

# Executive Report

*Published by Mental Health Corporations of America, Inc. Fourth Quarter 2012*

## *Winter Conference Will Celebrate MHCA's Don Hevey*

*T*he time has come. After 28 years as CEO of MHCA, Don Hevey is retiring at the end of January. His successor, Dale Shreve, officially will assume the lead role at MHCA on February 1. Happily enough, we have a natural opportunity to honor both these men and enjoy the success of this organization when MHCA convenes its 2013 Winter Conference and Annual Meeting February 19-22 in Clearwater Beach, Florida. The conference is being held at a longtime favorite spot, the Sandpearl Resort. While retirement festivities will be central to our gathering (*see article on page 5*), there's a full agenda planned that makes the meeting a must for your winter calendar.

On Wednesday our keynote speaker will be Sandra Bloom, MD. Her topic is "Confronting Trauma: The Sanctuary Model." After more than 30 years pursuing a path of healing for adult survivors of childhood trauma, Dr. Bloom presently is involved with The Sanctuary Institute, a training, education, and technical assistance program designed to help organizations implement the trauma-informed, whole-system organizational approach known as the Sanctuary Model. In her presentation, Dr. Bloom will share invaluable insights into trauma study and treatment (*for more information, see article on page 4*).



*We Can Do That!*

Hevey's signature saying  
defines the organization.

Marketing and fund development staff will benefit greatly from attending this conference. On both Wednesday and Thursday, MHCA's Marketing and Fund Development activities will be front and center. In general session, exhibits will demonstrate members' promotional materials. Spokespersons will be available during breaks to describe their marketing mission and how their message is being shaped to take advantage of today's myriad forms of communication. A panel will address

our afternoon Focus Group to further explore today's most effective messaging from traditional annual reports to trendy online promotion and community interaction. The marketing theme continues Thursday morning when Ryan Davis, Executive Director of Social Innovation, Blue State Digital, will tell us how to maximize the use of all forms of social media and share his company's successes, helping us learn how to apply best practices to our field. Blue State Digital handled the social media elements of Barack Obama's presidential campaign. Members will be asked to share their social media experiences, their products and their insight.

Again this year, we have the terrific opportunity of hearing from the finalists in the Negley Awards for Excellence in Risk Management. On Wednesday afternoon, representatives from three organizations will present their "Data Driven Risk Management Practices" and be judged by Board members of the Mental Health Risk Retention Group. Sit in on this informative session and enjoy the anticipation of these finalists who will be taking prize money back to their organizations.

*See Winter Conference, page 5*

*A Message from the President*

# Forever Thankful

It's that time of the year when many of us are engaged in the holiday mode, frantically getting ready for the festivities and all the year-end stuff that fill our personal and business lives. For me it also brings the realization that this will be the last article I write for the MHCA newsletter as your President/CEO.

As I reflect on the past 28 years I think of the great accomplishments we have made and the impact MHCA has had on the behavioral health care industry. They have been huge. Even more I think of the great people I have had the privilege to know and to work with.

I am forever thankful to the original 19 charter members who saw the need for an organization like MHCA, had the vision and determination to make it happen and took a chance on me as the CEO. Then all of you who stepped up to take leadership roles as chairs and directors of our corporate boards, those of you who served as committee chairs, and all of you who have contributed in your own way to add to the strength and value of this unique organization. And our wonderful and talented staff who have supported me and quite frankly have made me and this organization look good in all that we do. I value the national and international business partnerships and relationships we were fortunate to develop and thank them for contributing to the success of MHCA.

You all are my large, extended family and I have a warm spot in my heart for each one of you. Leading MHCA the past years has been more than just a job. It has been a pleasant, fun and exciting adventure. You all have enriched my life in so many ways and I thank you.

Soon it will on to more changes for all of us. I'll be doing different things and at a different pace. MHCA and its family of members, staff and business partners will all play their part in meeting the challenges ahead to provide needed services for their respective clients.

My wish is that you will continue to prosper and be successful in your home communities and that you will continue to support MHCA and your new CEO Dale Shreve by renewing your membership and getting involved in the work required ahead.

