

# Executive Report

Published by Mental Health Corporations of America, Inc. Third Quarter 2009

## FALL CONFERENCE GOES TO SCOTTSDALE

MHCA's 2009 Fall Conference will be held at the Westin Kierland in Scottsdale, Arizona. Dates of the main conference are November 11-13. A pre-conference Integrated Healthcare Learning Community session will be held on Tuesday, the 10<sup>th</sup>, for 31 contracted participants and their primary healthcare partners. Facilitating the session will be Kathleen Reynolds, LMSW and Fred Michel, MD.

We will welcome national business consultant John Izzo as our keynoter on Wednesday morning. Izzo has been facilitating change and challenging leaders in healthcare for over 20 years. His topic will be "Creating the Great Workplace." To meet him online, go to: <http://www.theizzogroup.com>

On Wednesday afternoon we invite you to participate in our

combined forum and focus groups to hear the trends and challenges that will shape MHCA in the next several years. Preliminary work accomplished at our initial 2010-2012 Strategic Planning session in August will be described for full member response and input. The appointed Strategic Planning Group will then meet again on Friday to further deliberate this developing outline.

Also to be held on Wednesday afternoon is our "Learn About It" session which will be led in Scottsdale by representatives of Essential Learning and describe the newest approaches to online education and communication.

Thursday's general session includes a panel presentation on "Using Business Intelligence as a Secret Weapon for Quality and Process Improvement." This session is designed

to offer real life examples presented by providers on how they use cutting edge technology to solve age old business problems without the worry of merging data from different data sources. Improving productivity, reducing no show rates, managing compliance issues, and analyzing outcomes data, are typical of the types of day to day issues we deal with. This will give attendees a new way to think about using information to greatest advantage. Panelists will include Gary Lamson and Madeline Becker of Vinfen, Karen Suddath of Wyandot Center, Catherine Carter, PhD, of Valley Mental Health, Greg Speed of Cape Counseling and Doug Philipon of iCentrix.

*See Fall Conference, page 8*



## Creating the Great Workplace

**Keynote John Izzo** will address MHCA's Fall Conference on Wednesday, November 11 in General Session. His presentation will describe keys to leading people during tough times and explore ways of engaging them through corporate change. Leaders will learn how to keep people focused on the long term, how to engage staff in necessary and creative change so that they help you stay successful, how to keep a climate of recognition and success and how to become the employer of choice in communities challenged by economic and political stress. Drawing on his experience of two decades in corporate leadership consultation, Dr. Izzo will help you discover a new and informed energy for workplace rejuvenation. ❖

*A Message from the President*

# High Energy a Plus at Initial Planning Session

It wasn't your typical game of musical chairs, but our initial 2010-2012 Strategic Planning session on August 21 in Seattle rocked to the beat of music that cue'd participants to break into groups, come back together, quietly cogitate and collectively imagine the next few years in the life of MHCA.

Facilitator Stu Winby introduced a collaborative process called "Decision Accelerator" that guided group discussion. First, team members looked to the last ten years (1999-2009) to see what trends have prevailed in behavioral healthcare, technology, the economy, social structures and politics. They then looked to the next ten years (2010-2019) to imagine what forces will dominate for the coming decade.

Next, Winby invited the group of 26 to break into five "cottages" and assigned a role for each – providers, consumers, CEOs, payers and advocacy groups. He told them to apply their assigned role's specific perspective to identified trends. He then encouraged the entire group to determine together what patterns emerged from their deliberations. Continuing the "cottage discussions" the groups considered five model topics: sustainability, business, technology, public policy and performance management.

Concluding the exercises, four groups

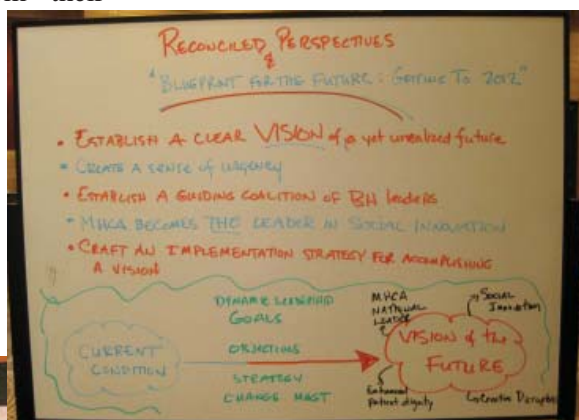
considered "FutureScape" scenarios – where do we want to be, what do we want to accomplish, how do we want to be perceived as an organization, as individual providers and as an industry by 2019?

