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## Timing is Everything

*From the Desk of Dale Shreve,  
mhca President & CEO*

And time is starting to run out for behavioral health providers to position themselves as strategic partners in a successful population-health-focused system. Nearly a decade has passed since the healthcare industry embraced Triple Aim as a framework for improving care experiences, reducing costs and improving population health. While delivery of patient care has improved and costs have been reduced, progress toward the primary goal of better health has lagged. The more recent focus on value-based reimbursement is an attempt to incentivize population health initiatives.

While there may not be a single adopted definition for population health management – a definition that makes sense to me is how Winslow defined public health back in 1920 (no, I was not there when he developed it) “The science and art of preventing disease, prolonging life, and promoting physical and mental health and efficiency through organized community efforts for the sanitation of the environment,

the control of community infections, the education of the individual in principles of personal hygiene, the organization of medical and nursing service for the early diagnosis and preventive treatment of disease, and the development of the social machinery, which will ensure to every individual in the community a standard of living adequate for the maintenance of health.” While some of Winslow’s terms may be outdated, the framework for population health management has existed for some time.

Today, estimates are that 60% of healthcare outcomes are rooted in social and environmental factors (social determinants of care) including cultural beliefs, social supports, and accessibility of nutritious food, clean water, safe and stable housing, quality education and stable employment. Care delivery and payment models must be modified to address patients’ social needs as a standard

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*Dale Shreve*

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# Fall Conference Preview

Looking for insights to guide strategic planning for the coming year? Struggling to incorporate new technology, create truly integrated care and maximize finite resources? Then join us in Scottsdale, Arizona for **mhca**'s Fall Conference where industry leaders, subject matter experts and your **mhca** peers will come together to discuss these and other topics, share their challenges and insights, and spark new ideas.

**Monica Oss** of **Open Minds** will lead an Innovation Incubator on emerging science shaping behavioral health service delivery and a general session on understanding and navigating market shifts in finance, technology and emerging competition. **Deb Adler** will share how **Optum** is working with CMHCs to facilitate reimbursement strategies that reward both medical and behavioral outcomes, and **Bob Vero** will share how **Centerstone of Tennessee** is using pharmacogenomic testing to reduce adverse events and improve patient outcomes. A panel of members and vendors will talk about what it really takes to create an integrated care center, National Council VP **Chuck Ingoglia** will provide an update from Washington, DC, and **Juergen Korbanka** will explain how **Wasatch Mental Health** is applying predictive modeling to maximize clinician time and effectiveness.

We'll also have some laughs with our Thursday morning keynote presenter, **Jeff Havens**, as he uses humor to share how small changes in communication can strengthen relationships, increase loyalty and create an unbreakable culture of teamwork. Plus, you'll leave with copies of two of Jeff's books!

**Mental Health Partners** will walk you through their process for developing a population health strategy,

testing their model and bringing it to scale; while CARF and The Joint Commission will share emerging trends in accreditation and certification. You'll also have an opportunity to discuss operational challenges including recruitment/retention, health homes and more during our operations roundtables.

You're also invited to join **MHRRG** for lunch to learn how your fellow **mhca** members save money on quality liability insurance and gain peace of mind.

All attendees and their traveling companions are also encouraged to attend our Tuesday night welcome reception, sponsored by **Valant**, our Wednesday night reception and banquet, sponsored by **Genoa- a QoL Healthcare Company**, and Thursday night reception celebrating **MHRRG's 30th Anniversary**, sponsored by **MHRRG** and **Negley Assocaite**s. These are great opportunities to meet new members, catch up with old friends, and discuss your thoughts on the day's sessions.

Our hotel group rate is good for three days pre- and post-conference, so come early, or stay late, to enjoy one of the more than 200 area golf courses, tour one of 125 professional art galleries and studios, or explore the winding rivers, towering peaks, and lush valleys of Scottsdale's Sonoran Desert.

In addition to its natural beauty, Scottsdale also offers several unique attractions, like legendary architect Frank Lloyd Wright's winter home and architectural school, Taliesin West.