I hope to see you all in February at our Winter Conference in Clearwater Beach, Florida to say goodbye and to thank you personally for all you do. God Bless you all and Happy Holidays.




*Don Hevey*

**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 EXECUTIVE REPORT**

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129 Members in 31 States



Dale E. Shreve

## Board of Directors Makes Its Selection

# Dale Shreve to Lead MHCA



*Search Committee members in Tallahassee, Florida with Stuart Meyers of the Meyers Group (Left to right) Inman White, Harriet Hall, Stuart Meyers, Susan Rushing and Jerry Mayo (Not pictured: Jim Gaynor, Erv Brinker, Nelson Burns, Susan Buchwalter, Chris Wyre)*

When it was announced that MHCA was seeking a new Chief Executive Officer to follow longtime leader Don Hevey, members were consulted on what kind of person might be right for the job. It was a big question. Since 1985 MHCA has enjoyed steady success, growing in membership and maintaining financial stability while responding to an ever changing healthcare environment. We don't know Hevey's shoe size, but it seemed like they were going to be hard to fill.

A Search Committee was named. A national search firm, The Meyers Group, was selected. Candidates were interviewed and re-interviewed. The entire MHCA Board traveled to Chicago to visit with finalists. This would be no easy task. Excellent candidates had applied. But a choice was made, and in the end the selection seemed so perfect. Dale Shreve, CEO of a well-respected MHCA member organization, Harbor of Toledo, Ohio, emerged as the right person at the right time. He has accepted the job and begins work in Tallahassee, Florida at MHCA's headquarters on February 1, 2013.

In his letter to The Meyers Group, Dale said, "I believe I have the passion, the vision and the leadership expertise to help MHCA continue to be a stellar association by building on the historical strengths that attracted many of the current members plus establishing new initiatives that will further demonstrate MHCA's relevance to the evolving industry marketplace and its leadership's needs." His commitment to MHCA has been proven throughout his membership. He was elected to the Board of Mental Healthcare America, MHCA's for-profit subsidiary corporation, in 2002 and became MHA Chair in 2008, serving in that capacity until the present time. He became a Director on the Board of the Mental Health Risk Retention Group in 2006 and was elected MHRRG's Secretary in 2008. He has been asked to continue on the MHRRG Board, assuming the position Hevey will vacate on his retirement. And just a year ago, in February 2012, Dale became a Director on the Board of MHCA. These roles have given him an insider's appreciation of the challenges and goals of the organization.

He considers himself a "relationship based leader" and values "the power of teamwork"- key qualities as he becomes leader of this nationwide team of behavioral healthcare CEOs.

MHCA's great gain is unfortunately at the expense of Harbor! Though staff there have bravely congratulated MHCA on luring Dale from Ohio, clearly they will miss him. After completing his Master of Social Work in Mental Health Administration from The University of Michigan in 1979, Dale began working for Harbor and rose steadily within management until he became CEO in 1999. Under his leadership there, Harbor has grown to a \$23 million behavioral healthcare and human service organization located in 10 locations throughout N.W. Ohio.

And so a new day will dawn at MHCA. We warmly welcome Dale Shreve into his new role when on February 1, in addition to all kinds of changes in his professional life, he becomes a Florida State University Seminole (in the clever disguise of a University of Michigan Wolverine). Fun times ahead! ♦



## Building a Meaningful Life: A Computer-Based Treatment Program for Depression

At MHCA's 2012 Fall Conference, Drs. Richard Spates and Bangalore Ramesh demonstrated *Building a Meaningful Life*, a computer-based treatment product developed by CompTherapeutics that encourages patients to change their actions and responses to life stressors in order to alleviate their depression.

**The Problem:** Resources for treating patients with mild to moderate depression are limited. Patients sometimes feel ashamed of their depression. How can individuals be served in a way that assists professional efficiency?

**The Solution:** *Building a Meaningful Life* is a ten-session interactive computerized program with each session 35-60 minutes in length. Patients learn to record activities, identify actions that give feelings of pleasure, sense of mastery, and accomplishment, keep consistent routines, and build into their lives the activities and interactions that are consistent with their values to live a more meaningful life. The individually administered outpatient therapy is designed to be provided in a professional office, medical center, through employee assistance and retail health practices.

