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Growing Together

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

During our Fall Conference in Scottsdale, Arizona, business consultant Bill Levisay shared several insights from his decades of experience in leading teams, building brands and serving customers for some of America's most iconic consumer products companies. One insight that really hit home for me was – there is no stasis in business, you are always either growing or declining.

I am pleased to report that 2016 was a year of continued growth for **mhca**: we grew from 135 to 145 members, expanded our geographic footprint into three new states (Iowa, Montana and Utah), and created new opportunities for meaningful communication and engagement among our members.

mhca's strength lies in the entrepreneurial spirit shared by our members; so, I hope you have had the opportunity to meet some of our newer members and learn about the innovative work they are doing in their communities.

In the coming year, we look forward to continuing our gradual, intentional growth and taking

on some new projects that will add to your **mhca** membership experience, including an **mhca** brand awareness and member marketing initiative, a

leadership development initiative that will support and build on existing peer collaboration groups and engage members at quarterly conferences, and themed conference sessions to help members address key strategic issues. We will also be offering a variety of fun, interactive activities during our conference receptions.

You can learn more about **mhca's** accomplishments in 2016 and our updated strategic plan for 2017 during our annual meeting, which will be held in conjunction with our Winter Conference in Clearwater Beach, Florida, in February. I hope to see you there!

Until then, all of us at **mhca** wish you a safe and happy holiday season and a prosperous new year! ■



Dale Shreve

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Join Us for mhca's Annual Meeting & Winter Conference in Clearwater Beach!



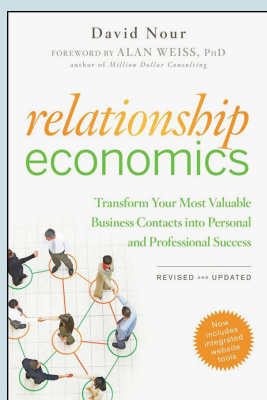
Need an infusion of inspiring new ideas for the new year? Come to **mhca's** Annual Meeting and Winter Conference in sunny Clearwater Beach, Florida. Florida offers a welcome respite from the bitter cold most of the country experiences in February, and you'll head home with new insights you can apply to propel your organization to the next level, and maybe even a nice tan!

This marketing and fundraising focused conference will feature a half-day Innovation Incubator on *Improving Visibility in the Integrated Care Marketplace*, sessions on *Relationship Economics* led by international speaker and best-selling author David Nour, and a general session on *Organizational Ethics in Mental Health Service Marketing, Fundraising and Social Media* by Bioethicist Michael Gillette.

mhca's marketing and fundraising forum will also be facilitating breakout sessions on *Digital Marketing – Increasing Online Visibility*

and *Converting Awareness to Action* and *Fundraising Software – The Myth of the Perfect Donor Management System*.

In addition to great speakers, brought to us in part by the Martyn Family Foundation, attendees will enjoy a welcome reception on Tuesday sponsored by Valant, a reception and beach-front banquet on Wednesday sponsored by Genoa - a QoL Healthcare Company, and a closing reception on Thursday sponsored by MHRRG and Negley Associates. Every **mhca** member and guest will



also be leaving with a copy of David Nour's bestseller, *Relationship Economics*, compliments of CMT. Wi-Fi and charging stations will be provided throughout the conference compliments of the ECHO Group. To get all the latest information, attendees are encouraged to download our conference app, sponsored by Netsmart.

Don't miss this unique opportunity to connect with fellow behavior-

al healthcare leaders, find your next big idea, and enjoy some much-needed change in routine to recharge your batteries and gain a new perspective.

Our Winter Conference will be held at the all-new Opal Sands Resort, which features ocean-view rooms, a variety of fine-dining options, and a luxurious spa. The Opal Sands is currently sold-out during our conference dates, but our overflow hotel, the Sand Peal Resort, has rooms available in the **mhca** block. If you are planning to attend our Winter Conference and would like assistance with your hotel room reservations, please contact Glenda Deal at gdeal@mhca.com.



Did you know?

TripAdvisor named Clearwater Beach America's #1 beach town; but, if you aren't up for a stroll on the pristine, white-sand beaches, there is still plenty to enjoy. Visit Aspirations Winery for a tour and tasting, check out the Clearwater Marine Aquarium, or attend a concert at Ruth Eckerd Hall. If you are coming in early, the Clearwater Seafood & Blues Festival and Walk will be held Feb. 18-19. ■

New Faces and Places

Please help us welcome our new members.