Downtown Scottsdale features nine walkable neighborhoods, also serviced by a free trolley, offering you a variety of experiences day and night. If you don't want to wander far from the hotel, Kierland



Commons is a unique, upscale center that features over 70 high-end specialty stores and a variety of top-ranked restaurants offering something to please every palate.



Expect clear, warm days with highs in the 70s, followed by refreshingly cool evenings. Be sure to pack a sweater or light jacket! ■





>>*Continued from cover*

part of care.

Models of population health management include such entities as ACOs and PCMHs. To succeed as partners in population health management, behavioral health organizations must promote their abilities and expertise, develop or join a population health management entity/system, and

embrace the paradigm shift of moving healthcare's focus from addressing the identified needs of specific individuals to anticipating and shaping service delivery systems for populations. This transformation includes:

- Educating your community on (promoting) your core competencies that are critical to population health management.

In too many cases what you do is not well understood.

- Identifying the population(s) your core competencies can best impact, and identifying and developing relationships with appropriate community resources that extend/supplement delivery of the continuum of services needed by your target population.
- Promoting a collaborative approach across a number of groups including: patients, providers, health plans, government, employers, etc., to enhance service delivery and improve wellbeing.
- Developing the technology infrastructure to support performance measurement/value-based reimbursement, including the interoperability of the various critical systems and information sharing among service delivery partners, PLUS analytics.
- Transitioning/developing a workforce (direct care and administrative) and a board that understands, embraces and promotes a population health paradigm.

Population health initiatives present some unique opportunities for behavioral health providers who are up to the challenge; and **mhca** is here to ensure that our members are better equipped to capitalize on these opportunities to gain a competitive advantage. At our quarterly conferences, **mhca** helps members investigate emerging trends, evaluate those in alignment with their vision and mission, and weigh known risks against potential advantages so the right opportunities can be seized before they're lost.

To learn more about how your organization can operationalize a population health strategy, join us at **mhca's** Fall Conference in Scottsdale, Arizona. ■



## Serving the behavioral health community for over 15 years

- Make it *easier for your consumers* to receive medications and telepsychiatry services
- *Increase efficiencies* for your staff and consumers
- *Improve care and outcomes*

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# New Faces & Places

Welcome new member **Professional Care Services of West Tennessee (PCS)**, a private, non-profit organization serving citizens in Tipton, Lauderdale, Fayette, Haywood, Dyer, and Shelby counties. Through its six locations, PCS offers a broad range of traditional out-patient mental health services to adults and children. Clinical services include mental health assessment, individual and group counseling/therapy, family therapy, psychiatric evaluations and medica-



*Jimmie Jackson*

tion management. CEO **Jimmie Jackson** joined PCS nearly 20 years ago as an accountant. He held positions of increasing responsibility before

being appointed as CEO in 2015. He holds a Bachelor's in Organizational Leadership from Union University. He currently chairs the Legislative Committee of the Tennessee Association of Mental Health Organizations and is actively involved in his community through The Gideon's International, NAACP and First Baptist Church.

Congratulations to **Barbara Scott**! She succeeded Rich DeHaven as President & CEO of **Aspire Indiana** in July. Scott joined Aspire more than 30 years ago, working in community support services and inpatient services, both in clinic and administrative positions, before being promoted to Chief Operating Officer in 1997. Scott earned a Master of Business Administration in 2002 and in 2009, she became Executive Vice President and COO



*Barbara Scott*

of Aspire Indiana. Scott lives with her husband on a farm in East Central Indiana where she enjoys tending to her gardens and numerous farm animals. She earned an MBA from Anderson University, an MSW at IUPUI, and a Bachelor's degree in Psychology from Anderson College.

Congratulations to **Lynn Brady**! She was appointed President & CEO of **Journey Mental Health Center**, succeeding Ron Lampert.