**The Research:** This program is based on the theory that depression can be effectively addressed by changing what one does and how one responds to life stressors. After years of research by independent laboratories around the world, the behavioral activation model has been incorporated into this interactive tool that provides a cost and time effective treatment that can be used in addition to or as an alternative to medication. The program has been found to deliver an efficacious therapy for depression. It can be prescribed by physicians and behavioral health specialists as one component of a stepped and collaborative care approach to depression treatment. The office version of the program requires only minimal staff supervision. ❖

For more information, go to: [www.comptherapeutics.com](http://www.comptherapeutics.com) or email: [info@comptherapeutics.com](mailto:info@comptherapeutics.com)

## The Sanctuary Model: An Application for the Clinical Setting

The Sanctuary Model® is a non-hierarchical, highly participatory, "trauma-informed and evidence-supported" operating system for human services organizations which helps them function in a humane, democratic and socially responsible manner and thereby provide effective treatment for clients in a clinical setting. The model is entirely congruent with restorative practices in that it is about working with people instead of doing things to them or for them.

Dr. Sandra Bloom, scheduled as MHCA's keynote speaker in February, is the developer of the model. Not a specific treatment intervention, the Sanctuary Model® provides a structure and common language for people in human services fields to communicate and collaborate with each other. Bloom says, "Social workers, psychiatrists and nurses don't share a common way of working with clients. The Sanctuary Model® gets everybody on the same trauma-informed page."

The Sanctuary Model® is now being applied in over 100 programs nationally and internationally including congregate care programs for children, domestic violence and homeless shelters, inpatient and outpatient mental health settings for children and adults, child welfare agencies, and large multipurpose organizations.

Dr. Bloom is a graduate of Temple University School of Medicine and recipient of the Temple University School of Medicine Alumni Achievement Award. She is an Associate Professor of Health Management and Policy at the School of Public Health, Drexel University in

Philadelphia and Co-Director there of the Center for Nonviolence and Social Justice. Dr. Bloom is a Past-President of the International Society for Traumatic Stress Studies



**Sandra Bloom, MD**

From 1980-2001, Dr. Bloom served as Founder and Executive Director of the Sanctuary programs, which are inpatient psychiatric programs for the treatment of trauma-related emotional disorders. Her first book, *Creating Sanctuary: Toward the Evolution of Sane Societies*, described the experience of her colleagues and herself as they learned what it means to treat adults who suffer from complex, trauma-related problems and what it takes to create trauma-informed systems.

In her second book, *Bearing Witness: Trauma and Collective Responsibility*, Dr. Bloom described the need for a public health approach to the issue of violence, recognizing that all forms of violence are interconnected, posing multiple and significant threats to continuing survival.

Along with co-author Brian Farragher, Chief Operating Officer of Andrus Children's Center, Dr. Bloom recently finished *Destroying Sanctuary: The Crisis in Human Service Delivery Systems*. Together the authors are currently working on *Restoring Sanctuary: An Updated Operating System for Organizations*. ❖

## Winter Conference

*continued from page 1*

On Thursday morning, in addition to hearing from Blue State Digital, we will welcome former MHCA member Denny Morrison, PhD, now Chief Clinical Officer for Netsmart Technologies. Dr. Morrison will present “Metrics in the Clinical Process: Essential for Quality Care.” In describing his topic, Morrison says, “The use of metrics and the information they provide are critical to an organization’s ability to provide high quality care and maximize staff effectiveness.” Expect to hear specific examples as he delivers this timely address.

In addition to the Marketing/Fund Development Focus Group meeting on Thursday afternoon, our agenda includes committee meetings (Information and Technology, Performance Improvement, and Healthcare Reform) plus a Futures Forum facilitated by Jim Gaynor who will report on constructs contained in Jim Harris’ research and his book *Blindsided* and how these apply

to our membership. What systems and structures can be put in place to avoid being blindsided ourselves and how can we blindside the competition?

On Friday both the MHCA Board and the MHRRG Board will meet. The Annual MHRRG Shareholders Meeting will immediately precede the MHRRG Board meeting.

