Consulting and Executive Vice President and Chief Operations Officer at Westcare Foundation – both in St. Petersburg, Florida. His career includes over twenty-years in health and human services.

In Mississippi at Warren-Yazoo Mental Health Services of Vicksburg, Steve Roark has affirmed his retirement. The Warren-Yazoo Board of Directors has announced that former Assistant Executive Director Bobby Barton will follow Roark in the top position. Warren-Yazoo Mental Health (Region XV) is one of fifteen regional mental health centers in the state. Established in 1975, it operates with a budget of \$12 million and 200 employees. Earlier this year Bobby Barton was recognized for 30 years of service to Warren-Yazoo.

And in Florida at Peace River Center in Bartow, Interim CEO Bennie Allred has announced that a search committee has named J. William (Bill) Gardam as their new leader. Gardam brings over 30 years of senior management, human services and healthcare experience spanning state government and the for-profit and non-profit sectors. Most recently he was the President & CEO at Horizons, a Family Service Alliance based in Cedar Rapids, Iowa. Earlier, Gardam served as CEO of the Georgia Children's Home in Macon, Warner Robins and Augusta, Georgia; as Vice President of Development for Community Psychiatric Centers and President/Founder of Transitional Family Services in Macon and Atlanta, Georgia and Las Vegas, Nevada; and, as Vice



*Bobby Barton*



*John Sheehan*



*J. William (Bill) Gardam*

President and COO of Mental Health Management, Inc. in McLean, Virginia and Atlanta, Georgia.

Join us in welcoming these new CEOs to MHCA – a talented trio, we look forward to the contributions they will make to our shared work, and we know our members will find opportunities to include them in discussion and collaboration.

## De Piano Continues Role with PTAC

Dr. Linda DePiano has been appointed to a second term (2014-2015) as MHCA's representative to the Joint Commission's Behavioral Health Care Professional and Technical Advisory Committee (PTAC). Linda is CEO of

The Jerome Golden Center for Behavioral Health in West Palm Beach, Florida. She co-chairs MHCA's Performance Improvement Committee along with Greg Speed of Cape Counseling in New Jersey. Charlie Harris, CEO of Spindletop Center in Beaumont, Texas has been reappointed for a second term as MHCA's Alternative Representative to PTAC.



*Linda De Piano, PhD*

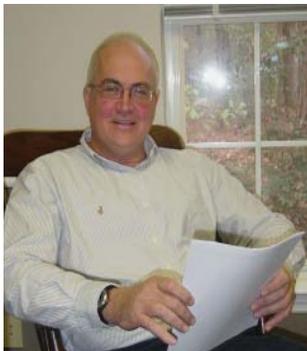
## Customer Satisfaction Survey Has Been Revised for More Meaningful Comparisons

MHCA is simplifying and consolidating the reporting of customer satisfaction survey results. Traditionally MHCA National Data Center's comparative reports compared an organization's customer satisfaction levels to average satisfaction levels in a national comparison group. Comparisons to a national average do not provide the information that organizations striving for excellence need to drive their improvement programs.

The new report compares each organization to the best performers in a systematically matched comparison data set as well as to the average of the entire comparison set. National Data Center Director Ed Neu explains that the revised report employs an item by item color coded scorecard to show your organization's performance compared to the national average and the best in class. This new report has been sent out to some of our survey customers, and we have been soliciting feedback which to date has been very positive. We are refining the reporting format and contents to incorporate our customers' suggestions.

MHCA is expecting to use the new format to replace our traditional survey reports. We believe it provides more valuable information in a more usable presentation. Measuring customer satisfaction is an important tool in evaluating your organization's performance and targeting your improvement efforts.

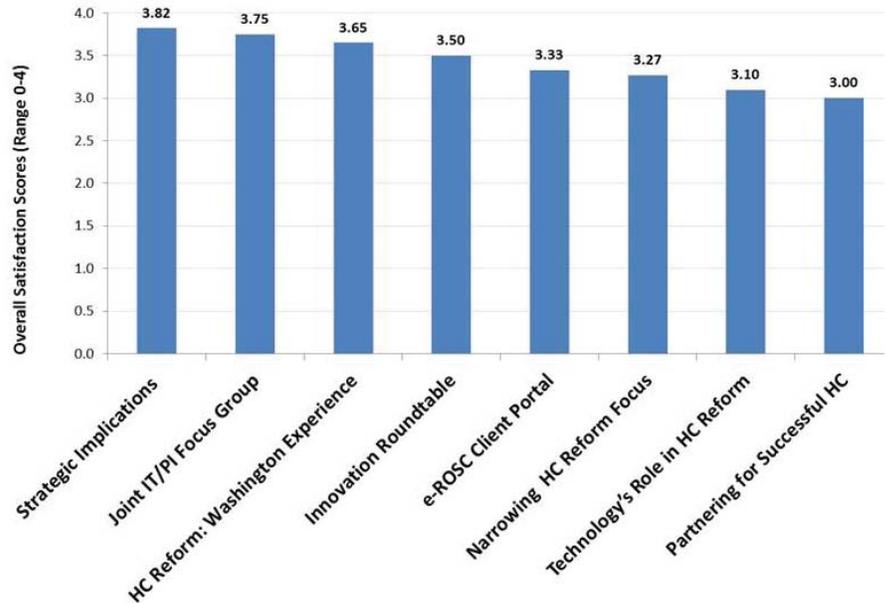
The National Data Center offers products to assess the satisfaction of your clients, your staff, and your referral sources. Submit suggestions for survey refinement to Ed Neu at [eneu@mhca.com](mailto:eneu@mhca.com)