Ken Bates

The Bridge of Central Massachusetts specializes in providing evidence-based practices including Dialectical Behavior Therapy

(DBT), Illness Management and Recovery (IMR), Cognitive Restructuring for PTSD, and supported employment and education. They also offer specialized training for human services professionals through The Bridge Training Institute and provide trauma response services and the Safe Homes pro-

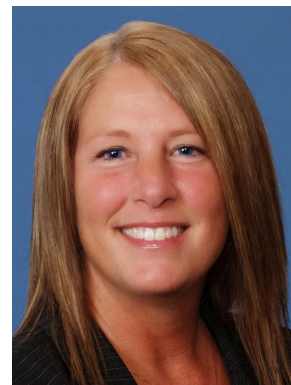
gram to support LGBTQ youth ages 14-23.

President and CEO **Ken Bates** came to The Bridge from his role as Executive Director of New Business and Financial Growth at Commonwealth Medicine, UMass Medical School. He serves on the boards of the Association for Behavioral Healthcare and the New England Association of Drug Court Professionals.

The Adanta Group is a CARF-accredited, nonprofit organization providing community-based mental health, substance abuse, developmental and intellectual disability, and sexual assault resource services in the 10-county Lake Cumberland area of Kentucky.

CEO **Jamie Burton** has more than 27 years of progressively responsible and diversified administrative,

management, and entrepreneurial experience. Shortly after accept-



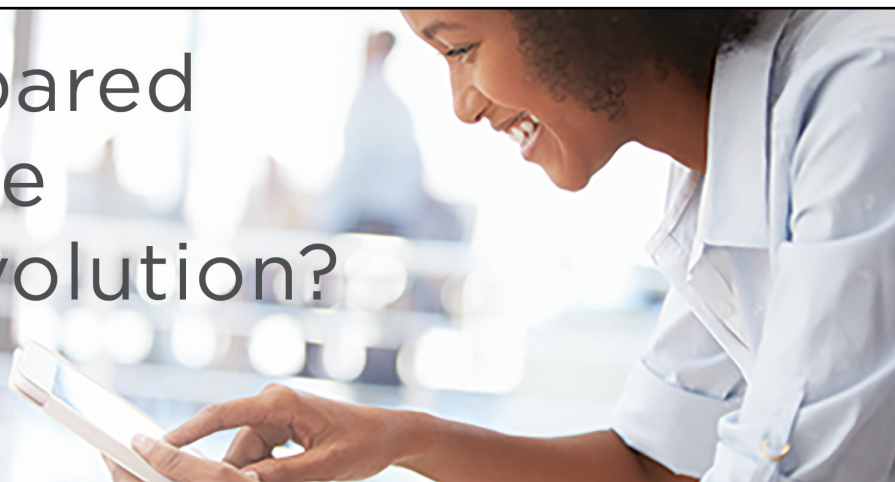
Jamie Burton

ing the position of CEO at Adanta seven years ago, she began using the NIATx performance improvement system

to help the organization address significant challenges. She is also the owner of Brava748, a company working to spread the message of suicide prevention, crisis management, leadership, hope, and compassion.

continued >>>

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Carl Clark

The **Mental Health Center of Denver** is a private, nonprofit community mental health provider for the City and County of Denver.

Through multiple community sites, mental health providers in 18 Denver public schools, collaborations with community partnerships, and home-based outreach, they provide a comprehensive, innovative and accessible array of mental health, substance abuse and integrated healthcare services to over 21,000 people annually.

President and CEO **Dr. Carl Clark** joined the Mental Health Center of

Denver in 1989, became the Medical Director in 1991, Chief Executive Officer in 2000, and in 2014, he also became the president. His main goal is to change healthcare in the US from a “sick care” system to a true healthcare system where the goal is to keep people healthy.

Western Montana Mental Health Center, mhca’s first Montana member, offers comprehensive health services to individuals and families through integrated behavioral health services and community partnerships that promote well-being and inspire hope and meaningful life choices. 845 employees provide services in 45 separate facilities to individuals and families in a 15-county service area in western and southwestern Montana.

CEO **Jodi Daly** began her career with WMMHC in November 2004, when she was hired as the director of children’s services in Butte. She worked her way up to chief oper-



Jodi Daly

ational officer and was appointed to the position of CEO in May of 2015. She has a doctorate in psychology, is a licensed

clinical professional counselor, certified mental health professional and holds undergraduate degrees in counseling and guidance as well as social work.

