

Celebrate mhca's 30th at Winter Conference

Since 1985 **mhca** has been bringing its members together quarterly to facilitate their becoming the best providers of behavioral healthcare in the nation. Whether we are learning from each other or hearing from specialists outside our unique sphere, **mhca** members consistently seek to grow and to better serve their communities.

We will celebrate this rich history during our 30th anniversary celebration at **mhca's** 2015 Winter Conference and Annual Meeting being held February 23-26 in Fort Lauderdale, Florida. Note a changed conference schedule from our usual pattern – we will hold our Innovation Incubator on Monday and our general sessions and afternoon forums and workshops on Tuesday and Wednesday. We will conclude with the **mhca** and MHRRG board meetings on Thursday.

Our conference hotel is the Marriott Harbor Beach Resort located oceanside in Fort Lauderdale. A preliminary conference agenda and registration instructions were mailed on December 9 and can be found online at (www.mhca.com) in the Conferences section. CEOs are encouraged to bring top management staff to take full advantage of our excellent program. Hotel reservation and **mhca** registration deadline is January 20 – but don't wait – the hotel will fill quickly and we want to know you are coming!

Conference Highlights

Monday: Again, our Innovation Incubator promises to engage participants in the exciting

exploration of innovation within our industry. Subject matter experts Joe Pyle of The Scattergood Foundation and Jim Triandiflou of Relias Learning will join Monica Oss, CEO of OPEN MINDS to facilitate this forum. The Thomas Scattergood Behavioral Health Foundation is a Quaker-based, philanthropic, grant-making foundation committed to raising its voice to improve the



system through which behavioral healthcare is delivered in the Philadelphia region. Among its many activities, it is known for its Design Challenge and its Innovation Award. Relias Learning is a long-time friend and online training/learning partner of **mhca**. At this Innovation Incubator, Relias CEO Jim Triandiflou will further develop his earlier presentation (*at our Fall Conference*) on expansion strategy, financing, and tapping

private equity to advance great innovations.

Tuesday: We kick off the morning general session with our Annual Meeting during which we will celebrate our 30th Anniversary and hear from **mhca** Board Chairman Chris Wyre and CEO Dale Shreve about the accomplishments we have made together in 2014. We will also hear about a recent partnership between **mhca** and Centerstone Research Institute (CRI) to advance and improve our Customer Satisfaction Management System. CRI representatives will be available throughout our conference for one-on-one sessions with those wishing to learn more about the enhanced features being implemented for the program which provides client, staff and referral source surveys and analysis.

Our Tuesday keynoter is Philip Oravetz, MD, MPH, MBA, Medical Director-Accountable Care at the Ochsner Health System. His topic is "Behavioral Health Strategies in Population Health at the Ochsner Health System." This will be an up-close look at the current structure and emerging initiatives at the largest health system in Louisiana. The Ochsner presentation will be followed by a panel discussion on "Data Driven Risk Management Audits" provided by the two winners of the 2015 Negley Awards for Excellence in Risk Management and Ronald K. Zimmet, legal counsel to the Mental Health Risk Retention Group. In the afternoon at 1:30 pm, attend either

Proud History, Bright Future

From the desk of Dale Shreve, mhca President and CEO

As we transition from 2014 to 2015 I wanted to highlight for you some of **mhca's** accomplishments this past year as well as introduce plans for next year.

In the meantime, if you have any questions or suggestions regarding **mhca's** Strategic Plan and/or its implementation, please don't hesitate to contact me.

We have worked to expand the positioning of **mhca** with a focus on maintaining the "thought leader roundtable" market position. Along these lines a new logo and tag line were developed and implemented to help strengthen and clarify the **mhca** brand. We also had the initial launch of a new website that is intended to not only support the **mhca** brand but also serve as a stronger resource tool for members and better serve **mhca's** administrative needs.

Attention was spent on **mhca's** financial performance and ultimate sustainability. Actions were taken to reduce operational expenses by more than 5% and increase revenue by more than 9%. This increase in revenue was achieved by increased support from our exhibitors and sponsors and also from growth in membership (*we added 15 new members*). A decision was made to dissolve Mental Healthcare America (MHA), **mhca's** for-profit subsidiary and enter into an agreement with Centerstone Research Institute to improve the customer satisfaction product and reduce **mhca/MHA's** expenses related to this product. In addition **mhca's** investment policy was rewritten and corresponding changes were made in how our reserve funds are invested.