MHCA's  
Ed Neu

## Summer Conference Scores High

MHCA Summer Conference Evaluation Scores



Strategic Implications - *Monica Oss, Open Minds*

Joint IT/PI Focus Group - *MHCA panel with Mike Lardiere, National Council*

HC Reform: Washington Experience - *Tom Sebastian and Rick Weaver*

Innovation Roundtable - *Dan Ranieri, PhD*

e-ROSC Client Portal - *Centerstone*

Narrowing HC Reform Focus - *United/Optum, Open Minds and MHCA panel*

Technology's Role in HC Reform - *Mike Lardiere, National Council*

Partnering for Successful HC - *United/Optum: Dr. Robinson-Beale and Deb Adler*



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

[www.MHRRG.com](http://www.MHRRG.com)

Our mission is simple:

To provide you with the best insurance solution so that you have peace of mind and can focus on what you do best;

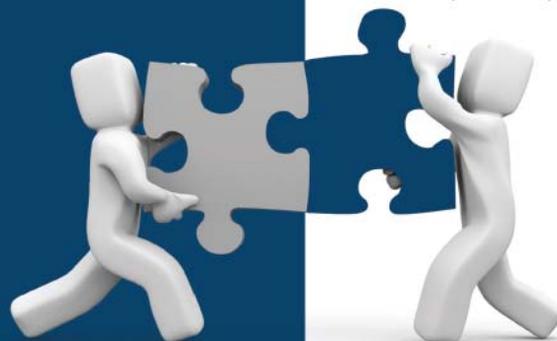
– the delivery of behavioral healthcare and social services to your clients.

**NEGLEY  
ASSOCIATES**

[www.jjnegley.com](http://www.jjnegley.com)

1.800.845.1209 Fax: 973.830.8585

Professional Liability  
General Liability  
Directors and Officers Liability  
Property  
Workers Compensation  
Excess Liability  
Auto  
Cyber/Privacy Liability



Endorsed by:



## Solutions . . .

That was the focus when MHCA members met in Seattle, Washington in August. Solutions for healthcare reform – from partnering with “big players” to building successful client access. Solutions for MHCA’s future through a dynamic Strategic Plan – for the next three years and far beyond.

United/Optum’s Chief Medical Officer, Dr. Rhonda Robinson-Beale, and Vice President for Behavioral Network Services, Deb Adler, discussed that company’s efforts to partner with local providers. Open Minds President Monica Oss, together with MHCA panelists and United/Optum spoke of care delivery and funding within an evolving healthcare reality. Rick Weaver of Comprehensive and Tom Sebastian of Compass reported on their very recent collaboration to facilitate statewide service delivery contracting in the state of Washington, demonstrating the very best of a shared entrepreneurial spirit. Mike Lardiere of the National Council defined technology’s role within healthcare reform and then joined an MHCA panel to examine “meaningful use” criteria and requirements for meeting them. Representatives from MHCA member company, Centerstone, described their e-ROSC client portal program, funded by a SAMHSA innovation grant to expand the use of health information technology to increase access and treatment in remote and underserved areas. Twenty-plus attendees took part in a field trip to Catalyst Kitchens near the conference hotel to hear about the FareStart social enterprise model and implementation of it by MHCA member company AspenPointe.

And those are just program highlights. From general sessions to evening receptions, MHCA members and invited guests took full advantage of every opportunity for collegial exploration of the many shared issues at hand. In committee meetings, focus groups, roundtable discussions and in hallways...the talk was of solutions. Challenges, sure. But always solutions. It’s what MHCA does. It was a great conference.



*Dr. Rhonda Robinson-Beale and Deb Adler of United/Optum spoke in general session to MHCA’s Summer Conference. Here they are joined by MHCA Board Chair Jerry Mayo.*

*MHCA members and Open Minds’ Monica Oss joined United/Optum for a panel discussion of healthcare reform. Seated: Harriet Hall, PhD, Dr. Rhonda Robinson-Beale, Jim Gaynor. Standing: Dale Klatzker, PhD, Deb Adler and Monica Oss.*