These considerations – applied as far out as another full decade, will shape our continuing discussion in session II for how we want to proceed from 2010 through 2012.

We are indebted to those who are serving as the Strategic Planning Team. They will meet again on November 13 in Scottsdale and will benefit from a larger discussion on the 11th by a combined forums and focus group session. Their job is an important one, and based on their performance in August, they are well suited to the task. ❖



**Donald J. Hevey**  
MHCA President/CEO



Facilitator Stu Winby leads our Strategic Planning Team in their initial session on August 21 in Seattle. Above, an example of the many forecasting notes created by talented Team members.

**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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135 Members in 33 States

## MHCA's Integrated Healthcare Learning Community – The Start of Something Big!

Seventy-one eager participants, both behavioral healthcare and primary healthcare professionals, met with facilitators Kathy Reynolds and Dr. Fred Michel at MHCA's 2009 Summer Conference in Seattle to begin a journey of shared discovery to advance the integration of their essential services. It was the beginning of a year long program that will bring this Learning Community together through the fall of 2010.

Joining Reynolds and Michel was Dr. Paul Lefkovitz who provided assessment tools to gauge participants' readiness for their budding partnerships. His analysis confirmed suspicions that those who attended as an established team considered their current status similarly and positively – both behavioral and primary health representatives. Those whose primary partners either have not been identified or were unable to attend were less positive about their readiness. Each group was asked to complete an "AIM Worksheet" describing what they intend to accomplish through their participation in the Learning Community, by what date and for what target group. They were also asked to describe the rationale and reasons that brought them to the program.

There was great energy among this group of learners and an obvious commitment to the work at hand. They will next meet in November at MHCA's Fall Conference in Scottsdale, Arizona. In the meantime, all MHCA members soon will have access to a free online video of the initial session - be watching for additional access information. ❖



*Facilitators Fred Michel, MD and Kathleen Reynolds, LMSW prepare for Tuesday's session.*



*Florida's Meridian Behavioral Healthcare Group joins the discussion.*



*Dr. Paul Lefkovitz conducted assessment exercises.*



*Jerry Mayo and Rita Porter of Pine Belt Mental Healthcare Resources.*



*MHMR of Tarrant Co's Susan Garnett and Sonja Gaines.*



*Florida's Linda De Piano, Jon Cherry and Barbara Daire compare their three organizations' plans for integration.*



*Hope Network's Larry Grinwis and Khan Nedd seated near videographer Paul Keys.*

## Submit Your Negley Award Application

The 2010 Negley Awards for Excellence in Risk Management offer cash awards to three exceptional programs. Submit your application now on this year's topic, "Minimizing Medication Errors". Download the application from MHCA's homepage, [www.mhca.com](http://www.mhca.com), and meet the November 13, 2009 deadline. ❖



## MHCA Nomination and Election Process Underway

Six positions on MHCA's Board are up for election for terms beginning February 26, 2010. The positions are presently held by Erv Brinker, Debra Falvo, Dan Ranieri, David Stone, Jim Gaynor, and Jon Cherry. The following process and schedule will be used for the nomination and election process:

All documents will be sent and received electronically.

- |  |                    |
|--|--------------------|
| ❖ Call for nominations from members.           | September 1, 2009  |
| ❖ Nominations returned.                        | September 25, 2009 |
| ❖ Acceptance form sent to nominees.            | September 30, 2009 |
| ❖ Acceptance forms returned by nominees.       | October 20, 2009   |
| ❖ Ballots for elections issued electronically. | November 3, 2009   |
| ❖ Ballots completed.                           | November 20, 2009  |
| ❖ Run off ballots issued (if necessary).       | November 24, 2009  |
| ❖ Run off ballots returned.                    | December 11, 2009  |

Election of Officers:

- |   |                   |
|---|-------------------|
| ❖ Committee nominates slate of officers.                        | January 8, 2010   |
| ❖ Ballot for election of officers issued to Board of Directors. | January 12, 2010  |
| ❖ Ballots completed.  | January 29, 2010  |
| ❖ Candidates informed of results.                               | February 6, 2010  |
| ❖ Results announced at conference.                              | February 24, 2010 |
| ❖ New terms begin.  | February 26, 2010 |