To help foster greater inclusion, **mhca's** membership policies were revised to broaden organizational eligibility (*for example: for-profit organizations are eligible for membership, and the ability of one member to veto a prospective membership was eliminated*). Additionally, **mhca's** Board tenure and structure was modified to help foster participation by more members on the **mhca** Board.

Evaluations indicate increased satisfaction with **mhca's** quarterly conferences. Session presentations, especially keynote presentations, were rated very high. And there was excellent feedback on the implementation of the Innovation Incubator. But above all, what members appreciate most is the continued opportunity for



networking and relationship development with fellow CEOs who are mutually respected and trusted.

In the coming year plans are to continue the initiatives that were started last year. We plan to grow our membership from 140 to 150, continuing to add diversity and expertise to our group without jeopardizing the collegial intimacy. We would like to add new members from states where we currently have no members and strategically increase our geographical footprint. Our website **www.mhca.com** will continue to evolve as a valuable resource.

Attention will be paid to continue offering quarterly conferences that provide unique professional growth and networking opportunities. And we will take some time to re-examine our mission and vision statements to ensure they appropriately reflect our goals and expectations as an association.

2015 marks **mhca's** 30th Anniversary. **mhca** has had a proud history and anticipates a bright future because of the involvement of members like you. Here's to the new year and what we can achieve together!

A stylized, handwritten signature in dark ink, appearing to read 'Dale'.

Dale E. Shreve





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mhca Mission Statement

mhca is an alliance of select organizations that provide behavioral health and/or related services. It is designed to strengthen members' competitive position, enhance their leadership capabilities and facilitate their strategic networking opportunities.

The mhca report

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

Innovation Incubator



From left: Attorneys Tamsen Barrett and Eagle Robinson, **mhca** CEO Dale Shreve and Monica Oss, President, OPEN MINDS

Proving again that **mhca** is all about innovation, our Fall Conference Innovation Incubator was a great success. Facilitator Monica Oss of OPEN MINDS introduced attorneys Tamsen Barrett and Eagle Robinson of Fulbright & Jaworski, LLP to address issues associated with intellectual property. Following their excellent presentation, **mhca** members Scott Zeiter and Kim Sanders of Grafton Integrated Health Network provided a unique case study detailing innovations at their organization. Here are a few responses:

These were good, thought provoking presentations and discussion. I'm happy to learn that this initiative/conversation will be continuing.

Hearing actual projects combined with legal consult = inspiring!

I learned a great deal, and it stimulated my curiosity and interest in developing products.

This was a great thought provoking afternoon. The process of problem identification, strategic goal setting, innovation and visionary program development was energizing, and the information on patents and trademarks was great.

The future is scary – let's face it together!

The Innovation Incubator will continue at our Winter Conference. Registration for the Conference is now available at www.mhca.com.