We are thrilled to welcome these fine organizations and their leaders to our ranks, welcome aboard! ■

When comparing your insurance options, don’t miss the devil in the details.



NEGLEY ASSOCIATES

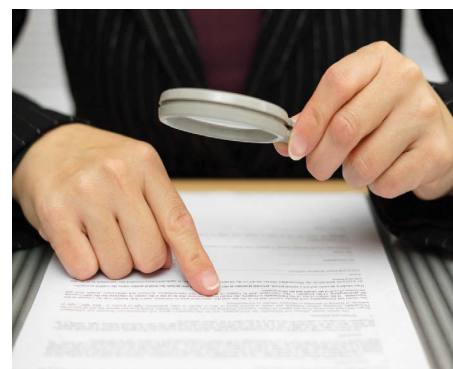
Insurance for Particular Professionals

One misread coverage definition, or one missed exclusion, could result in the unhappy surprise of a denied claim during your policy term. That’s why it’s so important to ask your insurance agent to look beyond premiums and give you a coverage comparison between the top options for your organization’s insurance. When reviewing your coverage comparison, you may just find that the lower premium option is based on much less coverage.

Here’s a quick coverage comparison checklist:

1. How do Coverage Definitions compare? For example, if Professional Liability is included, do the definitions of Physicians Coverage differ?
2. What Exclusions and Endorsements are included with each policy and what are the ramifications of each?
3. How do the Terms & Conditions differ between policies?
4. Other appreciable differences in coverage?

For nearly 30 years, Negley Associates has specialized exclusively in liability insurance for behavioral healthcare, addiction and social services organizations. To get a no-obligation, customized quote and policy comparison for your organization, ask your insurance agent or broker to contact us: Call or email Marilyn Udis, 800-845-1209, MUdis@jjnegley.com



Mental Health
Risk Retention Group, Inc.



Negley Associates is exclusive endorsed by mhca and the National Council for Behavioral Health.

Member Spotlight

Linda De Piano, Ph.D., Chief Executive Officer of the **Jerome Golden Center for Behavioral Health**, has served as **mhca**'s primary representative to The Joint Commission's Behavioral Health Professional and Technical Advisory Committee since 2012.

This year, De Piano agreed to chair the committee. "I was reluctant to accept the chair position at first because of the time commitment involved, but I am truly honored to be in this role; it has given me new insight into how the Joint Commission develops standards and an opportunity to engage more **mhca** members in productive discussions around specific standards," she said.

The Joint Commission's six Professional and Technical Advisory Committees (PTACs) advise each accreditation program on proposed

standards changes. The Behavioral Health PTAC includes 26 professionals from national associations across a variety of fields, including representatives of the American Medical Association, American Hospital Association, Substance Abuse and Mental Health Services Administration (SAMHSA), American Psychological Association, as well as a public/consumer representative. By representing the views of a diverse group of professional associations and providing expert advice, PTAC representatives assist The Joint Commission in the development and refinement of standards and elements of performance.

An independent, not-for-profit organization, The Joint Commission accredits and certifies nearly 21,000 health care organizations and programs in the United States.

Thirty-one **mhca** members responding to a recent on-line survey reported Joint Commission accreditation, and De Piano participated in a conference call with 12 of them to discuss the potential expansion of the National Patient Safety Goal on Suicide Prevention, as well as proposed standards revisions for Behavioral Health Care Outcome Measures. "I appreciate the participation we had on the call. The input and feedback



Linda De Piano

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Successful Fall Conference in Scottsdale, Arizona

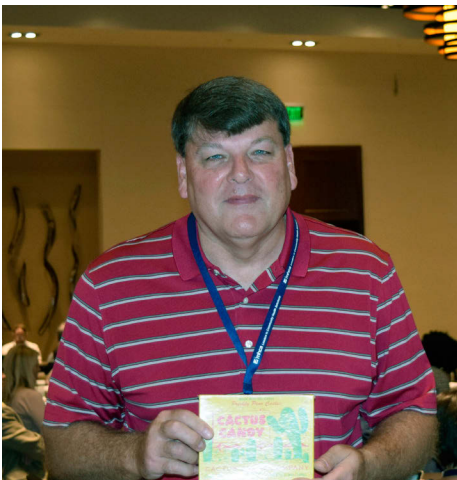
Wow! Our Fall Conference in Scottsdale, Arizona, was a whirlwind of activity. The **mhca** board of directors met to review an updated strategic plan, and attendees participated in two highly-rated pre-conference site tours hosted by Terros Health and a half-day Innovation Incubator session on the emerging multi-state health and human service marketplace, all before Wednesday's opening session!