## Corporate Benchmarking Survey Deadline Nears

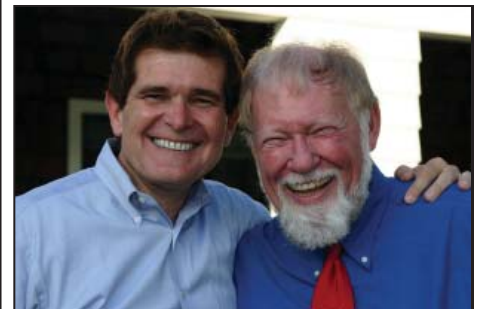
MHCA is now collecting Corporate Benchmarking survey data for the Year 2009. Survey data will be collected through November 1, 2009. If your fiscal year is January - December please enter your survey information based on year ending December 31, 2008. Use the most current data available to enter all data before the deadline. For example: if your fiscal year is July 2008 - June 2009 please enter your survey information when available after June 2009. To enter survey data go to [www.mhca.com](http://www.mhca.com) and select Benchmarking System.

If additional information is needed, contact:

Nancy M. Maudlin MBA, Director MHCA National Data Center  
1876-A Eider Court, Tallahassee, FL 32308  
Phone: 850-942-4900 or Email: [nmaudlin@mhca.com](mailto:nmaudlin@mhca.com)

## Evora Follows Doyle at EMQ FamiliesFirst

Jerry Doyle, long time CEO of EMQ FamiliesFirst in Campbell, California, retired as of June 30, following an impressive 39 years at the helm of what is now California's largest children's services agency. His reputation as a champion for children in crisis reaches nationwide, and under his leadership the agency has grown from serving 140 children to approximately 18,000 children and their family members annually.



*Newly named CEO Darrell Evora (left) with retiring predecessor Jerry Doyle.*

Darrell Evora, the agency's president, has been named CEO by the board of directors effective July 1. Evora, EMQ FamiliesFirst president since 2001, joined the agency in 1994 after a successful career in the high tech industry. In 1999, he was given state-wide responsibility for operations and development of Wraparound services.

Darrell is a board member of the California Alliance of Child and Family Services. He was formerly a social services commissioner as well as president for the Association of Mental Health Contract Agencies in Santa Clara County. He is a Licensed Marriage and Family Therapist and holds Masters Degrees in both Business Administration and Counseling Psychology from the University of Santa Clara.

*Photo and information for this article were provided from the EMQ FamiliesFirst website: <http://www.emqff.org>*

## MHCA Expands Communication Tools

Together with our education partners, Essential Learning, MHCA will soon offer a Social Networking Site through which we will provide forums, discussion groups, a media library, Wikis and Blogs. It is expected that the site will be functional by mid to late October. This offering will expand MHCA's communication capability beyond our present website and give our members additional tools for keeping in touch and sharing resources.

We are also working with Essential Learning to include their Community Access Site (CAS) as an affordable member benefit. EL will offer considerable subscription discounts to MHCA members and additional discounts to those who also subscribe to their Learning Management System (course library). MHCA will benefit as well as a result of a revenue sharing agreement.

Essential Learning and MHCA are presently conducting an online survey of our members to gather feedback about how you are using e-learning services and the benefits to your organization. Use the survey to request training topics you would like to see available as online courses in the future. If you're not currently using e-learning, please let us know why. Your responses will help us improve services.

In November at our Fall Conference in Scottsdale, Arizona, Essential Learning representatives will make a presentation as part of our "Learn About It" series on Wednesday afternoon, November 11. There they will demonstrate the CAS resources and newly launched elements of our Social Networking Site. The world of communication is evolving every day – come learn how you can stay in the conversation and maximize your access to a growing world of behavioral healthcare information resources. ❖

## E-Learning 2.0: The Future is Here, Are You Ready?

Online learning (or e-learning) is the training modality of choice for behavioral health organizations because it gets the facts out—quickly, effectively, and efficiently. Research shows that adults learn faster and retain knowledge longer using e-learning's self-paced, self-directed approach. By using a learning management system (LMS) to manage an organization's training program, a single person can quickly and efficiently oversee training for even the largest of organizations. An LMS is a simple yet powerful means to increase organizational efficiency by automating training assignments, tracking employees' progress, and creating reports – all with a few clicks of the mouse. Implementing an LMS allows you to provide efficient, standardized staff training that gives your staff clear and consistent information about your agency's policies, procedures, and strategic initiatives. An LMS allows you to develop or customize existing online courses, remind staff of required trainings, and generate reports about your organization's compliance with accrediting and regulatory bodies at all levels. Now more than ever, human services agencies need to strategize about how to work smarter rather than continuing to throw good resources after outdated solutions that simply don't engage your employees. Harnessing the power of web-based technology and e-learning isn't the wave of future – it's already the industry standard. E-learning is already a widely-used, cost-effective training tool among MHCA members. Almost half of the MHCA member organizations have subscribed to Essential Learning's E-learning system. These organizations not only reduce their training management costs but expand the education opportunities provided to their employees.