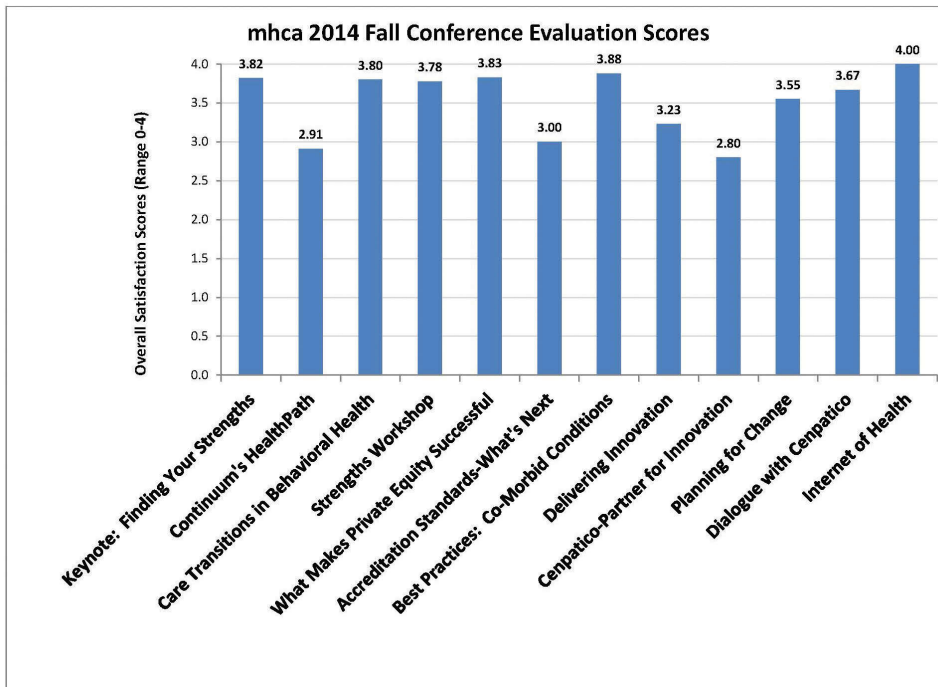
Kim Sanders



Scott Zeiter

Excellent Conference Evaluations

Thanks for evaluating **mhca's** 2014 Fall Conference in Austin! We are glad to report below great scores throughout the meeting (4 is highest on a 1-4 scale).



Calendar

The offices of **mhca**
Will be Closed
December 22 - January 2

Happy Holidays!

mhca 2015 Winter Conference and Annual Meeting

Schedule pattern is different from previous conferences. Begins on Monday and concludes on Thursday

Dates: February 23-26, 2015

Location: Marriott Harbor Beach Resort
Fort Lauderdale, Florida

Phone: (800) 222-6543 • **Rate:** \$299

Deadline: January 20, 2015

mhca 2015 Spring Conference

Dates: May 19-22, 2015

Location: The Westin Charlotte
Charlotte, North Carolina

Phone: (866) 837-4148 • **Rate:** \$189

Deadline: April 16, 2015

mhca 2015 Summer Conference

Dates: August 11-14, 2015

Location: The Westin San Diego
San Diego, California

Phone: (888) 627-9033 • **Rate:** \$199

Deadline: July 20, 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



Winter Exhibitors & Sponsors

Askesis Development Group

CARF - ASPIRE to Excellence™
General Sponsor

Claim Trak

CoCENTRIX

Credible Behavioral Health Software

DATIS

Dominion Diagnostics

Genoa - a QoL healthcare company
Reception and Dinner Sponsor

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Martyn Family Foundation
Education Sponsor

MHRRG/Negley Associates
Reception Sponsor

NorthRock Pharmacy

PharmBlue, LLC

Relias Learning

Streamline Healthcare
WiFi Sponsor

TenEleven Group, Inc.

The Echo Group

UST Healthcare



Illinois Adds Our Newest Member



Joel K. Johnson

Help us welcome **mhca's** newest member, Human Resources Development Institute, Inc. (HRDI) based in Chicago, Illinois. CEO is Joel K. Johnson, who visited with us at our 2014 Spring Conference in Nashville, Tennessee.

HRDI operates with an overall budget of \$25 million and employees 418 FTEs. First incorporated in 1974, HRDI serves populations in Chicago, Illinois as well as Montgomery and Dothan, Alabama. It is an owner/partner in a for-profit managed care “look-a-like,” Together4Health.

Thanks to **mhca** member Eileen Durkin, CEO of Community Counseling Centers of Chicago, for introducing **mhca** to Joel Johnson and HRDI! To learn more about HRDI, visit their website: www.hrdi.org



Winter Conference *continued from page 1*

“The Evolution of Telepsychiatry, Implications for Providers” being presented by one of our newest member organizations, Safe Harbor Behavioral Health of Erie, Pennsylvania, or “Integrated Care Coordination Models Across the USA” with Monica Oss, CEO of OPEN MINDS. At 3:15 pm, choose either “Optimizing Wellness and Condition Management Models for People with Serious Mental Illness and Comorbid Physical Illness” being presented by David A. Sharar, PhD, of Chestnut Health System, or “ViewPoint”, a roundtable networking opportunity to connect with **mhca** colleagues and learn “what’s going on” outside your own community and state.

Wednesday: Invigorating your morning will be our friend and colleague Linda Rosenberg, President and CEO of the National Council for Behavioral Health, who will deliver a “National Policy Briefing.” Always dynamic, always informed, Rosenberg is a welcome guest at **mhca**! Her presentation will be followed by “The Power to Persuade – The Magic of Story” by Doug Stevenson, CSP, President, Story Theater International. In this inspiring and fun-filled address Stevenson will unlock the “secret code” to being more persuasive in your executive communication by using strategically chosen and crafted stories.

