

Executive Report

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Florida Beckons MHCA Winter Conference

There is going to be so much to take in during MHCA's 2008 Winter Conference and Annual Meeting we will wonder how we did it all in so few days! Mark your calendar now for February 19–22 and book your hotel and airline reservations right away. We return to our favorite Don CeSar Beach Resort on St. Pete Beach, Florida for what may be our last visit there as we have nearly outgrown their gorgeous space. Don't miss this opportunity to enjoy the "pink palace" by the sea.

First on our agenda is Tuesday's MHCA/IOM Transformation Work Group meeting where approved participants in this two-year long project will further advance their assignments. The project examines how MHCA's benchmarking and customer satisfaction indicators can be used to measure and improve quality of care consistent with the framework of the Institute of Medicine's aims and rules for delivery of care. Allen Daniels, Professor of Clinical Psychiatry, University of Cincinnati, and Neal Adams, Director of Special Projects for the California Institute for Mental Health, are facilitating the group.

Keynoting our Conference on Wednesday, February 20 is Jason Dorsey, the young phenom spokesman for Generation Y or the Millennials who are the 20-somethings in today's workforce (*see sidebar*). Dorsey has been featured most recently on CBS's *60 Minutes* and has appeared on NBC's *Today Show*, ABC's *The View*

and NPR's *On Point*. He is author of *My Reality Check Bounced*; *50 Ways to Improve Schools for Under \$50*; *Graduate to a Perfect Job*; and *Violence Not Allowed*.

Following his presentation will be the annual business meeting and luncheon where MHCA Board Chairman Erv Brinker will give his state of the association address. Part of the program will be devoted to presentation of the 2007 Customer Satisfaction Management System (CSMS) Best Practices Awards through which organizations excelling in one or more service categories will be recognized. At Thursday morning's *Learn About It* program MHCA's National Data Center Director, Nancy Maudlin, MBA, will describe our CSMS in depth. As with other presentations within the *Learn About It* series, this session is appropriate both for new members and those who need a refresher course.

Our Marketing Committee presents a two-day Marketing/Fund Development Focus Group on Wednesday and Thursday afternoons. MHCA friend, consultant and former presenter David Paine will lead the Wednesday session while members Nelson Burns and David Jordan will develop the Thursday program. In addition, on Thursday morning a member panel will focus on crafting specific fund development messages for differing donor groups. CEOs are encouraged to bring their

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2008 Annual Conference Keynote

Dorsey Speaks for Millennials

For ten years Jason Dorsey has been on a mission. His passion lies in representing the "Millennials" (those born since 1980) to the corporate world, touting their strengths and giving them a voice. Recently featured on CBS's *60 Minutes*, Dorsey admitted his mother chose his suit for the appearance. This tidbit says volumes. He readily admits that Millennials are staying long in the nest, depending on generous and protective parents to give them the secure springboard (Host Morley Safer called it a "safety diaper") they need to make choices that serve them well.

If all this sounds like a pampered generation, face it folks, today's Millennials or "Gen Y" are the predictable product of the very people who now are their potential employers. Dorsey is unapologetic. The Millennials, he claims, will bring a new energy and creative spirit to the workforce while turning stodgy traditions upside



See Dorsey, page 8

A Message from the President

Great Endings and New Beginnings



Don Hevey

The end of a year is typically the time when most of us take stock of what we have accomplished and what we have learned and then reflect on those things we wished we had done better or not at all.

This past year has been a great one for MHCA, and I thank our members and staff for such a prosperous and rewarding time. As I look back I cannot think of anything I wish we had not done at all. It's always our nature to seek to improve so there are a few things I wish we had done better, but not many.

We have added new members who subscribe to our values, mission and vision and who reflect the quality we seek in our members as individuals, organizations and service providers. We end the year financially sound

and have provided excellent programs, products, and services to our members and customers.

We also said good bye to a few of our members who are retiring and transitioning to new beginnings in their lives. We wish them all the best in their new roles and invite them to stay involved with MHCA in as many ways as they are able.

Yes, it's been a good year and I feel blessed and fortunate to be a part of this wonderful organization and its people.

We look forward to 2008 and all the new beginnings it brings us.

Best wishes to you all for a wonderful holiday season and a peaceful and prosperous new year. ❖

Dick DeSanto - Leader, Mentor, Friend

Richard J. DeSanto, CEO of Andrews Center in Tyler, Texas from March 1978 to November 2006, passed away on Wednesday, November 7, 2007, at his home in Hot Springs Village, Arkansas.