### E-Learning in a Web 2.0 World

E-Learning – and training in general – began as a top-down "learning 1.0" format in which an expert teaches *at* students. However, the accessibility and connectivity of the Internet has driven the reformulation of e-learning to a "learning 2.0" paradigm that connects learners in virtual communities, and enables them to more actively learn from each other. E-learners who connect with their professional peers

online are more engaged in training and can capitalize on the collective knowledge of colleagues from all over the world. This form of empowered, connected "e-learning 2.0" parallels the consumer directed care movement in which consumers who are engaged as an active participant in their treatment are more successful in their recovery and show greatly improved outcomes.

### Connecting Online

The tools for connecting learners to each other include a wide variety of social networking platforms. Forums, blogs, discussion groups, and wikis engage people in totally new ways than face-to-face trainings do. Online courses and social networking sites that employ e-learning 2.0 principles are taking advantage of the same technology that Facebook and LinkedIn use to make training-focused virtual communities that extend well beyond an organization's walls. Organizations with an eye toward best practices and training are actively engaging learners and consumer alike in e-learning 2.0 to increase their engagement while improving outcomes. Social networking strategies can be implemented directly through an LMS or set-up as stand-alone communities accessible from within an organization's Intranet.

Essential Learning actively promotes the philosophy of an extended learning community and has recently launched EL Connect. MHCA members are encouraged to sign-up for a free EL Connect account to access a wide range of online resources designed specifically for behavioral health and human services' training and HR professionals. The site enables registered users to share best practices in training by participating in discussion forums and to review blogs hosted by Essential Learning staff. These online communities provide a wealth of information regarding accreditation, training and research issues as well as a way to communicate and pose questions to training and HR professionals from across the country. Essential Learning customers can also access expanded customer support resources at EL Connect. Go to: <http://community.essentiallearning.com/> to register for EL Connect.

*See E-Learning, page 8*

## SUMMER CONFERENCE

A gathering of 150+ attendees enjoyed Washington's blue August skies and temperate weather as they arrived for MHCA's 2009 Summer Conference held at the Hyatt at Olive 8 in the heart of Seattle.

Leading off the conference on Tuesday, August 18 was a full day workshop for those involved in MHCA's Integrated Healthcare Learning Community (see page 3).

Wednesday morning's General Session featured keynoter Chuck Underwood, whose message on "The Generational Imperative" drew high marks and appreciative praise. Said one, "Underwood is an excellent presenter who kept my attention and provoked thought, a very informative and open discussion on many levels of how to manage blended workforces, how to train, communicate and interact." Mr. Underwood joined the Marketing and Fund Development Focus Group that afternoon to answer questions specific to marketing strategies for emerging generations.

The Marketing and Fund Development Focus Group scored two great afternoons of presentations. On Wednesday, in addition to the continuing conversation with Chuck Underwood, the Group heard a dynamic panel presentation on endowment fund development. Panelists covered the topic from start-up fund considerations to established fund policies and investment goals. Thursday's Focus Group agenda featured guest speaker Nancy Long, CEO of The Executive Service Corps of Washington. Listeners learned how to maximize the match of skilled volunteer with program need for improved performance, excellent outcomes and mutual satisfaction..

Thursday's General Session juxtaposed two presentations that complemented one another and inspired innovative outreach to communities. Starting off the morning

was a description of Sound Mental Health's housing initiatives provided by CEO David Stone with Trish Blanchard, Chief Clinical Officer and Declan Wynne, Director of Integrated Services. Following their presentation, our audience heard guest speaker David Carleton, CEO of Seattle's Kitchens With Mission/FareStart. This nonprofit social enterprise provides food service based training and employment for a challenged employment population. His inspiring comments were followed by an extensive question/answer period and a tour to the nearby FareStart facilities. Approximately 30 people participated in the tour that included lunch prepared by the trainees.

