

## Redesigning Service Delivery, Demonstrating Outcomes

When behavioral healthcare leaders meet this August in Seattle for MHCA's Summer Conference, the nation's conversation about healthcare reform will have taken a few more turns but no doubt will have concluded little more than this...neither providers, government, insurers, patients nor all the powers that be can be certain what shape national healthcare will finally take. In Seattle MHCA will offer an agenda that examines the issues, raises the questions, considers the challenges and concentrates on the solutions. One thing is certain. People across the nation will continue to need behavioral healthcare within whatever structure evolves. It is our responsibility and our privilege to provide that care in a timely, efficient, effective and affordable way.

Dates of the conference are August 12-16. We will meet at the downtown Hyatt Olive 8 Hotel beginning with a Strategic Planning Report to a joint session of the MHCA and MHA Boards on Tuesday and concluding with MHCA's regular Board meeting on Friday. Printed registration materials will be mailed to members and invited guests the last week of June, and hotel reservation and updated meeting information will be posted at MHCA's website ([www.mhca.com](http://www.mhca.com)). Deadline for conference registration and hotel reservations is July 22.

Wednesday morning's general session will include one presentation by United/Optum's Dr. Rhonda Robinson-Beale, Chief Medical Officer and Deborah Adler, Senior Vice President, Network Services and another by Monica Oss, President of Open Minds. Robinson-Beale and Adler will elaborate on healthcare reform and Affordable Care Act implications for behavioral healthcare, describing what is expected of potential behavioral healthcare provider partners. Oss will explore the future landscape of care provision, probing how we might prepare for affiliations, alliances, commercial and/or governmental markets.

In the afternoon Robinson-Beale, Adler and Oss together will expand on their topics in an informal question and answer session. Later MHCA member collaborators Tom Sebastian and Rick Weaver will describe the healthcare

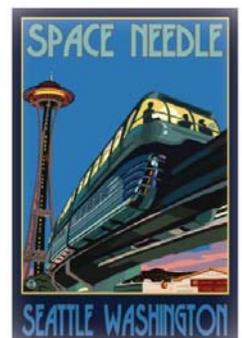
reform scenario as it is being played out in the state of Washington.

Thursday's agenda begins with a morning general session on IT by invited speaker Mike Lardiere of the National Council for Behavioral Health. Following his presentation, we will enjoy a member showcase by Centerstone on their innovative e-ROSC/client portal program. During a mid-day break, pre-registerants will take a field trip to nearby FareStart/Catalyst Kitchens, a collaborative network of organizations with a shared vision to empower lives through job training, self-generate revenue through social enterprise, and nourish bodies and minds through quality foodservice. MHCA member AspenPointe will make a presentation on their implementation of the model. Lunch will be served as part of the tour so pre-registration is required.

Afternoon program choices are (1) an Innovation Roundtable led by Inman White, MHCA Board Treasurer, and (2) a joint Information Technology/Performance Improvement Focus Group led by Chairs Grady Wilkinson, Greg Speed and Linda De Piano. The two committees will address the complex world of "Meaningful Use" with a panel of member organizations describing their efforts to comply with the rigorous requirements of participation in the federal Medicare/Medicaid IT incentive funding program.

Our exhibitors and sponsors in Seattle include Askesis Development Group, Cerner Anasazi, Co-Centrix, Credible Wireless, DATIS, Dominion Diagnostics, Essential Learning, Genoa Healthcare (Wednesday reception sponsors), iCentrix, Janssen Pharmaceuticals (general sponsors), MHRRG, Netsmart Technologies, Qol meds (Wednesday breakfast sponsors), and The Echo Group. Plan to visit with these good friends of MHCA to learn about their excellent products and services.

See you in Seattle!



# Meeting Your Evolving Needs

From the desk of Dale Shreve  
MHCA President and CEO



Although there continues to be a good deal of uncertainty as to how healthcare reform initiatives will ultimately evolve, and especially how behavioral healthcare will need to transform to be a valued and viable partner, there was a lot of positive energy among the MHCA members at our Savannah meeting. While the future may be uncertain, MHCA members continue to learn from industry thought leaders and from each other

many of the concepts that will be critical to their continued success.

Also in Savannah we took time to talk more about what the future may hold for MHCA. As MHCA member organizations evolve, MHCA will need to also change. Strategic planning forums, facilitated by Monica Oss and Robert Cuyler from Open Minds, provided those who attended the Savannah conference an opportunity to voice their desires for the role MHCA should play. Those who were unable to join us in Savannah have been asked to provide their input directly to Open Minds via an on-line survey. Everyone's input is important to helping ensure that MHCA remains a valuable resource that meets your evolving needs.