He was a former Chairman of the MHCA Board of Directors, having been elected February 2002-2004. He also served the MHCA Board as Vice-Chair, 2000-2002 and Treasurer, 1995-2000. In addition, he served on MHCA's Outcomes Committee that developed, tested and marketed a best outcomes instrument for behavioral health. In August 2005, Texas State Rep. Leo Berman honored DeSanto with a copy of a state resolution recognizing his work as MHCA Board Chairman.

Dick's numerous volunteer activities focused mainly on organ donation. He became a donor father in 1993, when his 16-year-old son, Ricky, died as a result of an automobile accident. Dick and his wife Beverly were members of the Southwest Transplant Alliance's first Donor Family Advisory Council and co-authored the Donor Advisory Council mission statement, "Turning tragedy into triumph through sharing the oneness of human life."

Following retirement from the Andrews Center, Dick and Beverly moved to their home in Hot Springs Village, Arkansas in December 2006, where he was able to pursue his love of golf. MHCA honored Dick at a recognition reception during our 2006 Fall Conference in San Antonio. He is survived by Beverly and their sons and daughters-in-law, Anthony and Kristen DeSanto, and Carlo and Clarisa DeSanto. ❖



Dick and Beverly DeSanto honored at MHCA 2006 Fall Conference

MHCA MISSION STATEMENT

MHCA is an alliance of select organizations that provide behavioral health and 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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147 Members in 33 States

Seven Incumbents Return to Serve MHCA Board

Electronic ballots for the election of seven positions on the MHCA Board of Directors have resulted in the return of all incumbents to serve another three year term (February 2008 – February 2011). Re-elected from four of five member regions are the following:

South Region:

- 1) David Guth - Nashville, TN
- 2) Jerry Mayo - Hattiesburg, MS

Midwest Region:

Denny Morrison - Bloomington, IN

South Region

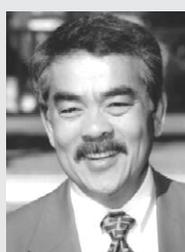
(Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, Tennessee, Virginia, West Virginia*)



David Guth



Jerry Mayo



Ken Jue



Bill Sette

Southwest Region

(Arizona, California, Colorado, Kansas, Oklahoma, Texas, Utah*)



Harriet Hall



Susan Rushing

Midwest Region

(Illinois, Indiana, Michigan, Missouri, Ohio, Wisconsin*)



Denny Morrison

Southwest Region:

- 1) Harriet Hall - Wheat Ridge, CO
- 2) Susan Rushing - Lufkin, TX

Northeast Region

- 1) Ken Jue - Keene, NH
- 2) Bill Sette - Lakewood, NJ

Officers for MHCA's Board of Directors are elected by Board members prior to the annual meeting and serve a one year term.

Behavioral Healthcare Recognizes Champions

MHCA members are always at the front of the pack, and we are pleased to report the following:

This is the third year *Behavioral Healthcare* magazine is honoring "Champions" in the field. The announcement is made and the champions are profiled in their November 2007 issue.

Among this year's honorees, nominated by readers and selected by the editors, are three MHCA members: Ann Borders, President and CEO of Cummins Behavioral Health Systems, Inc., in Avon, Indiana; Dale K. Klatzker, PhD, President and CEO of The Providence Center in Providence, Rhode Island and Massachusetts; and Tuerk Schlesinger, CEO of AltaPointe Health Systems, Inc. (formerly Mobile Mental Health) in Mobile, Alabama, all chosen in partnership with the sponsor of this year's awards, Netsmart Technologies.



Ann Borders



Dale Klatzker



Tuerk Schlesinger

Also named a Champion is Larry P. Noonan, CEO, A.W.A.R.E. (therapeutic group homes), Anaconda, Montana

MHCA joins BehavioralHealthcare in honoring these four outstanding leaders whose work makes a difference for clients every day..

To nominate someone for the '08 awards, e-mail: Douglas Edwards, Behavioral HealthCare magazine (dedwards@vendomegrp.com). ❖

*States not listed are those where MHCA is not presently represented.

