

Coming Through in San Diego

mhca's 2015 Summer Conference keynote Ross Bernstein writes about life's ethics lessons learned from the world of sports and applied to the world of business. Quoting 1996 World Series winning player and Hall of Famer Wade Boggs, Bernstein treasures this comment that we in the behavioral health world could take to heart. Boggs was referring to the Yankees fans – we might apply it to our communities, our clients and our staff

members: "They were expecting us to come through for them." Whether a person plays in the World Series for a stadium full of fans or delivers behavioral health services to a diverse and challenging population, "coming through for them" takes innovation, courage and perseverance. Come hear Bernstein and others on our program share valuable insights that will help you and your organization do your very best as you serve your multiple customer groups.

Our Summer Conference will be held in San Diego from August 11-14 at the Westin San Diego downtown. Beginning on Tuesday, we continue our afternoon Innovation Institute series on the topic, "Incorporating Digital Medicine In New Services - What Works & What Doesn't," facilitated by Monica Oss of OPEN MINDS with Tom Doub of Centerstone Research Institute and **mhca** member Bruce Bird of Vinfen Corporation.

A special Information/Technology track will include four sessions, two each on Wednesday and Thursday afternoons. CEOs should bring technology focused staff to take advantage of this special emphasis. For details, go to the agenda at **mhca**'s website.

Thursday's general session will feature Dr. John H. Fleming, Chief Scientist for Gallup's Marketplace



Our Tech Presenters:

ABOVE: Gary Larcenaire and Bobbie Rathjens

BELOW: Jeremy Nelson, Jacob Buckley-Fortin, and Jim Frutkin

Consulting and Human Sigma® Practices, and Dr. Michael Gillette, President of Bioethical Services of Virginia. Fleming will describe the "Human Sigma®" management approach which takes human nature into account and uses that knowledge to manage and motivate employees, accelerate their development, and engage customers' emotions thereby contributing to the bottom line. The key is to strengthen the

employee-customer interaction. Gillette will address "Leadership Ethics and Moral Management" as well as "Allocation Ethics." Both Fleming and Gillette will provide follow up afternoon sessions to further examine their topics in more conversational settings.

We will continue our emphasis on Care Management with presentations on "Self Managing Chronic Disease" by Kate Lorig, D.P.H., Professor and Director, Stanford Patient Education Research Center, and "Care Management Innovations" by Eddy Broadway, CEO, and Don J. Fowls, MD, Chief Medical Officer, Mercy Maricopa Integrated Care.

These are just a few highlights from what promises to be an exceptionally exciting Summer Conference program. Make plans now to come, along with your technology focused staff to San Diego. Our conference sponsors include Genoa – a QoL health care company, the Martyn Family Foundation, Janssen Pharmaceuticals and Netsmart Technologies. Registration and hotel reservations deadline is July 20. Contact the Westin at (888) 627-9033. Be sure to mention **mhca**'s room block to get conference rates. Then go to www.mhca.com to register to attend - and pick up your conference materials at our registration desk at the hotel.

mhca - Your Association of Choice

From the desk of Dale Shreve, mhca President and CEO

With all the personal and business demands on your time, things can get hectic. Your schedule becomes fully booked and in some cases you are even double booked. You are constantly making decisions as to your priorities and how to most effectively spend your time.

Your participation in **mhca** is another demand on your time. I realize that, and I genuinely appreciate all the time each of you contribute to **mhca** by your attendance and participation at quarterly conferences, your willingness to contribute to these conferences by making or helping to arrange a presentation, your consultation/collaboration with other members via the list serve, your willingness to lead or serve on a committee/taskforce/forum, your willingness to host a prospective member or guest, your willingness to serve on the Board – even your willingness to respond to our surveys. With all the busy-ness of being involved in **mhca**, we must not lose sight of the real goal of **mhca**.