The agenda for our 2013 Summer Conference in Seattle will continue to have a focus on healthcare reform. We will have the opportunity to listen and talk with leaders from UnitedHealthcare/Optum, one of the most diversified health care companies in the United States, and learn their understanding of and strategy for healthcare reform. They will share with us their expectations for the future delivery of behavioral healthcare services by their behavioral healthcare partners. Also in Seattle Monica Oss will share with us her analysis of who the winners and losers will be in the shifting behavioral healthcare marketplace. We then will have an opportunity to learn via member showcases what some of our members are doing to stay ahead of the curve. Additionally in Seattle there will be a focus on IT priorities including meaningful use process and compliance and risk assessment best practices. I look forward to seeing you in Seattle for these helpful sessions.

Finally I want to ask you again to please contact me with any suggestions/ questions /concerns you have regarding MHCA and its continuing value to you and your organization.

Dale E. Shreve

## Calendar

## Leadership

### MHCA 2013 Summer Conference

Dates: August 13 - 16, 2013  
Location: Hyatt at Olive 8  
Seattle, Washington  
Reservations: Online only  
Rate: \$229.00  
Deadline: July 22, 2013

### Mental Health Risk Retention Group 2013 Fall Board Meeting

Dates: August 22-23, 2013  
Location: Stowe Mountain Lodge  
Stowe, Vermont  
Phone: 1-888-4-786-9388  
Rate: \$229.00 (14 day cancellation)  
Deadline: July 19, 2013

### MHCA 2013 Fall Conference

Dates: October 29 - November 1  
Location: Westin Kierland  
Scottsdale, Arizona  
Phone: 800-354-5892  
Rate: \$209.00  
Deadline: September 26, 2013

### MHCA 2014 Winter Conference and Annual Meeting

Dates: February 18-21, 2014  
Location: The SandPearl  
Clearwater Beach, Florida  
Phone: 727-674-4111  
Rate: \$249.00  
Deadline: January 21, 2014

### MHCA BOARD OF DIRECTORS - 2013

Jerry Mayo, *Chairman*  
Chris Wyre, *Vice Chairman*  
Inman White, *Treasurer*  
Diana Knaebe, *Secretary*  
Dale K. Klatzker, PhD, *Director-at-Large*  
Susan L. Rushing, *Past Chairman*

Dale E. Shreve, *President & Chief Executive Officer*

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Grady L. Wilkinson, MSW

### THE EXECUTIVE REPORT

The *Executive Report* is published four times per year. Information in the *Executive Report* does not necessarily represent the opinion or policies of MHCA. Content is intended for informational purposes only.

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# Strategic Planning



**If** only we had a crystal ball! MHCA historically has developed a strategic plan every three years. For the 2013-2016 period we have engaged Open Minds to facilitate the process, enlisting member opinion and providing industry trend input. At our Spring Conference in Savannah, four discussion groups were assembled to work through the issues at hand and advance the role MHCA will continue to play in healthcare reform, integrated care, and a long list of related issues. Two groups were led by Open Minds President Monica Oss and two by Bob Cuyler, Senior Associate. Three of the groups were made up of CEOs, and the fourth provided a forum for top management viewpoints. Results of the discussions will be presented to the MHCA and MHA Boards by Open Minds in August at MHCA's Summer Conference in Seattle, Washington.



**Top Photo:** "Representatives from Group 1"  
**From left:** *Joy Copeland, Tom Sebastian, Monica Oss, Rick Weaver, Lisa Labiak and John Masterson*

**Below:** "Representatives from Group 4"  
**Seated:** *Rick Roberts, Marilyn Wyman*  
**Standing:** *Ken Wood, Bob Cuyler, Brenda Troutner, Paula Nelson, Candace Clevenger and Donna Moore.*

# Healthcare Reform



**MHCA's** Healthcare Reform Advisory Committee is led by Jim Gaynor, Harriet Hall and Dale Klatzker. In May Committee discussion focused on Care Management and Accountable Care Organizations (ACO). Bob Dunbar of Indiana and Mary Ruiz of Florida have agreed to lead a continuing focus on Care Management. The states of Massachusetts and Washington have advanced care management initiatives already underway. Washington members Tom Sebastian and Rick Weaver are collaborating on a project which is proving cost effective. They will present their findings at our Summer Conference. Members are at widely varying points in the ACO process. Soon the Committee plans to provide "ACO -101" along with a panel presentation by members who are advanced in the capitation process.