West Central Behavioral Health Selects New CEO

Suellen M. Griffin, MSN, BBA, RN has been appointed by West Central Behavioral Health, Lebanon, NH as its new President and CEO. She assumed her duties on October 1, 2007. She follows Paul Gorman, EdD who served as CEO following the 2005 retirement of long time leader Jess Turner. Ms. Griffin most recently was Vice-President of Operations for the Behavioral Health Services Division of Saint Vincent Catholic Medical Center in New York City. She led development of a system-wide Quality Improvement Plan that received a 2004 HANYS Pinnacle Award. She received her Bachelor of Business Administration from Pace University and Masters in Adult Psychiatric and Mental Health Nursing from Yale University. ❖



These Organizations Shine



Thresholds, Inc. of Chicago is at the forefront of the Supported Employment movement and has partnered with Dartmouth College to create a national center to further develop the concept and help more mental health service organizations adopt it. In a news release provided to MHCA, Thresholds notes that only 10-15 percent of mental health consumers work for a living. Under Supported Employment, that figure rises to more than 60 percent. The concept integrates clinical and vocational services rather than offering them separately. Supported Employment is one of six evidence-based practice models recognized in the mental health field as helping people with severe mental illness achieve their goals. The approach has been around for years, but fewer than 33,000 people with mental illnesses across 30 states have access to it. The Illinois Division of Mental Health in July started restricting use of vocational service funds to Supported Employment programs. Management of these funding issues will be part of the technical assistance offered by the newly created center. For more information on this exciting venture, contact Michael Pollock at mpollock@thresholds.org CEO is Tony Zipple, PhD

The **Bert Nash Community Mental Health Center** of Lawrence, Kansas received a 2007 Ad Astra Award for Best of the Best: Innovation in Housing and Community Development on September 7 at the Kansas Housing Conference. Award sponsor is the Kansas Housing Resources Corporation, a subsidiary of the Kansas Development Finance Authority. The award recognized the Center's Haven House, a program developed to provide interim supportive housing for individuals being released from mental health hospitals and nursing facilities who otherwise have no home to return to and are at high risk of re-hospitalization. No individual living in Haven House has required re-hospitalization, emergency room visits or other emergency services. The program's goal is to successfully re-integrate the individual into the mainstream community through support and coordination for job searches, community activities and mental health care, medical and dental care. Contact Bert Nash CEO David Johnson for more info about this award winning program - djohnson@bertnash.org



Our Newest Members

This fall, three members have been added to MHCA bringing our numbers to 146 with representation in 33 states. CEOs Kurt Carlson, John Markley and Andy Black all attended our Summer Conference in San Diego and joined shortly thereafter. Markley was able to attend the Fall Conference in Phoenix as well. We welcome them and encourage all of you to get to know these gifted individuals. Visit their websites to learn about the work of their organizations.



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Two Retiring: Combined Service as CEOs...59 Years!

Two long time MHCA members are retiring in December after admirable and lengthy careers in behavioral healthcare. Both organizations joined MHCA in 1985 shortly after we were chartered.

Lee C. Strawhun, President/CEO of Southlake Center for Mental Health in Merrillville, Indiana was honored December 6 for 32 years of continuous service there. No one has been named to fill that position yet.



Lee Strawhun

In Miami Lakes, Florida, Robert S. Ward, LCSW, FACHE is “semi-retiring” after 27 years there when Jim Sleeper takes the reins as CEO on December 1. Bob will continue as a consultant to the center’s Board of Directors for an undetermined time.



Bob Ward

Sleeper is a former CMHC CEO and MHCA member and was most recently the Special Assistant to the Chief Operations Officer at Vision-Quest which he helped form in the early 70s.



Jim Sleeper

MHCA salutes both Lee and Bob whose lifelong work is evidence of their leadership ability and dedication to behavioral healthcare. We welcome Jim as he returns to the Florida behavioral healthcare community and rejoins his colleagues at MHCA. ❖

MHCA/IOM Transformation Work Group Identifies Patient Centered Aim Projects

A core group of 30 MHCA organizations are collaborating as the MHCA/IOM Transformation Work Group to assimilate the framework of transformation outlined in the Institute of Medicine’s (IOM) 2001 report, “Crossing the Quality Chasm”.

The 2001 report spawned a series of additional reports to examine and formulate plans for remediating the quality problems that face health care. Among them is the 2005 “Improving the Quality of Health Care for Mental and Substance Use Conditions.” The latter document examines five central

problems and solutions for system redesign and include, in concise expression, patient centered timeliness, safety, equity, effectiveness and efficiency of services.