Historically, many associations have focused on selling products to their members: publications, industry research, certifications, consultation, etc. However, as the market place and various industries have evolved, many of these products are more readily available and do not require membership in an association to access. Today I believe that individuals are looking for more than a transactional association. Instead they want a personalized solution that can be built through genuine relationships of the type, intensity, and duration that works for them. I believe **mhca** has been and is uniquely positioned to be this type of relationship-based association. It's in our genes. It has been a core element since the association began 30 years ago.

Relationships are the real business of **mhca**. In fulfilling **mhca**'s value proposition of creating value for our members by facilitating their professional and organizational success, the engagement emphasis is on relationships, not on transactions. To engage members at the core, **mhca** must actively facilitate your success and connect to your evolving needs and goals. Engagement has to go beyond enticing

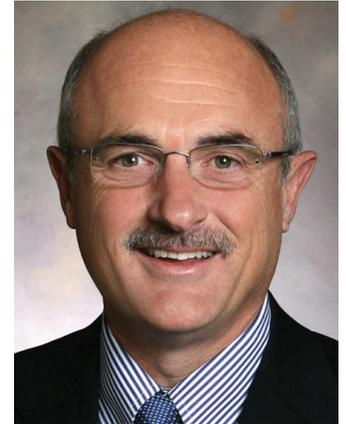
members to participate as passive consumers of **mhca**'s programs, products, and services.

The paths to this engagement are best when they are member-generated. Your personal and professional lives are not static, and what you need from **mhca** to accomplish your goals changes over time. The only way **mhca** can remain an authentic partner in the relationship is to be a lifelong learner about, from, and with the members. It's not just **mhca**'s relationship to the members. It's also about each member's relationship back to **mhca** as a whole, as well as members' relationships with each other, facilitated by **mhca**.

Please continue to engage with **mhca**. We need you to continue to attend and participate at quarterly conferences. We need you to contribute to the conferences via making or helping to arrange a presentation. We need your consultation/collaboration with other members via the list serve. We value your willingness to lead and to serve on committees/taskforces/forums. We need you to help introduce new members to **mhca**.

AND please help **mhca** continue to engage with you. We want to be seen as a valuable asset to you and your organization, not a demand on your time. We need to hear what you need to be more successful and how **mhca** can help you get there. The future of **mhca** is something we can create together – your association of choice.

Dale E. Shreve



Transition at mhca

It is with mixed emotions that I share with you Tara Boyter's intent to retire at the end of this calendar year. Tara has been integral to **mhca** and its success over the past 2+ decades. She will surely be missed. The good news is she will still attend both our August and November conferences so you will have the opportunity to personally thank her and wish her well. **mhca** will soon begin recruiting to fill her to-be-vacated position as Director of Communications and Membership. Those interested in considering this job should contact me at dshreve@mhca.com or 850-942-4900.





2015 Board of Directors

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The mhca report

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News of Our Members

Florida Adds COPE Center

Effective May 1 the COPE Center of DeFuniak Springs, Florida became **mhca**'s newest member. CEO Rachel Gillis visited us as a guest at our Winter Conference in Fort Lauderdale and attended our Spring Conference in Charlotte after officially joining **mhca**. Sponsoring the membership is Jon Cherry, CEO of LifeStream Behavioral Center in Leesburg, Florida. COPE (Chautauqua Offices of Psychotherapy and Evaluation, Inc.) serves a rural population in northwest Florida. Gillis, who has been its CEO for 16 years, says, "Rural organizations are often undervalued and underestimated ... yet we have been able to offer a full continuum, except CSU services, without being merged with a large agency. In the past 17 years ... we have had only one year without at least two percent or more profit ... COPE folks have a servant's heart ... the clients' needs lead us." Having worked in Florida's behavioral healthcare industry for many years, Gillis fondly counts **mhca** founder Morris Eaddy among her longtime friends. Learn about COPE at their website: www.copecenter.org.