Wednesday afternoon, like Tuesday, offers concurrent sessions in two time slots. At 1:30 pm choose “Marketing Forum, Part I” which will be a deeper dive by Doug Stevenson into identifying and working on your stories to advance your organization’s public relations and fund raising messages, or “PEER Collaboration,” a workshop

on becoming involved in **mhca's** program that matches members for small group consultation support. At 3:15 pm a second Marketing Forum will be led by Nelson Burns, CEO of Coleman Professional Services, and will engage several other **mhca** members who will describe and demonstrate their proven applications of storytelling in public relations and fund raising. Opposite the Marketing Forum will be a presentation by Henderson Behavioral Health of Fort Lauderdale entitled, “Leadership’s Role and Related Strategies in Implementing ‘Wraparound’ – a Successful, Strength-Based Support and Planning Model.” Participants will learn how Henderson BH has implemented the model to get buy-in within the system of care in southeast Florida.

Our Sponsors and Exhibitors

We are indebted to our generous education sponsor, Martyn Family Foundation, for helping to underwrite expenses of the conference sessions and to CARF - ASPIRE to Excellence™ for its general sponsorship. Our evening receptions are being sponsored by good friends Genoa – a QoL healthcare company (*Tuesday’s reception and dinner on the beach*) and Mental Health Risk Retention Group/Negley Associates (*Wednesday’s reception*). Streamline Healthcare is sponsoring our WiFi connectivity. A listing of our exhibitors appears on page 4 – be sure to visit them to learn about their great products and services.

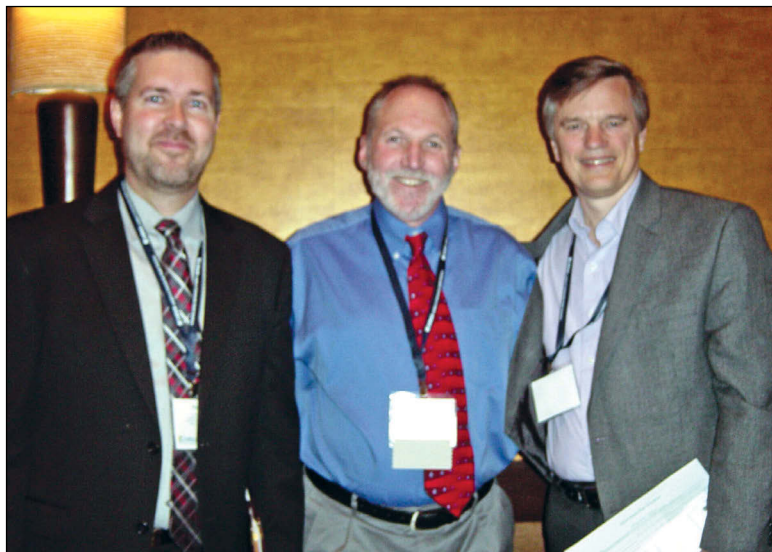
Fresh Ideas, New Solutions at Fall Conference

When asked why they participate in **mhca**, members consistently will tell you, “It’s the networking, the relationships, the opportunity to learn best practices!” And it’s at our conferences, primarily, that these connections are made. In the fall, throughout our conference in Austin, Texas (November 11 – 14), the opportunities abounded. Beginning with Tuesday’s Innovation Incubator and continuing through Friday’s **mhca** Board meeting, fresh ideas surfaced, and old challenges were met with exciting new solutions.

Keynoter Paul Allen, Gallup’s Global Strengths “Evangelist,” set the tone for the rest of the conference as he challenged his listeners to make the most of each employee’s unique talents. A follow up workshop encouraged attendees to understand their own dominant strengths and create management teams using a strengths based approach. Afternoon sessions included presentations by both members and guests and touched on topics including the exploration of private equity, accreditation standards, best practices in caring for co-morbid conditions, integrated practice innovations and the latest technology applications for behavioral healthcare. Two dynamic presentations were delivered by Centerstone Research Institute’s Knowledge Network (*see article on page 8*). Cenpatico, a leader in managed care, provided a panel presentation and valuable afternoon roundtable discussion with **mhca** members on payer-provider partnerships.

Evening receptions extended the days’ conversations and encouraged informal connections that are so valuable within the **mhca** collegial network. We are especially appreciative of the support of our conference sponsors including the Martyn Family Foundation (*Education Sponsor*), Genoa – a QoL healthcare company (*Breakfast and Reception Sponsor*) and Janssen Pharmaceuticals (*General Sponsor*).