It is these five areas that MHCA members are exploring in their two-year plan of work with sub-groups devoted to each of the problem areas. The Work Group is meeting at MHCA quarterly conferences and held their third workshop in Phoenix, October 30. Leading the project are Drs. Allen Daniels and Neal Adams. The group will next meet February 19 in Florida. ❖



All groups are Patient Centered and represented here by participants at MHCA’s Fall Conference:



Counter-clockwise from top right:



- Timely Study Group
- Safety Study Group
- Equitable Study Group
- Effective Study Group
- Efficient Study Group (1 of 2)
- Efficient Study Group (2 of 2)



So Much to Learn, So Many Excellent Programs

MHCA's Fall Conference

When MHCA Meeting Planner Glenda Deal first visited the JW Marriott Desert Ridge Resort to negotiate future association contracts, she reported that the newly constructed, impressive hotel stood nearly alone in a desert vista against a backdrop of distant mountains. In the Fall of 2007 when we arrived for our October 30 – November 2, 2007 meeting, Phoenix had expanded at an amazing pace to surround the hotel with residential and commercial development. The exciting growth of this southwest destination city provided an invigorating setting for our well attended conference.

Similarly our agenda covered a wide ranging set of topics that addressed an industry called to expand creatively to provide an ever increasing range of services within the broad scope of behavioral healthcare.

First our Keynoter David Weinberger, Fellow at Harvard's

us all with the extensive information available at www.networkofcare.org. Our IT Chair is Chris Wyre, CEO at Volunteer Behavioral Health Care System in Murfreesboro, Tennessee.

The Applied Research Focus Group grappled with results of a recent online survey that preliminarily identified

"Wonderful Cyberspace Punditry!"
...overheard response about our keynote

prestigious Berkman Center for Internet and Society, challenged his audience by describing an internet that is no longer a peripheral option but a key part of a successful business environment. Some were mesmerized, others were dismayed, but no one could say they were unaffected by his message.

Then it was on to a Focus Group on Information and Technology and another on Applied Research. Within the IT Focus Group participants learned about the wealth of resources available first within MHCA's own website (www.mhca.com) by presenter Frank Collins, MHCA IT Director, and then within Trilogy Integrated Resources, a California based company dedicated to improving information and communication in the health and social service field at the community level. Trilogy's Bruce Broznan impressed

research personnel and projects within the MHCA membership. At future AR Focus Groups, staff level research participants will examine ways their talents might best be used to develop common clinical outcome data to achieve best clinical practices. Applied Research Chair is Greg Speed of Cape Counseling Services in Cape May Court House, New Jersey.

A visit from the National Council's President/CEO Linda Rosenberg was highly rated by her general session audience who learned of current legislative initiatives of the Council. Rosenberg and MHCA CEO Don Hevey reconfirmed their commitment to an MHCA/National Council partnership to advance the work of their two memberships and improve life for their shared client base. Though legislative advocacy is not an integral part of MHCA's primary mission, our members are urged to participate politically on local, statewide and national levels to voice the needs of the behavioral healthcare community.



Keynoter Dr. David Weinberger (standing) spoke with his audience as they worked in small groups to actualize his message.

Provides the Platform

Thursday afternoon's panel on Affirmative Business included representatives from Gulf Coast Enterprises, Florida; Aspen Diversified Industries, Colorado; and Valley Services, Utah. Presenters inspired listeners to incorporate best practices and reach ever further into their communities to expand employment opportunities for those with behavioral health challenges. Elaborating on this message were presentations by Gene Johnson of Recovery Innovations and Ethan Orr of Linkages who both informed our New Trends Forum on recovery oriented opportunities for clients.

Beautiful and enjoyable outdoor receptions on both Wednesday and Thursday evenings complemented our work agenda and reminded participants why the Phoenix area keeps attracting all those new people! Thanks to our Wednesday evening reception host, Genoa Healthcare, and to all our additional exhibitor/sponsors, ClaimTrak Systems, Essential Learning, Qualifacts Systems, Sequest Technologies, The echo Group, and the Mental Health Risk Retention Group. ❖



Above, Top: Three organizations on Affirmative Business. Seated are Paul Sexton and Jonathan Liebert of Aspen Diversified Industries (Pikes Peak). Standing are John Bilbrey, Gulf Coast Enterprises (Lakeview), MHCA CEO Don Hevey, and Norm Chesler, Valley Services (Valley MH).

Above, Bottom: Recovery oriented opportunities for persons with behavioral challenges...described by presenters Gene Johnson (left) of Recovery Innovations, Ethan Orr of Linkages and MHCA's Dan Ranieri of La Frontera. Assisting is Matthew Hancock, seated.



Left: Bruce Broznan of Trilogy Integrated Resources and MHCA IT Director Frank Collins spoke to the IT Focus Group.