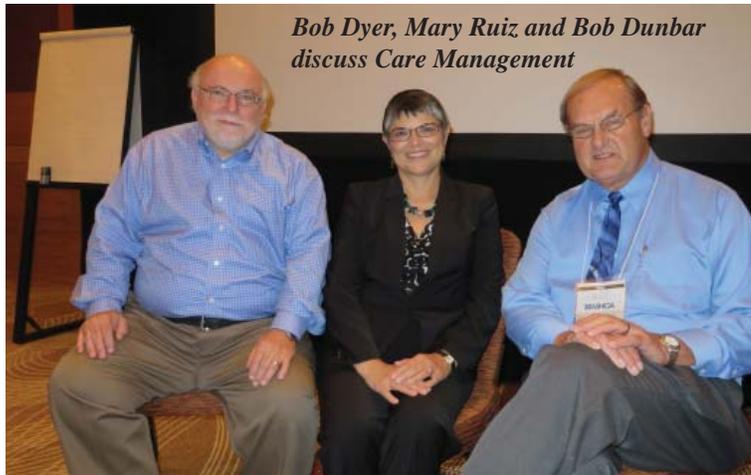


**Centerstone Describes e-ROSC, Client Portal**

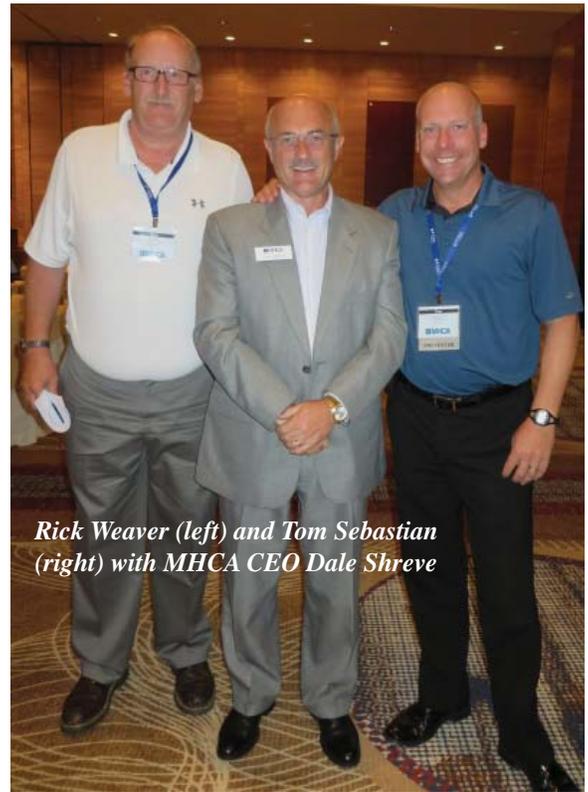
*Above left: Susan Rushing and Linda Grove-Paul*

*Above right: Mary Monnat and Suzanne Koesel*

*Right: April Bragg and Dale Klatzker*



*Bob Dyer, Mary Ruiz and Bob Dunbar discuss Care Management*



*Rick Weaver (left) and Tom Sebastian (right) with MHCA CEO Dale Shreve*



*Dan Ranieri describes recent Medicaid issues in New Mexico.*



*Information Technology and Performance Improvement Focus Group  
Panelists Seated: Tim Camp, Teri Gilroy, Melanie Taylor, Mike Lardiere and Sandy Hall  
Standing: Chairmen Linda DePiano and Grady Wilkinson*



## We Build On-Site, Full-Service Pharmacies

with Integrated Phlebotomy  
& Laboratory

Genoa Healthcare can:

- **Increase efficiencies** for your staff and clients
- Make it **easier for your clients** to receive medications and lab work
- Noticeably **improve care and outcomes** for your clients

**genoa**  
healthcare  
[www.genoahealthcare.com](http://www.genoahealthcare.com)

## Negley Awards Focus on Cyber Risk

The 2014 Negley Awards for Excellence in Risk Management address the increasingly disturbing issue of cyber risk. A recent article in the journal *Business Insurance* contained the following statement: “Data breaches are not only a reality in today’s risk management landscape, they’re also a near certainty for just about any business.” The Securities & Exchange Commission in a 2011 guidance listed some forms of damage which could be caused by data breaches including remediation costs, increased cyber security protection costs, lost revenues, litigation and reputational damage. Especially important in behavioral healthcare is the potential damage to patients that could occur from disclosure of their private records.

The Negley Awards program offers cash prizes of \$10,000 and \$5,000. Applications for the 2014 awards have been circulated to MHCA members, National Council members and companies insured by the Mental Health Risk Retention Group. Access the application form at <http://www.mhca.com/Public/NegleyAward-Application-2014.pdf> and submit your best practice program by November 4.

The Negley Awards facilitate sharing and recognition of creative, high quality behavioral healthcare practices. They are sponsored by Negley Associates which has served the insurance needs of behavioral health care providers for over 40 years.



## Make Those Changes!

Please revise your contact information when we notify you of changes at our members’ organizations. We’ve all received mail to the former occupants of our homes...it’s annoying. Remember to make those changes!

If you have any questions about current MHCA contacts, log in and download the most recent mailing labels, Outlook import and mail merge lists from our Document Archives at: <http://www.mhca.com/Members/DocArchives/2DocArchivesbyCat2.asp?CategoryID=19>