Wednesday and Thursday were packed with four general sessions, nine breakout sessions, and a third



Peggy Chase, Dennis Regnier and April Razo gave a first-rate panel presentation

CEO Dale Shreve, and *Our Road to Integrated Care: The Twists and Turns*, presented by Terros Health President and CEO Peggy Chase, CODAC Health Recovery and Wellness CEO Dennis Regnier, and Spectrum Health-



Rick Crawley won the door prize!

site tour. Our highest-rated general sessions were *The Uneven Evolution of Value-Based Purchasing*, presented by Open Minds CEO Monica Oss, and *Change is Certain, Progress is Not*, presented



Vicki Garner, Maggie Labarta & Trevette Lang enjoyed the outdoor reception



Reunion Dinner for Retired mhca CEOs and Friends

by business consultant and international speaker Bill Levisay.

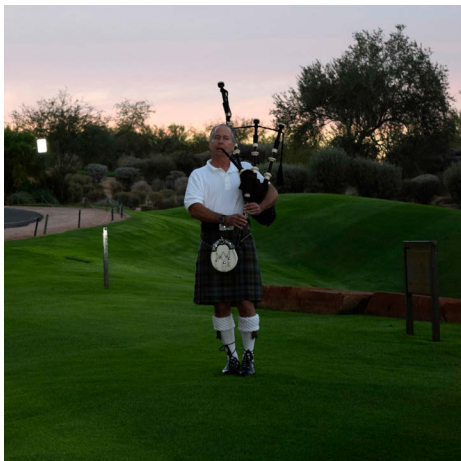
The highest-rated breakout sessions were *Viewpoint – Retirement Lessons Learned*, facilitated by **mhca**

care Group CEO April Razo. (All the presentations from this conference are available through the conference app at: <http://my.yapp.us/MHCA2016NOV>.)

Still, it wasn't all work and no play. Attendees were treated to a welcome reception sponsored by Valant; a reception, glow putt-putt activity and banquet sponsored by Genoa - a QoL Healthcare Company; and many retired **mhca** member CEOs and their friends attend-

ed a lively reunion dinner.

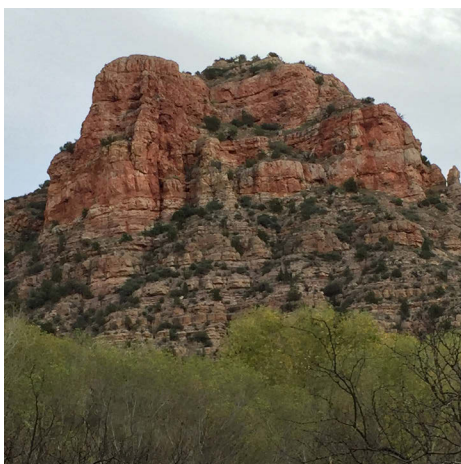
Everyone enjoyed the first-rate service and scenic surroundings of the Westin Kierland so much; we will be going back there again for our 2017 Fall Conference! ■



Nightly bagpipe playing



Glow putt-putt activity



Gorgeous views of the bluffs

Member Spotlight continued

provided by our members will help shape how the Joint Commission proceeds in implementing changes to move the behavioral health industry forward,” De Piano said.

De Piano says the Joint Commission is interested in expanding their collaboration with **mhca**, and as an **mhca** board member, she believes this may provide members with ad-

ditional educational opportunities that add value to their membership experience. ■



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Save the Dates!

2017 Winter Conference

February 21-24, 2017

Opal Sands Resort
Clearwater Beach, Florida
Reservations: 877-726-3111
Hotel Group Rate: \$299
Reservation Deadline: Jan. 23

2017 Summer Conference

August 8-11, 2017

Grand Hyatt Denver
Denver, Colorado
Reservations: 303-295-1234
Hotel Group Rate: \$209
Reservation Deadline: July 7

2017 Spring Conference

May 16-19, 2017

Westin Cincinnati
Cincinnati, Ohio
Reservations: 800-937-8461
Hotel Group Rate: \$189
Reservation Deadline: April 21

2017 Fall Conference

October 24-27, 2017

Westin Kierland Resort
Scottsdale, Arizona
Reservations: 800-354-5892
Hotel Group Rate: \$285
Reservation Deadline: Sept. 21

