

Preview: Fall Conference

Book your room, make your flight plans. We are off to Austin, Texas for **mhca's** 2014 Fall Conference, November 11-14. And it's going to be a packed couple of days. From Tuesday afternoon's Innovation Incubator through Wednesday and Thursday's general sessions and breakout groups to Friday's **mhca** Board meeting, the topics will be hot and the speakers will be excellent. All we need is YOU to keep the conversations humming. Preliminary conference materials were mailed in early September. Deadline for both hotel reservations (*Hyatt Regency: Phone 888-421-1442*) and meeting registration (www.mhca.com/2Calendar.asp) is October 10.

Keynoting in the first slot on Wednesday is Paul Allen, a self-described "Strengths Evangelist." See the accompanying article at right to learn more about this Gallup executive's passion for building success on individual and corporate strengths. Second up is a panel presentation on Continuum Behavioral Health's HealthPath, the country's first health home program for commercially insured patients with serious mental illness. Afternoon topics include Care Transitions by the National Council's Chuck Ingoglia, Working with Private Equity by Relias Learning's Jim Triandiflou and Accreditation Standards by representatives of the Joint Commission and CARF. Paul Allen will provide an afternoon follow-up workshop on his Strengths program and our Care Management Task Force will meet.

Thursday morning begins with a presentation by Richard Dougherty, CEO of Health Strategies, who will outline key national trends and describe strategies for disruptive innovators to expand markets and mission in community behavioral health care. Then Centerstone Research Institute's Knowledge Network will update us on their work to move research and technology into behavioral health practice. A third morning session will be led by Cenpatico, describing their efforts to partner with providers. That afternoon, follow-up discussion opportunities will be provided by Dougherty, Knowledge Network and Cenpatico. In addition, Afia and eHana representatives Jeremy Nelson and Jacob Buckley-Fortin will provide an industry update on the latest "wearables", mobile devices and healthcare app technologies.

Our Wednesday morning breakfast and evening reception will be sponsored by Genoa – a QoL Healthcare Company. Janssen Pharmaceuticals is providing general sponsorship support. Our exhibitors include 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.



Strengths Keynote

For decades, Gallup has studied leadership, talent, and success. Based on its research, Gallup provides consulting and talent development solutions for many of the world's leading organizations.

Paul Allen, founder of Ancestry.com and now a Gallup executive, is our Austin keynoter and will share insights from their discoveries. He will explain how



Paul Allen

leaders who take a strengths-based approach can significantly improve employee engagement and boost organizational performance. In an afternoon Strengths Workshop, **Allen** will tell us how nearly 11 million people have discovered their top five strengths using the popular Clifton StrengthsFinder 2.0 assessment. This workshop will help attendees understand their own dominant strengths and how to create world-class teams using a strengths-based approach. **Allen** will also share examples of organizations that are using strengths to boost employee engagement, productivity, and impact the bottom line.

Afternoon attendees should complete the StrengthsFinder 2.0 assessment prior to the workshop and bring their top five results with them. You can either buy the books [StrengthsFinder 2.0](#) or [Strengths-Based Leadership](#) which contain an access code in the back, or visit www.gallupstrengthscenter.com and purchase an access code for \$9.99.

Tracking Our Strategic Plan

From the desk of Dale Shreve, mhca President and CEO

Last year at this time we were finalizing **mhca's** most recent Strategic Plan. Representatives from Open Minds had met with member focus groups to gather your input and then worked with staff and the **mhca** and MHA Board members to develop a final Strategic Plan document. (You can find a copy of **mhca** Strategic Plan 2013 on our website in the Document Archives or under the Board Documents section.)



As highlighted at our Annual Meeting last February, our Strategic Plan has four strategic initiatives for long term organizational positioning and success:

1. Expand positioning of **mhca** with a focus on maintaining “thought leader roundtable” market position
2. Increase revenues to achieve operating breakeven
3. Review and adopt new membership policies and practices
4. Enhance the staging of **mhca** quarterly conferences to support the expanded positioning

A 2014 WorkPlan was developed that identified specific efforts to focus on this year to support the Plan’s four strategic initiatives:

Expand positioning of mhca with a focus on maintaining “thought leader roundtable” market position

- Develop new logo and tag line to clarify and strengthen **mhca's** brand
- Redesign website
- Strengthen membership retention by improving and formalizing new member orientation and welcoming at quarterly conferences