Rachel Gillis

Georgia Member Moves to Virginia

Tod Citron has announced that he is leaving Cobb County Community Services Board in Atlanta, Georgia on June 28 to become Executive Director of Behavioral Healthcare with Inova Health Systems in Falls Church, Virginia. He takes up his new work on July 20. The CSB board of directors is currently conducting a CEO search through The Meyers Group. On sharing his news, Tod noted that "I have enjoyed and valued my numerous years of **mhca** membership." CSB has been part of **mhca** since 2003.



Tod Citron

Meet Ohio's Anthony Penn

Columbus Area, Inc. of Columbus, Ohio has named Anthony L. Penn to succeed former CEO Janie Bailey (and Interim CEO Cassandra Ellis). Prior to joining CAIHS, Penn was the Chief Operating Officer for a non-profit housing development and property management organization in Columbus, a field he has worked in for 25 years. He is currently an Adjunct Faculty member for Columbus State Community College and a Board member for Columbus Neighborhood Health Centers.



Anthony Penn

Innovation Theme Enlivened Spring Conference

There were odd clay creations. A side trip to the most amazing innovation center. Energetic general sessions and interactive afternoon discussion groups. In short, our 2015 Spring Conference (May 19-22) in Charlotte, North Carolina was great. From Tuesday’s Innovation Institute through Thursday’s relaxing evening reception (and even our **mhca** and MHRRG Board meetings on Friday!), opportunities for connection, inspiration and motivation abounded. Ratings were high (see report on page 7) and as one participant said on their evaluation form – “This conference was dynamic, extremely relevant to my work – I can implement these concepts at home.” We especially want to thank our generous sponsors – Care Management Technologies, Janssen Pharmaceuticals, the Martyn Family Foundation, OPEN MINDS and Genoa-a QoL health care company. Enjoy these photos from Charlotte!



If you missed the Innovation Institute, we are SO sorry!



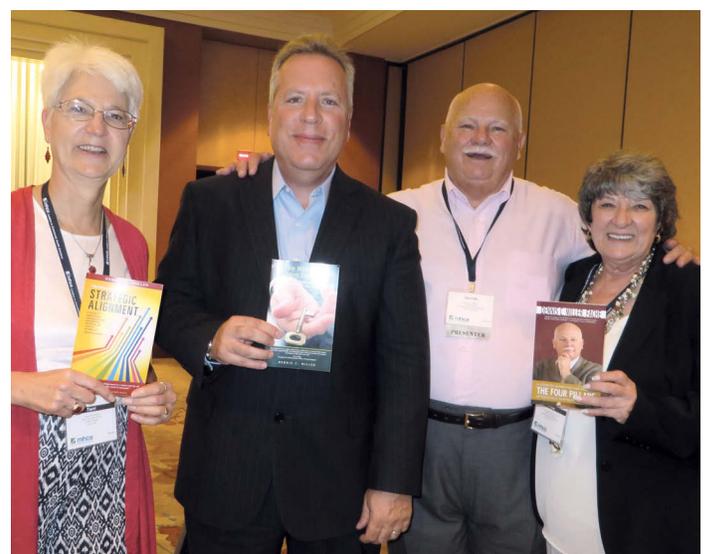
Above: **mhca**’s CEO Dale Shreve (left) with Keynote John Spence.

Below: Carol Romej and Jeremy Nelson visited with **mhca** members Rick Weaver, John Masterson and Sajid Khan.



Above: Presenters Carol Clayton, Will Woodell and Dan Zorn addressed North Carolina’s behavioral health public payer-provider model.

Below: Dennis Miller (second from right) gave copies of his books to Terry Kidd, Steve Ronik and Donna Santoro.





Innovation Institute facilitator Monica Oss with McColl Center for Arts + Innovation representative David Phillips and mhca CEO Dale Shreve in Tuesday's creative workshop.



Left from Top: Jefferson Center's Don Bechtold, MD, Mindy Klowden, and CEO Harriet Hall described their care coordination efforts in Colorado.