**Seated:** *Harriet Hall, PhD and Bob Dunbar; Standing: Jim Gaynor, Dale Klatzker, PhD and Jerry Mayo*

# Members

## Florida Providers Merge for Effectiveness and Efficiency

Three of central Florida's most respected behavioral healthcare companies announced in early June that they will merge on July 1 to create one of the Southeast's largest treatment and prevention service providers.

Two MHCA member companies - Lakeside Behavioral Healthcare and Seminole Behavioral Healthcare - will join The Center for Drug Free Living to become Aspire Health Partners, a collaboration that will create a more effective and efficient system of care designed to increase client and community access to services and remove obstacles to getting help.

"The merger of the three organizations is intended to leverage the strengths of each organization and enable the creation of a model of care that reduces redundancy of services, enables development of new programs, allows flexibility, and contributes toward reducing the stigma and obstacles associated with seeking help for behavioral health issues," said Serena Frank, Chairman of the Board at Lakeside Behavioral Healthcare.

The name Aspire Health Partners reflects a break from traditional healthcare structures to establish a model that brings more value to clients and the community through innovating relevant and effective prevention, treatment and recovery programs.

"The new name more closely reflects what we do -- to ascend, to soar, to seek to attain or accomplish a particular goal," said Karen Florio, Board Chair, Seminole Behavioral Healthcare. "Through innovative, resourceful treatment and recovery approaches, Aspire Health Partners will offer individuals and families the opportunity to aspire to healthier, more independent lives."

Aspire Health Partners will have approximately 1,500 employees and provide programs and services in Orange, Seminole, Osceola and Brevard counties.

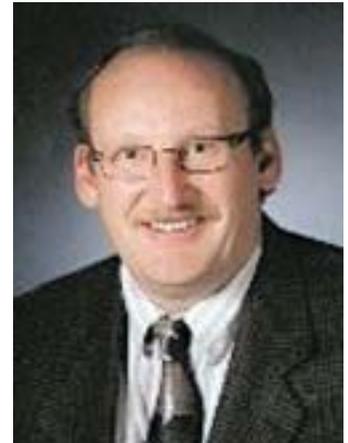
"This merger is the result of months of discussion and exploration and is more than meeting client needs; it's about enhancing our community by bringing to our existing individual partnerships an increased continuum of services as well as a broader and higher level of expertise," said Beth Smith, Chairman of the Board at The Center for Drug Free Living.

As Aspire, the organization will be headed by Dick Jacobs, CEO (formerly with The Center for Drug Free Living) and Jerry Kassab, President (formerly with Lakeside). Jim Berko, CEO of Seminole, has announced a June 20 retirement.

## New to Membership



*Brenda Mills*



*Rick Weaver*

Our newest member is Family Service and Guidance Center of Topeka, Inc. CEO Brenda Mills visited MHCA's 2013 Winter Conference as a guest. FSGC was established in 1904 and thus has been serving children and their families in Shawnee County and northeast Kansas for over 100 years. Ms. Mills is active in the Kansas Association of CMHCs, presently serving as treasurer. Visit FSGC's website to learn more about our new member! Go to: <http://www.fsgctopeka.com>

After a brief hiatus, former member Rick Weaver's Central Washington Comprehensive Mental Health organization (dba: Comprehensive) has rejoined MHCA. Comprehensive operates with a \$32 million budget serving a largely rural section in the center of the state. Weaver has held numerous leadership positions within the state Council of CMHCs as well as within the National Council. Visit Comprehensive's website at: <http://www.cwcmh.org>

## Ohio Retirement

Columbus Area, Inc. of Ohio has undergone a rebranding initiative and will now be known as Columbus Area Integrated Health Services, Inc. (CAIHS). Simultaneously, President and CEO Janie Bailey has announced her retirement effective June 30. Longtime CFO Cassandra Ellis will serve as the interim contact person.



*Janie Bailey*

# Members

## Pattinson to Lead AspenPointe

There's soon to be a new MHCA colleague in Colorado. AspenPointe's Board of Directors has announced the selection of Dr. Mick Pattinson as the Colorado Springs-based organization's next Chief Executive Officer.

Dr. Pattinson will take over for current President and CEO, Morris L. Roth, who is retiring in August after more than 40 years of dedicated service to AspenPointe and its clients, the last 13 of which were at the helm of the nonprofit organization.