Always helpful in introducing new products and services are our exhibitors, who in Austin included: Askesis Development Group, CoCENTRIX, Credible Behavioral Health Software, DATIS, Dominion Diagnostics, Genoa - a QoL healthcare company, iCentrix, Janssen Pharmaceuticals, MHRRG/Negley Associates, Netsmart Technologies, NorthRock Pharmacy, PharmBlue, LLC, Qualifacts, Relias Learning, and The Echo Group.



Top: Left to right, Keynoter Paul Allen with **mhca** members Dale Klatzker and Randy Callstrom

Center: Left to right, Continuum’s Ian Lang with Drs. James Sullivan and Tracey Cohen

Left: Chuck Ingoglia, Senior VP for Public Policy & Practice Improvement, National Council for Behavioral Health





*Jim Triandiflou, CEO of Relias Learning (left) visits with **mhca** member Richard Goldberg.*



Cenpatico representatives Marianne Burdison, Francis Terway and Len Whyte



CARF's Michael Johnson, Joint Commission's Tracy Collander and COA's Richard Klarberg



*Dick Dougherty (second from right) with **mhca** members David Stone, Dan Ranieri and Maggie Labarta*



Left to right: Bob Dyer, Denny Morrison, Bob Dunbar and Mary Ruiz at the Care Management Forum



Left to right: Jeremy Nelson, Lenora Hardy-Foster, Susan Rushing, and Jacob Buckley-Fortin

Leaders Honored

Retirement seems like such a great idea...until it means that we at **mhca** have to say goodbye to long-time members! In Austin at our Fall Conference, we honored two retiring CEOs whose contributions to this organization will be greatly missed. Susan D. Buchwalter, PhD of The Counseling Center in Wooster, Ohio, and A. Robert (Bob) Dunbar, MAPA of Adult and Child Center in Indianapolis, Indiana attended their last **mhca** conference as members.



Susan D. Buchwalter, PhD

Bob has most recently served as Co-Chair of our Care Management Task Force and brought a dedicated energy to

the work of that group. He is retiring after 20 years at Adult and Child Center and a much longer career in the behavioral healthcare field.



A. Robert Dunbar, MAPA

Susan, who was recognized for her 25 years on the **mhca** Board of Directors (*Chair from 2004-2006*), is retiring at year end after 30+ years at The Counseling Center. She has also provided excellent leadership within the Mental Health Risk Retention Group (MHRRG), serving on that Board since 2000 and as its Chairman since 2008.

We wish Sue and Bob the very best and hope they will visit **mhca** often!

Knowledge Network Enriches mhca Conference

Centerstone Research Institute launched the Knowledge Network in 2009 as a national collaborative of academic researchers, mental healthcare providers, and industry leaders committed to dialogue and action in an effort to move

research and technology into practice in mental healthcare. The Knowledge Network has created the largest store of community mental health data in the US, which has now grown to include data from over 350,000 patients, 20 million service

records, 2 million prescriptions, and many other categories that can be used to drive research-based practice in mental healthcare. In Austin, CRI was excited to share with **mhca** important updates from leading Knowledge Network researchers in innovative areas that can directly influence clinical practices. Tim Ramsey from Suregene discussed the tremendous power of genetic screening in enabling personalized medicine in behavioral healthcare. Tim,



Tim Ramsey, VP, SureGene, LLC with CRI's VP April Bragg and CEO Tom Doub

inventor of the SureGene Test for Antipsychotic and Antidepressant Response (*STA2R*), presented the potential of drug response genetic testing to enhance not only patient outcomes but organization-level performance metrics. He also shared how centers can get involved in a new genetic study on schizophrenia treatment currently being sponsored by CMS. Drew Ramsey, MD, from Columbia University, gave a stirring presentation on the influential role of basic dietary changes in treating mental illness and addiction. Dr. Ramsey is one of psychiatry's leading proponents of using dietary change to help balance moods, sharpen brain function and



CRI's CEO Tom Doub and VP April Bragg with Drew Ramsey, MD, Columbia University

improve mental health. Both Drew and Tim were very excited by the response from **mhca** member organizations and look forward to working closely with the Knowledge Network to bring these innovations into clinical care for the patients we serve across the country.