Right: National Council President/CEO Linda Rosenberg visited with MHCA members Tom Sebastian, Michael Tozzoli, John Markley and John Van Camp.



Winter Conference, from page 1

marketing and fund development staff for this information rich track. Those with a one-person department as well as those with well established and separate programs will benefit.

Returning to lead a process benchmarking exercise on Wednesday afternoon is Paul Lefkovitz of Behavioral Path-way Systems. His topic is "Productivity of Prescribing Professionals" (*see side article for description of exercise*).

Futures Forum Chair Mary Ruiz will introduce "The Persistence of Public Memory". Join the Wednesday Forum for an update on provocative new public memory research and a lively round table discussion on the implicaitons for our field. And don't miss our New Trends Forum on Thursday afternoon.

Suncoast Center CEO Barbara Daire will showcase her organization's "Total Family Strategy" program that provides therapeutic and support services to at-risk families...a successful venture that has wowed their funders.

A "Speed Networking Event" will be held Wednesday afternoon just prior to our reception. At a similar event last year members had a blast with face to face two-minute interviews. New friends were made and new tidbits were gathered on old chums! This fast-paced, fun-filled event promises to deliver unexpected and delightful connections. Due to its structured nature and limited time, you will need to sign up early to participate.

Come join us for this great Winter Conference and Annual Business Meeting. Contact the Don CeSar directly for hotel reservations, deadline: January 17 (phone: 800-282-1116).

Registration materials including a detailed agenda will be mailed in mid-December; you can also register online at www.mhca.com where you can check on agenda updates prior to the conference. The Don CeSar sells out quickly - be sure to make your reservations early. ❖

IDENTIFYING BEST PRACTICES FOR PRESCRIBING PROFESSIONAL PRODUCTIVITY THROUGH PROCESS BENCHMARKING

Process benchmarking is an evidence-based investigative technique that employs benchmark data as a vehicle to the identification of best practices. Paul Lefkovitz of Behavioral Pathway Systems will lead MHCA in a process benchmarking workshop at our 2008 Annual Conference on Wednesday afternoon, February 20.

The objective of this workshop is to discover potential best practices in the area of prescribing professional productivity. Process benchmarking is based on the observation that top performing organizations employ different methods than others. In this workshop, we will seek to discern the strategies that distinguish

organizations with high productivity from others, thereby revealing potential best practices.

Electronic audience polling technology will be employed during the workshop to allow for efficient and totally anonymous participation. This workshop will conclude with a rank-ordered listing of specific tactics and strategies that are related to high levels of performance in the area of prescribing professional productivity.

A Guide to Participation will be distributed prior to the workshop that will enable attendees to gather necessary information for active involvement. ❖

**Dorsey,
continued from page 1**

down. Expect no business suits, no eight hour days, no policies about cubicle appearance (no cubicles!). Don't rely on company loyalty and don't think you'll get these new employees for a song.

Why would you put up with all this? What else can you do?. Your long-time workforce is retiring, and you've got to have warm bodies to take their place. Take heart, you may be pleasantly surprised to learn about the "kids" coming along.

Now 28, Jason Dorsey focuses on strengthening the culture in organizations as he convinces employers that Millennials, with all their brashness, bring a much needed dynamism to the workplace. Learn from Dorsey how to recruit, retain and inspire this fresh talent pool. As one who heard him speak said, "Jason is the voice of young professionals. His ability to communicate their perspective with leaders of all ages makes him an important resource for shaping the future of our global economy." ❖

CALENDAR

**Joint Commission
Fourth National Conference
on Behavioral Health Care
From Ethics to Evidence - Supporting
Behavioral Health Care Decision Making**

Dates: December 12-13, 2007

Location: Sheraton Hotel
Chicago, Illinois

Program Fee: \$595

To Register or find out more information, contact Joint Commission Resources' Customer Service at 877-223-6866 or visit www.jcinc.com/education

MHCA 2008 Annual Meeting

Dates: February 19-22, 2008

Location: Don CeSar Beach Resort
St. Pete Beach, Florida

Phone: 800-282-1116

Rate: \$264 single/double

Deadline: January 17, 2008

MHCA 2008 Spring Meeting

Dates: May 27-30 2008

Location: Ritz Carlton
New Orleans, Louisiana

Phone: 800-826-8987

Rate: \$159 single/double

Deadline: May 6, 2008

MHCA 2008 Summer Meeting

Dates: August, 2008

Location: Hotel TBA
Denver, Colorado