Increase revenues to achieve operating breakeven

- Increase membership numbers, dues and/or structure
- Review and improve the profitability of the product line portfolio and the role of MHA (Mental Healthcare America, our for profit subsidiary)
- Review operating expenses to identify opportunities for efficiencies
- Increase revenue (cost offsets) from exhibitors and sponsors

Review and adopt new membership policies and practices

- Expand membership numbers
- Identify new states for membership growth
- Increase dues
- Allow membership for BH executives from hospital systems and FQHCs
- Broaden organizational eligibility for membership
- Support new marketing initiatives to attract new members
- Restructure the **mhca** Board to foster inclusion and engagement

Enhance the staging of mhca quarterly conferences to support the expanded positioning

- Continue keynote addresses with a leadership or competitiveness theme
- Restructure committee functions and focus committee presentations on innovative management practices and program development
- Consider case study sessions that highlight member accomplishments and/or emerging leaders
- With regard to meeting staging – utilize smaller rooms and more intimate settings to promote interaction and discussion

While the year is not yet complete, I hope you have seen evidence of the progress made on each of these 2014 goals. During our Fall Conference opening session in Austin I plan to talk more about this and answer any questions you may have regarding these 2014 initiatives and hear any suggestions you may have for next year’s priorities.

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.



Dale E. Shreve



Calendar

mhca 2014 Summer Conference

Dates: November 11-14, 2014
Location: Hyatt Regency
Austin, Texas
Phone: (888) 421-1442 • Rate: \$199
Deadline: October 10, 2014

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 Resort
Fort Lauderdale Harbor Beach
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



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The mhca report

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Innovation Think Tank



Monica Oss of Open Minds led a preliminary Innovation Think Tank planning session at our Summer Conference, here pictured with (from left) Grady Wilkinson, Jim Frutkin Dan Ranieri and Chris Wyre.

The Future is Dimmed

Long-time mhca friend Warren Evans, died August 22 in Georgetown, Ontario following a courageous battle against cancer. Warren, an internationally renowned futurist, met often with mhca over the past 25 years sharing his energetic and well informed outlook on developing trends and future possibilities in the realm of behavioral healthcare. More than that, he dared us to look “beyond” to a future unbounded by small thought, unshackled by perceived reality. As mhca CEO Dale Shreve said on learning of Warren’s death, “mhca has lost a true friend, and so have I.” Memorial gifts have been suggested to “Laura’s Hope,” a charitable and educational organization on Huntington’s Disease established in his daughter’s name (*details to come*).



Warren’s last visit with mhca was in New Orleans in May 2012. Here he is pictured (center) with Linda DePiano, PhD and Harry Shulman.

Newest Member

We have added a third Pennsylvania member, bringing our nationwide membership to 136. Safe Harbor Behavioral Health, led by Founder, President & CEO **Jonathan (Jon) Evans**, is located in Erie, operates with a budget of \$11.5 million and employees 252 staff. It was first incorporated in 1994.

Of his new membership, Evans said, “I have received feedback from a number of respected colleagues in leadership positions that **mhca** is the national organization to be involved with for ...networking and learning opportunit(ies).” This Pennsylvania behavioral health leader and newest **mhca** member is the immediate past President of his state Rehabilitation and Community Providers Association.



Jonathan Evans

Leaders Emerge in Kansas and Ohio

At Kansas City’s Wyandot, Inc., **Randy Callstrom** has been chosen to fill the CEO position vacated June 30 when former leader Pete Zevenbergen decided to take an early retirement. Callstrom is well regarded there, having served most recently as Executive Director of their PACES program. Wyandot operates with a budget of \$35 million and a staff of 340 FTEs. They have been a member of **mhca** since 2004. Help us welcome Randy as he assumes his new role at Wyandot!

A 26-year employee of Mental Health Services for Clark and Madison Counties in Springfield, Ohio has been named its new CEO. **Curt Gillespie, LISW, LPCC, LICDC-S**, who has been the Senior Vice President of Adult Services, replaces Dr. James Perry as the top executive. Perry has been the CEO for 33 years and was honored on June 26 at a “Bon Voyage Reception.”



Randy Callstrom



Curt Gillespie

Structuring for Purpose, Mission and Strategic Plan Alignment

Throughout **mhca’s** history, **committees** have been formed, accomplished their purpose and later been disbanded. **Task forces** have been given specific assignments, dealt with the matter at hand and dissolved. **Forums** have addressed unique topics and offered lively environments for conversation but run their courses and been replaced. At **mhca** we have always been more clearly focused on purpose and mission than on structure for its own sake. Of late, we have had several ad hoc committees, a few task forces and discussion forums and, of course, the requisite bylaws-dictated committees.