Pattinson is currently the CEO of Northern Arizona Regional Behavioral Health Authority (NARBHA), a large behavioral health managed-care corporation. At AspenPointe, a 138-year old provider of services, Dr. Pattinson will lead a staff of more than 500 diverse professionals who provide mental health and substance use treatment, career development training and education, and jail diversion and reintegration to more than 37,000 children, individuals and families in the Pikes Peak Region and beyond each year.

Pattinson has also served as President and CEO of Bear River Mental Health Services in Logan, Utah, and Deputy Director of Northern Wyoming Mental Health Center in Sheridan, Wyoming.

"Mick's skills and experience in providing and managing behavioral health and integrated care will undoubtedly enhance AspenPointe's future success and community

relevance in a rapidly evolving healthcare environment with major changes on the horizon," Roth said. "I'm excited to be able to hand over the organization I so dearly love to someone who can take it to the next level."

As a retirement send-off, Roth was recognized by MHCA at its recent Spring Conference for his contributions as Board member and Vice Chairman of Mental Healthcare America, MHCA's for-profit subsidiary.



*Dr. Mick Pattinson*



*Morris Roth*

## Preferred Services Selects Angelini

The Board of Trustees of Preferred Services, which includes Preferred Behavioral Health (PBH) of NJ, Preferred Children's Services of NJ and Preferred Consulting Group, has announced selection of **Mary Pat Angelini** as the new President/CEO of the organization effective August, 2013. She follows retiring President/CEO **William J. (Bill) Sette**. Ms. Angelini comes to Preferred with a wealth of experience, having served as Executive Director and CEO of Prevention First where she has been employed for the past 31 years. Prevention First will be merging with PBH and will serve as its prevention unit.

Ms. Angelini has also served as Coordinator of Monmouth County Alliances and the County of Monmouth Board of Drug and Alcohol Services. In addition, she held the position of Coordinator of Vocational Service at Monmouth Medical Center Pollack Clinic and was Assistant Director of Friendship House. She has received numerous awards and recognitions, most recently being honored by The NJ Chapter of the American Academy of Pediatrics with their Advocate of the Year award.

Since 2008, Ms. Angelini has served as a State Assemblywoman in the 11th district. She sits on the Health and Senior Services Committee as well as the Human Services Committee. During her tenure in the Assembly, she has been a strong advocate for the social services needs of the community.

Bill Sette is a longtime MHCA member whose service to the Board of Directors and to the organization in general will be greatly missed. Together with Mel Smith, Wes Davidson and Erv Brinker, Bill created the Peer Partner model which has been replicated within MHCA for a number of years and became a supported member benefit in 2012.



*Mary Pat Angelini*



*William J. (Bill) Sette*

**T**

here was a fresh energy in each session when MHCA met for our Spring Conference May 21-24 in Savannah, Georgia. From the keynote presentation by Dr. Jason Hwang to the new Innovation Roundtable led by Inman White, well informed speakers joined an eager audience to discover practical solutions to mutual opportunities.

Of Hwang's keynote presentation on "Innovation in Healthcare Service Delivery" described in his book, *The Innovator's Prescription: A Disruptive Solution for Health Care*, one member commented, "This was one of the best speakers I have heard." Another said, "The information is very applicable to today's challenges and future business planning."

Following the keynote, Inman White, MHCA Board Treasurer, facilitated an Innovation Roundtable where participants shared their own creative local initiatives. Members were enthusiastic and urged continuation of this forum in future meetings.

New Trends facilitator Diana Knaebe, MHCA Board Secretary, coordinated a great panel on integrated care models. Panelists Joy Copeland, Julie Pratt and Katy Wendel of Comprehensive Mental Health Services together with Bruce Bird of Vinfen Corporation and Ken Wood and Corey Lakins of Milestone Centers brought a wealth of experience to share concerning their successful integration efforts in Missouri, Massachusetts and Pennsylvania, respectively.

Thursday morning's general session featured two presentations, each addressing employment issues. First, Ohio based presenters Tom Dixon of Eastman & Smith, LTD and Nancy Pokorny of Findley Davies dealt with the impact of the Affordable Care Act on employers from both a legal and benefits design perspective. Of their comments, one in the audience said, "The speakers were fantastic, providing a wealth of information." Another added, "This is one of the most coherent presentations I've heard on these issues."

The second topic on Thursday was "Three Guidelines and A Checklist: Avoiding Employment Litigation." Attorney Ron Zimmet, counsel to the Mental Health Risk



**Keynoter Jason Hwang, MD and MHCA CEO Dale Shreve in Savannah.**

Retention Group, submitted lessons learned from reviews of real client claims. In an affable presentation that was filmed for an educational video, Zimmet provided three basic guidelines (1. Treat people the same, 2. Timing is everything, and 3. Share) and a 27 item checklist to use in preventing lawsuits or minimizing their damage. His and other presentations from the conference are available to MHCA members at MHCA's website in the document archives section.