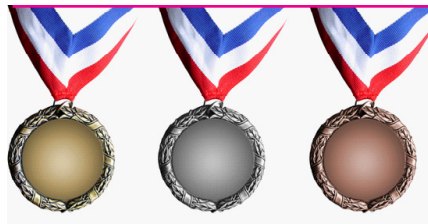
Our conference hotel, the Sandpearl Resort, is a highly favored destination. Don’t be disappointed – make your hotel reservations right away (phone 877-726-3111). The official MHCA room block cut off is January 21, but don’t wait until then to make your plans. Experience has taught us that not only our block but the entire hotel will sell out early. Also, please register with MHCA online so that we can plan on seeing you! To register, go to [www.mhca.com](http://www.mhca.com) and follow the Calendar links. There are no registration fees associated with this conference. ❖

## Finalists Chosen for 2013 Negley Awards

Three applicants got the call – “Your organization’s entry has been selected as a finalist in this year’s Negley Awards for Excellence in Risk Management!” The three will present their programs at MHCA’s Winter Conference in Clearwater Beach, Florida on Wednesday afternoon, February 20.

The finalists are Pretera Center for Mental Health Services, Huntington, West Virginia; Advocates, Inc., Framingham, Massachusetts, and The Institute for Family Health, New York, New York.

The topic for this year’s competition is “Data Driven Risk Management Practices.” When the presentations are



judged in Clearwater Beach, top place will receive the President’s Award of \$10,000 cash. Runners-up will each receive \$5,000. Both MHCA and Negley Associates, managers of the Mental Health Risk Retention Group, distribute specific information about the three programs following the conference so that others can benefit from their best practices. ❖

## It’s Time for MHCA Membership Dues

Please make payment by January 31, 2013.

## *We Can Do That!* Celebrating Don Hevey

With this enthusiastic promise, Don Hevey has led MHCA for 28 years, beginning on February 4, 1985. His retirement on January 31, 2013 marks the end of a very important chapter in the life of MHCA. As our next chapter begins under the direction of newly selected CEO Dale Shreve, we pause to express our appreciation and affection for Don.

The nautical themed party will be in Clearwater Beach, Florida on February 20 at our Winter Conference! Join us at our Wednesday afternoon Annual Meeting (3:15 – 4:30 pm) where we will hear from significant voices of our past and current MHCA leaders who will reflect on Don’s contributions to the success of this organization and its members. Following the formal program, we will have ample opportunity to visit with Don during a beachside reception (4:30 – 6:00 pm) and informal “Captain’s Dinner” (6:00 – 8:30 pm). These events are planned to honor the man and spotlight the organization that he has guided and loved so well.

We are especially grateful to our sponsors who are helping make these festivities possible. At this printing, sponsors include:

**Champion**  
Genoa Healthcare

**Hero**  
MHRRG/Negley Associates  
Netsmart Technologies

**Matey**  
The Meyers Group

**Friend**  
Qol meds  
The Joint Commission



***Strong attendance in San Antonio in spite of Hurricane Sandy******Healthcare Reform Dominates Fall Conference***

*In* spite of a raging storm that stymied travel and altered plans for some, MHCA's 2012 Fall Conference in San Antonio, Texas gathered the faithful for a lively discussion of healthcare reform in the days just prior to national elections. Talk about scheduling in the midst of chaos! Our October 29 – November 2 meeting came at the onset of Hurricane Sandy and concluded just in time for folks to get back home and vote on November 6.

One significant absence was that of our keynoter, Christine Ferguson, who was to speak in general session on Wednesday. Since her home is in Rhode Island, alternate plans were necessary. Instead, she joined us by phone and was assisted by Bob Dyer of Criterion Health, our healthcare reform consultant, and MHCA members Harriet Hall, PhD of Jefferson Center in Colorado and Dale Klatzker, PhD of The Providence Center in Rhode Island who together formed a panel on the topic following Ferguson's call. Ferguson, who is a research professor in the School of Public Health and Health Services, George Washington University, adapted well to the technical arrangements, and as one listener said appreciatively, "Good save. Worked out great. Speaker was excellent." Ferguson concentrated her remarks primarily on the future of Health Insurance Exchanges. Now that President Obama has been returned to office, we will want to learn more as the HIEs take shape both as state run and federally run entities.