At our August Board of Directors meeting, it was determined that the structure that has worked well in the past few years seems ready for an overhaul. It was agreed, however, that the various groups have served not only to accomplish important tasks but also to bring members together in close working relationships. In these groups members have enjoyed valuable collegial trust and friendship. It is important to maintain the latter while finding a more efficient way to accomplish the former.

The Board, after thoughtful deliberation, decided in August to disband our present Information Technology Committee, Marketing and Fund Development Committee, Care Management Committee and Performance Improvement Committee.

In the immediate future we will convene 1) Time limited Task Forces for pursuit of specific goals, and 2) Forums for sharing information and developing member cohesion. Bylaws-dictated and Board chartered Committees (*Executive/Finance, Membership, and Investment*) will be appointed by the Board Chairman and will typically meet in closed session to facilitate the ongoing work of each.

If you have special interest in forming or serving on a particular Task Force, Forum or Committee, please contact Board Chair Chris Wyre (cwyre@vbhcs.org) or **mhca** CEO Dale Shreve (dshreve@mhca.com).



Appreciation for Summer Conference

Those who attended **mhca's** Summer Conference in Minneapolis enjoyed great presentations and meaningful opportunities for professional connection. From a high energy keynote to effective panel presentations and discussion forums, the meeting hit all the right notes (*see evaluation report on page 8*). Perhaps the best way to convey the value of this conference is to share a few participants' comments...

Keynote: David Horsager on The Trust Edge:

- Excellent tools for leadership
- Love the connection to research
- I got really good ideas for my leadership team.

Rebranding Depression – Kathryn Goetzke, iFred

- Very nice work and a great mission
- Relevant and innovative approach to an issue making headlines and deserving of attention.

Cranial Electrotherapy Stimulation – Chip Fisher of Fisher Wallace Laboratories

- Very interesting technology
- Good presentation regarding a potent new approach to treatment.

Business Case for Care Management – Bob Dyer, Criterion Health, and Erv Brinker, Summit Pointe

- A helpful conversation on how we move forward with effective strategies
- Good interaction among attendees

Developing and Maintaining Award Winning Workplaces – Panelists from C4, Harbor, CarePlus and AspenPointe

- I will be considering many suggestions for use at my own agency
- Great to learn what our own are doing

Essential Role of Peers – Clarence Jordan, VP Wellness & Recovery, ValueOptions

- Excellent road map for employing and retaining peer specialists
- Clarence makes me proud of the work we do
- Kudos to **mhca** for helping legitimize peer work.

Health Reform Readiness for Behavioral Health – Mary Givens, Qualifacts

- Good information and discussion
- Relevant; Practical

Creating Brain Friendly Workplaces – Erika Garms, The Garms Group

- Really good, practical information
- Excellent speaker and materials, many useful ideas

Quality Metrics for Pharmacy Services – representatives of Genoa – a QoL Healthcare Company

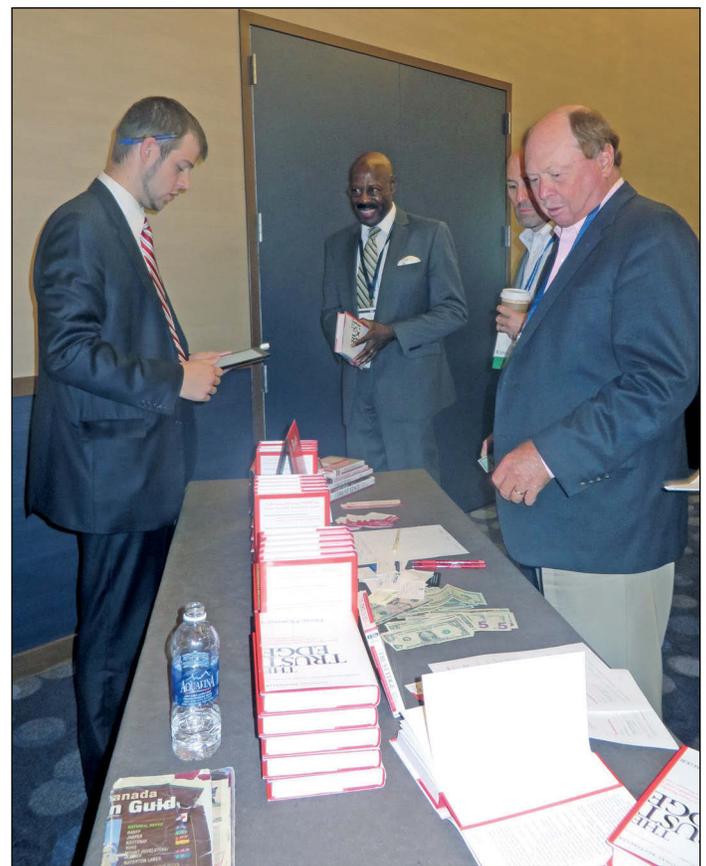
- Provided a good outlook of what is to come in the future