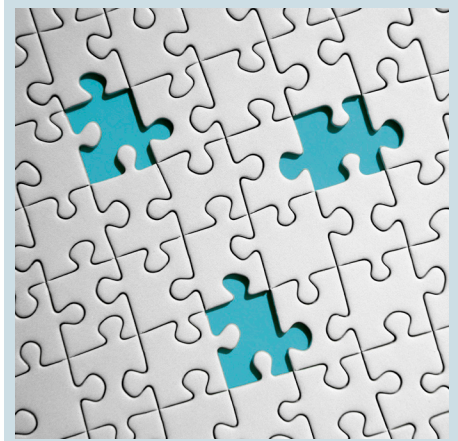
*Lynn Brady*

She has served as the center's Chief Operating Officer for the past five years and has more than 30 years' experience in the mental health

and substance use field both as a clinician and an administrator. She holds a Master's Degree in Public Administration with an emphasis on health care administration.

**Deb Flores** was appointed acting CEO of **Zepf Center** following Jennifer Moses' resignation.

Keep up-to-date on the latest industry and member news online at [mhca.com](http://mhca.com) or by following @mhca on Twitter, Facebook or LinkedIn. ■



## Who's Missing?

The opportunity to connect and collaborate with other innovative entrepreneurs from across the U.S. is one of the most valued benefits of **mhca** membership. Help us identify prospective members that will further enhance the value of your network! Just contact Dale Shreve at [dshreve@mhca.com](mailto:dshreve@mhca.com) or 850-942-4900 and let him know about any established or emerging leaders in our industry you would like us to consider for membership.

We are especially interested in expanding into new states and recruiting online behavioral health providers and hospital behavioral health units.

Prospective members must be sponsored by an existing **mhca** member CEO or **mhca** staff member, be appropriately licensed/accredited, and demonstrate innovative practices, entrepreneurial spirit and leadership consistent with the vision and strategic goals of **mhca**. They must also provide some amount of direct behavioral healthcare; unless they are majority-owned subsidiaries and their parent organization is a behavioral healthcare provider and active **mhca** member. ■



# Save Money on Quality Staff Development & Support mhca!

The Relias Learning Management System (RLMS) provides access to a library of accredited, approved and certified online courses, allows you to easily create your own custom content, and also helps you manage your live training.

Relias recently launched **Relias PATHS**, science-based prescriptive learning programs designed to change behaviors through targeted learning. PATHS begin and end with an assessment to help staff increase their knowledge in a targeted growth/risk area.

Relias also offers mobile learning products to meet the demands of today's healthcare organizations:

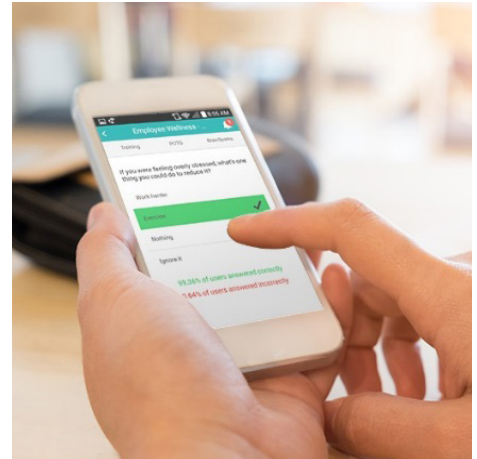
- **Relias Learning Mobile App** users can access assigned training courses, engage in social learn-

ing, receive notifications and post comments.

- **Pro on the Go** allows staff to learn or refresh skills during micro-learning sessions less than ten minutes long that provide techniques, steps or procedures to carry out tasks.

- **BrainSparks** are multiple choice questions delivered to learners through the mobile app after they complete a course to re-engage the learners and improve the retention of new material.

**mhca** members receive a 15% discount on all RLMS products and services; and, every time you use your **mhca** discount, Relias Learning contributes a percentage of your purchase to **mhca** to help support our mission.



Our partnership with Relias Learning added more than \$250,000 to our operating revenue last year; so, please consider using RLMS for your training needs, and remember to use your **mhca** discount for all of your RLMS purchases. To learn more, visit: <https://reliaslearning.com>. ■

## Behavioral healthcare is risky business. Reducing risk is our business.

Risk management is a particular specialty at the Mental Health Risk Retention Group (MHRRG), an insurance company owned by policyholders-shareholders who are all behavioral healthcare organizations.