Above from Left: mhca's CEO Dale Shreve with "pay for value" presenters Jim Schuster, James Gavin and Steve Ramsland.

Left: Stuart Meyers and Grady Wilkinson presented succession planning tips.

Bottom Left: Mary Ruiz led mhca's Care Management Task Force meeting.

Bottom Right: Jean Drees welcomed her brother Dan Roselli, a Charlotte innovation entrepreneur, here joined by mhca CEO Dale Shreve.



It's a New Day for Customer Satisfaction Measurement

In September of last year, **mhca** announced that changes were on the horizon for our Customer Satisfaction Management System (CSMS), a proven measurement tool that has provided client, staff and referral source satisfaction instruments and reports since 1995.

We are now offering the client and staff satisfaction survey in an electronic format and expect that with conversion an exciting new level of quality improvement will be available to all users. Surveys and reports will be completed and processed more timely and more accurately, thereby enhancing the value of **mhca**'s CSMS.

Working with our CSMS partners, Centerstone Research Institute (CRI), we have transitioned the existing **mhca** client satisfaction surveys (in both English and Spanish) and staff satisfaction surveys to an electronic format accessible via an internet link on a variety of platforms. Whether clients and staff prefer to use their smartphones, a tablet or a computer, the surveys can be completed quickly and efficiently. Reports will be similar to earlier versions, remaining comparable for legacy purposes. Ordering will be done at **mhca**'s website.

Both **mhca** members and non-members using the System will sign a CSMS Agreement that establishes usage terms and itemizes new prices associated with the electronic product. New survey prices include the cost to access the survey and to process completed responses. Under the current paper based system there has been a cost to purchase the paper forms, a cost to ship the paper forms and a cost to scan the paper forms. Many of the forms purchased were not ultimately completed and scanned. The new electronic system will eliminate this waste as well as the shipping costs. Until December 31, 2015



paper surveys will continue to be accommodated. However, we encourage all CSMS participants to take advantage of the electronic advancements as soon as possible so that clients can benefit from these enhancements to **mhca**'s quality improvement product.

All CSMS customers are expected to convert to this new Agreement no later than 1/1/2016. As has always been the case, **mhca** members will continue to realize a discount in the pricing.

At our past two conferences, CRI representatives have been available to discuss these enhancements to our CSMS. They will attend our Summer Conference in San Diego as well, making a brief presentation on Wednesday morning in general session and having a presence in our exhibit area where attendees are encouraged to hear more about the CSMS and see demonstrations of survey access.

Prior to the conference, if you would like to schedule a consultation, initiate a new agreement or have other questions about using **mhca**'s Customer Satisfaction Management System, please contact Cathy Barnes cbarnes@mhca.com 850-942-4900.

RELIAS ACADEMY

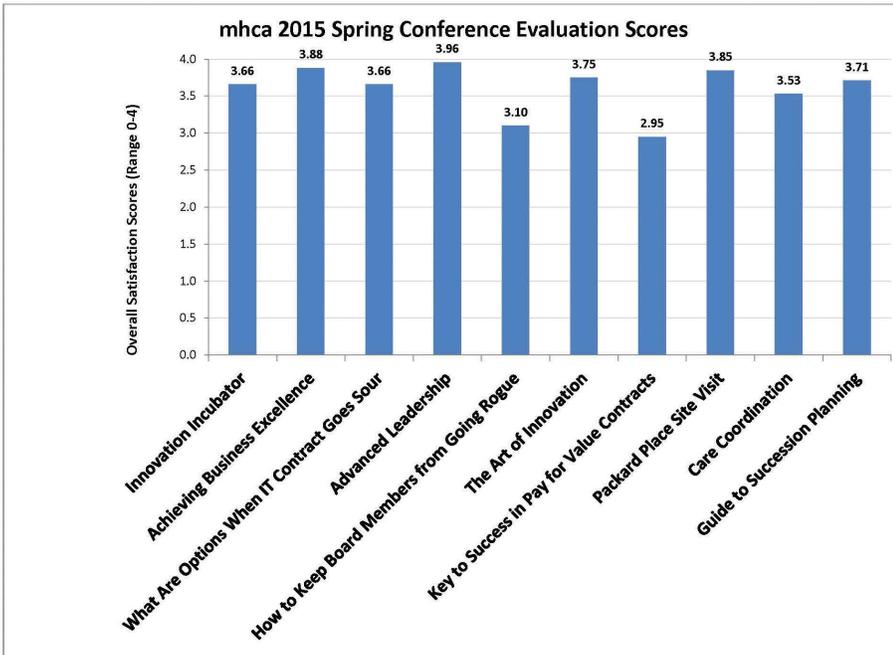
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Through a partnership with Relias Learning, **mhca** offers a perfect solution for professionals looking for online continuing education. A wealth of courses specialized for your continuing education needs is just "a click away." From June 15 - June 21, **mhca** members enjoy a 20% discount! Simply go to <http://academy.reliaslearning.com/All-Access.aspx> and apply the coupon code "SUNNY" to receive your summer savings. Questions? Educational Advisors are available to help!