On Wednesday afternoon we heard a state specific take on healthcare



***Leading our Healthcare Reform Forum (left to right): Bob Dyer of Criterion Health with MHCA members Dale Klatzker and Harriet Hall***



***MHCA Board Chairman Susan Rushing (right) and Melissa Rowan of the Texas Council of Community Centers described healthcare system redesign in their state.***

reform when MHCA Board Chairman Susan Rushing and Melissa Rowan, Healthcare Policy Director for the Texas Council of Community Centers, delivered a very informative description of that state's efforts to redesign their healthcare delivery system. One listener claimed, "Texas is doing a

great job. This was very informative – more than just theoretical, it included practical options and plans." The subtitle of Rushing and Rowan's presentation was, "Can I Take a Pill for That?" Whatever they are taking, it seems to be effective!

In our New Trends Forum, Chairman Diana Knaebe, CEO of Heritage Behavioral Health Center in Illinois, led a panel of members

describing their specific healthcare integration efforts, speaking to the financial ramifications specifically. Joining Knaebe were Tod Citron, CEO of Cobb & Douglas Community Service Board in Georgia; Deborah Pape, representing The H Group in Illinois; and CEO Rocco Schiralli with Aileen Wehren of Porter-Starke Services in Indiana. Scheduled but unable to attend was CEO Morris Roth of AspenPointe in Colorado.

Up first Thursday in General Session, MHCA member Erv Brinker, CEO of Summit Pointe in Michigan, introduced his colleagues Drs. Richard Spates and Bangalore Ramesh who represent COMP Therapeutics. Together they presented an exciting program they are involved with called "Building a Meaningful Life," an interactive computer-based treatment for depression (*for more information, see article on page 4*). An enthusiastic audience offered these comments, "This is a thought provoking view of where the future of behavioral healthcare may be going...The BAML technique/product sounds fascinating and could be very useful. It sounds like





*New Trends panelists (left to right): Tod Citron, Deborah Pape, Aileen Wehren, Rocco Schiralli and (standing) Chairman Diana Knaebe.*



*Panelists (left to right): Jeremy Nelson of Afia, Inc., Attorney Carol Romej and MHCA member Tony Zipple explored implementation of an EHR.*



*Information and Technology presenters (left to right): John Leipold, Grady Wilkinson, Attorney Linn Freedman and Mike Morris.*

a great solution to staffing challenges we may face through Medicaid expansion.”

The second half of Thursday’s morning session featured a panel presentation on “Selecting and Implementing and Electronic Health Record.” Though many have already done the selection, implementation is ongoing, and this presentation



*Introducing “Building a Meaningful Life” (left to right): Dr. Richard Spates, Dr. Bangalore Ramesh, and MHCA member Ery Brinker with guest Allen Daniels.*

explored the many legal issues involved in executing a workable EHR contract. On the panel were Jeremy Nelson of Afia, Inc., Attorney Carol Romej of Hall, Render, Killian, Heath & Lyman in Troy, Michigan, and MHCA member Tony Zipple, PhD, CEO of Kentucky’s Seven Counties Services.

Dr. Allen Daniels addressed our Learn About It session on a product developed by the recently concluded Quality Collaborative. A webinar held on November 29 following the conference provided a demonstration on how to access elements developed by the Collaborative as part of an online Quality Improvement Resource Guide and Library. The tutorial is led by Daniels, the QI Collaborative facilitator; Sandy Hall MSW, Summit Pointe; Ed Neu, Director of the MHCA National Data Center; and Frank Collins, Director of Information Systems, MHCA.

Reconvening MHCA’s Information and Technology Focus Group after a short hiatus, Chairman Grady Wilkinson introduced speakers Mike Morris of Anasazi Software, John Leipold of Valley Hope and Attorney Linn Freedman, partner in the Rhode Island law firm Nixon Peabody, LLP. A lively co-presentation by Morris and Freedman revealed sometimes opposing viewpoints on privacy issues emerging as Health Information Exchanges evolve. Federal protections are provided in 42 CFR Part 2, and all parties will have to conform with the law while enabling useful and appropriate exchange of patient information. The IT group plans to convene its Focus Group again in May when MHCA meets for our Spring Conference in Savannah, Georgia. An IT Committee meeting will be held during our Winter Conference.