MHRRG insureds enjoy customized and complimentary risk management tools such as the *Individualized Risk Management Program (IRMP)*. This unique program focuses on some of the loss drivers in behavioral healthcare organizations, including:

**Violent Acts. Boundary Violations. Suicide Malpractice.  
Medication Errors. Employment Practices.**

Additional risk management tools available to MHRRG insureds include an Employment Practices Hotline, webinars, videos, articles, brochures and more.

MHRRG coverage is available exclusively through Negley Associates. Tell your insurance agent or broker to contact us today.

Call or email Marilyn Udis: 800-845-1209, [MUdis@jnegley.com](mailto:MUdis@jnegley.com)

**MHRRG and Negley Associates are exclusively endorsed by mhca and the National Council for Behavioral Health.**



# Delightful Discoveries in Denver

More than 200 members and guests gathered in Denver, Colorado, to participate in **mh-ca's** Summer Conference where **Jim Gargiulo** from **Open Minds** facilitated an Innovation Incubator panel on the pros and cons of various types of value-based reimbursement, keynote speaker **David Horsager** and **Community Reach Center COO Clay Cunningham** talked about trust as the foundation for successful teams, and a team from **Jefferson Center for Mental Health** shared what they do to maintain their status as a top-rated workplace.

Other conference highlights included presentations on building your brand and leveraging your problem-solving style to lead from **Anne Collier**, a presentation on the



*Darryl Donlin*

future of healthcare IT from **Afia's Jeremy Nelson** and **eHana's Jake Buckley**, and an inside look into how **Red Rock Behavioral Health Services** created a trauma-informed therapeutic space for kids called Planet Rock.



*Wana Ellison & Verna Foust*

CEO **Carl Clark** and his staff at **Mental Health Center of Denver** were very involved throughout the conference, participating in the Innovation Incubator, leading a general session on how to instill innovation in organizations, providing a breakout session on how to create sustainable, solution-based mental health collaborations with law enforcement, and organizing a tour of the Dahlia Campus for Health and Wellness.

Participants enjoyed a free wine toss activity sponsored by **Valant** on Tuesday night, were treated to a spectacular view from the Capitol Peak Room on the 27th floor during Wednesday night's banquet sponsored by **Genoa - a QoL Healthcare Company**, and **mhca**



*Dahlia Campus Tour Group*



*Dahlia Greenhouse*



*Dahlia Tour Group*



*Carl Clark*





held a raffle for a Caribou Coffee gift set and a free coaching session with Anne Collier during Thursday

night's closing reception sponsored by **MHRRG** and **Negley Associates**. All the photos here, and many

others, are available in the conference app at <http://my.yapp.us/MHCA2017AUG>. Enjoy! ■



*Angie Hampton & Deb Green*



*Antony Sheehan & Family*



*Linda De Piano & Barbara Daire*



*Group of Ohio members enjoying dinner*



*Tracey Roxby & Jim Gargiulo*



1876 Eider Court, Suite A  
Tallahassee, Florida 32308



*Save the Dates!*

### **2017 Fall Conference**

**October 24-27, 2017**

Westin Kierland Resort  
Scottsdale, Arizona

Reservations: 800-354-5892

Hotel Group Rate: \$285

Reservation Deadline: Sept. 21

### **2018 Winter Conference**

**February 27 - March 3, 2018**

Opal Sands Resort  
Clearwater Beach, Florida

Reservations: 877-726-3111

Hotel Group Rate: \$299

Reservation Deadline: Jan. 29

### **2018 Spring Conference**

**May 15-18, 2018**

Westin Savannah Harbor Golf  
Resort & Spa

Savannah, Georgia

Reservations: 800-228-3000

Hotel Group Rate: \$220

Reservation Deadline: April 23

### **2018 Summer Conference**

**August 14-17, 2018**

Book Cadillac Detroit  
Detroit, Michigan

Reservations: 888-627-7150

Hotel Group Rate: \$179

Reservation Deadline: July 19