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Conference Rates Well

Thanks for evaluating **mhca**'s 2015 Spring Conference in Charlotte! We are glad to report below great scores throughout the meeting (4 is highest on scale).



Calendar

mhca 2015 Summer Conference

Dates: August 11-14, 2015
Location: The Westin San Diego
 San Diego, California
Phone: (888) 627-9033; **Rate:** \$219
Deadline: July 20, 2015

MHRRG Fall Board Meeting

Dates: October 22-23, 2015
Location: The Equinox
 Manchester Village, Vermont
Phone: (877) 854-7625; **Rate:** \$229
Deadline: September 21, 2015

mhca 2015 Fall Conference

Dates: November 3-6, 2015
Location: Loews New Orleans
 New Orleans, Louisiana
Phone: (866) 211-6411; **Rate:** \$199
Deadline: October 1, 2015

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



Above: Rick Weaver and Curtis Gillespie "point the way."



Above: Dale Klitzker and Joe Masciandaro visit.

Below: Scott Zeiter & guest Bryan Buuck enjoy Innovation Workshop.





If we could talk...

Vol. I, Issue 3

Avoid the pitfalls of insuring physicians.

By Nicholas L. Bozzo

If you and I could talk, I would tell you that physician coverage for behavioral healthcare or social services organizations might just be the most important coverage. Yet, many carriers include specific requirements / exclusions that can create concern for agents and clients alike.



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

Required Scheduling: This onerous feature mandates that each time a new physician is hired, contracted, or volunteers the insurance company must be notified first. Otherwise, said physician is not covered. Nor is the named insured covered for any liability that physician causes. There is substantial work involved to complete an application for each new physician, then schedule that doctor on an existing policy and pay any additional premium due. In the course of a busy day, these tasks could easily be forgotten and only remembered after it's too late.

Malpractice Coverage Required: In this case, a physician is only covered if he/she provides proof of an existing malpractice policy, and many policies require minimum limits of \$1 million. Again, potential pitfalls are significant: What if proof is missing when the policy is written? What if the physician's policy lapses or limits are lowered? What exactly does the individual's malpractice policy cover -- will gaps be an issue? And the real crux of the issue: if a physician is already employed and treating patients, the organization is already paying for coverage. Why buy a separate malpractice policy?

Coverage Exclusions for Interns, Residents and/or Volunteers: Organizations that *don't* have these individuals are rare so excluding them from coverage is inexcusable.

If we could talk, I would remind you that at Negley Associates, agents and clients are relieved of all these concerns. In fact, the way we manage coverage for physicians is a major component of the Negley Associates difference. We do *not* require physician scheduling or individual malpractice policies. All physicians (employed, contracted, temporary substitutes, and/or volunteers) are covered. And all interns, residents and/or volunteers are automatically included on every policy we issue.