A Dialogue with ValueOptions – Lori Szczygiel, Senior VP of Business Development, ValueOptions

- I enjoyed the opportunity for a true dialogue
- Good, informative exchange



Top: Keynoter David Horsager gave an impressive message about “The Trust Edge.”



Bottom: Book sales! Ryan Naylor, Bill Greer, Mike Boehm and Chris Wyre

Scenes from mhca's Summer Conference

Top right: *Inspiration Project* speaker Sandy Carlson, left, with Tod Citron and Barbara Scott



Middle right: *Inspiration Project* speaker Rocco Schiralli with Catherine Ryder



Bottom right: *iFred* speakers Penny Tate, left, and Kathryn Goetzke

Below, top: *iFred*'s Kathryn Goetzke with Eileen Durkin

Below, bottom: *Business Case for Care Management* speakers Ery Brinker and Bob Dyer with Committee Co-Chair Bob Dunbar





Top left: Peer advocate Clarence Jordan with **mhca** CEO Dale Shreve



Right: Erika Garms (right) with **mhca** Conference Planner Glenda Deal

Middle left: The Genoa speakers! – Deb Falvo, Sarah Zimmer and Mark Peterson

Bottom left: Lori Szczygiel of ValueOptions with **mhca** CEO Dale Shreve



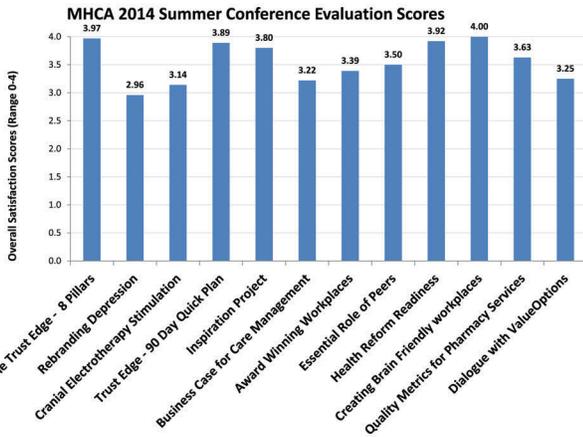
Above: Front - Greg Speed, Jim Cooney, Karen Boyer and Larry Olsen
Back - Randy Tate, Karen Phillips-Henry and Qualifacts speaker Mary Givens

Below - Award Winning Workplaces Panel: Front - Tara Augustine, Joe Masciandaro, Tracy Sokoloski and Jean Drees. Back - Karen Phillips-Henry, Cheryl Croll, Eileen Durkin and Lindsay Brown



Conference Earns High Marks

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



The Fun Side!

Our exhibitors bring not only useful products and services to the attention of **mhca** members . . . but also a lot of fun! Above: NorthRock Pharmacy's Virgil Todd (*center*) gives a "class" in yoyo performance to Gene Lawrence and Robert Vaughn. Left: NorthRock's L'il Yellow as a Yoyo Charioteer!



Summer Exhibitors & Sponsors Enrich Conference Experience

Reception/Dinner Sponsor and Breakfast Sponsor:

Genoa – a QoL Healthcare Company

General Sponsor: Janssen Pharmaceuticals

WiFi Sponsor: Streamline Healthcare Solutions

- Askesis Development Group
- Claims Review Corporation
- Claim Trak Systems
- Credible Behavioral Health Software
- Dominion Diagnostics
- iCentrix
- MHRRG/Negley Associates
- Netsmart Technologies
- NorthRock Pharmacy
- PharmBlue, LLC
- Qualifacts
- Relias Learning
- The Echo Group



Relias Learning, our online training resource, has recently released new features to help organizations continue to increase compliance by improving staff training. Go to: <http://www.reliaslearning.com/blended-learning/survey> to view their survey on the best practices of training today and see if you're using all the essentials to properly educate staff. Train your staff more effectively and make sure you are utilizing: (1) Online courses, (2) Automated reporting, (3) Skills assessments, and (4) Video training online. Request a demo at: <http://go.reliaslearning.com/demo-request.html?MarketingDemoSource=c=LaunchPartnerEmail2014>