We were fortunate to have Jeremy Nelson of Afia and Jacob Buckley-Fortin of eHana co-present a session entitled "Organize Your Digital Life" Thursday afternoon. Their appreciative audience learned some very helpful tips on dealing effectively with the inundation of electronic messaging and implications for file storage.

On both Wednesday and Thursday members addressed MHCA's 2013-2016 Strategic Plan (*see more on page 3*). The MHCA, MHA and MHRRG Boards also met during the conference. As always, we are grateful to our sponsors - Genoa Healthcare, Netsmart and QoL meds. Exhibitors included Askesis Development Group, Cerner Anasazi, Dominion Diagnostics, Genoa Healthcare, iCentrix, Janssen Pharmaceuticals, MHRRG, Netsmart Technologies, NorthRock Pharmacy, PEER Partners, QoL meds and The Echo Group.



*Co-presenters Jeremy Nelson, left, and Jacob Buckley-Fortin*



*New Trends Panel: Seated from left - Joy Copeland, Julie Pratt, Corey Lakins. Standing: Katy Wendel, Diana Knaebe, Bruce Bird and Ken Wood*



*Above: Dale Shreve with Nancy Pokorny and Tom Dixon, Thursday presenters.*



*Greg Speed, left, talks with Ron Zimmet*



*Right: Oklahomans! Theresa Todd and Gail Lapidus, Randy Tate, Bill Lockhart and Virgil Todd.*

## MHRRG Shareholders Select Disy as Director

In April Class C Shareholders of the Mental Health Risk Retention Group (MHRRG) elected Greg Disy, LCSW to serve a three year term on the insurance company's Board. Disy is CEO of AMHC, an MHCA member in Caribou, Maine. The behavioral health center has been an MHRRG shareholder since 1988, actually registered as the very first Class C investor. Disy fills a seat on the Board vacated by Dale Shreve who became ineligible as a Class C representative when he left Harbor in Toledo, Ohio to become MHCA's CEO. Shreve continues to serve the MHRRG Board as an MHCA appointee.

The MHRRG Board has eleven Directors. Six are appointed by MHCA, a Class A investor; two are appointed by the National Council, a Class B investor, and three are elected by Class C Shareholders whose level of investment in MHRRG provides Board representation. Altogether at this time there are approximately 70 MHRRG insured companies. For more information about MHRRG and its insurance products, contact Marilyn Udis at [mudis@jjnegley.com](mailto:mudis@jjnegley.com) or phone: 973-830-8500.



*Greg Disy, LCSW*

## For-Profit Board Adds Two

Mental Healthcare America (MHA) elected two new Directors at its meeting on May 21. They are Eileen Durkin, CEO at Community Counseling Centers of Chicago, and Tom Sebastian, CEO at Compass Health in Everett, Washington. Durkin commences a three year term (May 2013 – May 2016) replacing Morris Roth, and Sebastian completes a term (through May 2014) replacing Dale Shreve. Re-elected to an additional three year term on the Board and to the position of Vice Chairman was Tod Citron, CEO of Cobb & Douglas Community Service Board in Atlanta, Georgia. Others on the MHA Board are Barbara Daire, recently elected Chairman; Nelson Burns, just elected Secretary-Treasurer; Peggy Chase of Arizona and Jon Cherry of Florida.



*Eileen Durkin*

MHA is the for-profit subsidiary corporation operating to provide tools, technical assistance and other resources which enhance corporate opportunities for MHCA members. With MHCA's 2013-2016 Strategic Plan underway, the MHA Board is pursuing opportunities for revenue producing initiatives which they will oversee in addition to their current responsibilities for MHCA's Customer Satisfaction Management System, MHRRG, and Peer Consultation.

## Roth Recognized for Service to MHA

At their May 19 meeting in Savannah, MHA Board members saluted Morris Roth for his 11 years of service as Director and Vice Chairman (May 2002 - May 2013). Roth is retiring from AspenPointe in August (*see page 5*). Below, Dale Shreve, MHCA CEO (far left) and Jerry Mayo, MHCA Chairman (far right) joined in the event. With them are MHA Board members (left to right) Nelson Burns, Jon Cherry, Barbara Daire, Morris Roth and Tod Citron.



*Tom Sebastian*