MHCA greatly appreciates the support provided to our conference by exhibitors and sponsors. In San Antonio, those included Anasazi Software, Askesis Development Group, DATIS, Genoa Healthcare, iCentrix, Netsmart Technologies, NorthRock Pharmacy, QoL meds, Peer Partners and The Echo Group. ❖

## Elections Complete: MHCA's 2013 Board Is Official

Election results are in for MHCA's Board of Directors. Incumbents were returned to their posts in five instances. Those re-elected are: from the Midwest Region, Erv Brinker of Summit Pointe in Battle Creek, Michigan; from the Northwest Region, David Stone, PhD of Sound Mental Health in Seattle, Washington; from the South Region, Jon Cherry of LifeStream Behavioral Center in Leesburg, Florida; and from the Southwest Region, both Dan Ranieri, PhD of La Frontera Arizona of Tucson and Inman White of Community Healthcare in Longview, Texas. As the result of a run-off election in the South Region, Barbara Daire of Suncoast Center in St. Petersburg, Florida has been chosen to succeed Jim Gaynor of Grafton Integrated Health Network, Winchester, Virginia.

All six positions are for three year terms commencing at the close of MHCA's February 22, 2013 Board Meeting and concluding in February, 2016.

Another Director's position became open with the selection of Dale Shreve to become MHCA's President/CEO. This position represents the Midwest Region. According to MHCA bylaws, a vacancy is filled through an election by the MHCA Board of Directors. The Board has chosen Grady Wilkinson to fill Shreve's remaining term. Wilkinson is CEO of Sacred Heart Rehabilitation Center in Memphis, Michigan. The term for this position ends in February, 2015.

Officers for 2013 will be elected by the Board of Directors and announced at MHCA's Annual Meeting in Clearwater Beach, Florida on February 20. ♦

### CORRECTION

In the Third Quarter 2012 *Executive Report*, Don Hevey expressed appreciation to all MHCA committees for the work they do. Editor's omission from the Nominating Committee was Erv Brinker. Other Committee members included Bruce Bird and Inman White in addition to Hevey.



**Erv Brinker**



**David Stone, PhD**



**Jon Cherry**



**Barbara Daire**



**Dan Ranieri, PhD**



**Inman White**



**Grady Wilkinson**

## CALENDAR

### MHCA 2013 Winter Conference and Annual Meeting with Retirement Celebration for MHCA CEO Don Hevey

**Dates:** February 19-22, 2013  
**Location:** Sandpearl Resort  
 Clearwater Beach, Florida  
**Phone:** 877-726-3111  
**Rate:** \$249 Single/Double  
**Deadline:** January 21, 2013

### MHCA 2013 Spring Conference

**Dates:** May 21 - 24, 2013  
**Location:** Westin Savannah  
 Savannah, Georgia  
**Phone:** 800-228-3000  
**Rate:** \$209 Single/Double  
**Deadline:** April 25, 2013

### MHCA 2013 Summer Conference

**Dates:** August 13 - 16, 2013  
**Location:** Hyatt at Olive 8  
 Seattle, Washington  
**Reservations:** Online only  
**Rate:** \$229 Single/Double  
**Deadline:** July 22, 2013

### Mental Health Risk Retention Group 2013 Fall Meeting

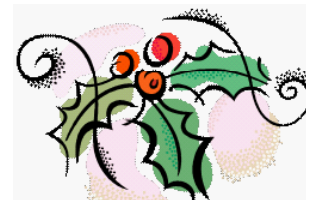
**Date:** August (TBA)  
**Location:** Vermont

### MHCA 2013 Fall Conference

**Dates:** October 29 - November 1  
**Location:** Westin Kierland  
 Scottsdale, Arizona  
**Phone:** 800-354-5892  
**Rate:** \$209 Single/Double  
**Deadline:** September 26, 2013

The MHCA offices  
will be closed  
for winter holidays:

December 24  
through January 1



*We wish you and yours  
the best of holiday  
goodness and cheer.*