Our Applied Research Focus Group participated in Wednesday afternoon's process benchmarking exercise on performance improvement led by Paul Lefkowitz, PhD, President of Behavioral Pathways Systems. Dr. Maggie Labarta led our Futures Forum in an examination of themes presented by the book, *The Black Swan: The Impact of the Highly Improbable*. As part of our Information & Technology Meeting, MHCA's IT Director Frank Collins gave an informative workshop on the resources available through our website.

The conference concluded Friday with MHCA's Board of Directors



*Top: Keynoter Chuck Underwood (left) was welcomed by MHCA CEO Don Hevey.*

*Middle: Sound Mental Health's Declan Wynne, Trish Blanchard and CEO David Stone described their housing initiatives.*

*Bottom: Kitchens With Mission Director David Carleton was welcomed by New Trends Chair Diana Knaebe and Florida member Steve Ronik.*





**Local Tour and Lunch at Seattle's Non-Profit FareStart**  
*Our New Trends Forum toured FareStart - affiliated with Kitchens With Mission, a training program described in General Session. At right, New Trends Chair Diana Knaebe and Greg Speed enjoyed lunch together.*



meeting followed by the initial meeting of an appointed committee to develop our corporate 2010-2012 Strategic Plan (see page 2). Their deliberations will be presented in November for further consideration and expansion.

As always, MHCA is indebted to its generous sponsors. In Seattle our Wednesday reception was hosted by Genoa Healthcare, and our morning continental breakfasts were sponsored by QoL meds and MHRRG/Negley

Associates. Exhibitors included Anasazi Software, ClaimTrak Systems, Essential Learning, Genoa Healthcare, Lavender & Wyatt Systems, MHRRG and Negley Associates, Peer Partners, QoL meds, Qualifacts Systems and Sequest Technologies. ❖



**Marketing and Fund Development Focus Group Scores Two Great Sessions**

*Above: Panelists from left to right - Tony Kopera, Jeanne Oliver, Tom Petrizzo, David Goff, David Johnson, David Guth and Maurice Joy described phases and goals of their Endowment Funds.*

*Right: Nancy Long of the Executive Service Corps of Washington was greeted by Marketing/Fund Development Chair Nelson Burns.*



## Washtenaw Hires New Director

The Washtenaw Community Health Organization (WCHO) of Ypsilanti, Michigan has appointed Patrick Barrie, MA as its new executive director. Barrie has served as interim executive director since February. He replaces Kathleen Reynolds, who retired after leading the organization since 2000. Previously, Barrie served six years as the director of mental health and substance abuse services administration with the Michigan Department of Community Health.

W C H O was created by the Regents of the University of Michigan and the Washtenaw County Board of Commissioners to assist health care among Medicaid and indigent consumers. They became MHCA members in 2006 - Welcome Patrick!❖



*Patrick Barrie*

## E-Learning, continued from p. 5

### Access. Connect. Empower.

Enhancing your website to provide 24/7 access to education, resources and forums for mutual support will help your organization to provide much-needed resources to your community while keeping pace with changing expectations for an online presence. Essential Learning's Community Access Site (CAS) is a web-based portal that provides over 100 online community education courses and resources to consumers and their families. The resources on a CAS make excellent adjuncts to traditional face-to-face approaches to behavioral health and assist those you serve on their path to recovery. Agencies that provide a CAS to its consumers gives them instant, 24/7 access to such diverse tools as a resource finder with mapping tool, recent articles on a variety of health related

topics, news from your organization and online social networking site. Dr. Mary Ellen Copeland's online WRAP® courses and web-based WRAP® building tool are offered in the WRAPCenter that comes with a subscription to CAS. MHCA member organizations receive a significant discount on a subscription to CAS services which are priced much lower than comparable Network of Care sites.

As you can see, e-learning is an easy, efficient way to take your training program and your organization-as-a-whole to the next level of performance. For more information about how to implement e-learning solutions tailored to meet your needs and to request a demo of our Community Access Site, visit [www.essentiallearning.com](http://www.essentiallearning.com) or call 1-800-729-9198 ext 284. ❖

## Fall Conference, cont. from p. 1

Following will be another informative address in the form of a member showcase presented by Monadnock Family Services on their extremely successful "In Shape" wellness program.

We are also very pleased to host Ecuadorean colleagues Michelle Grunauer, MD and Francisco Viteri, MD of the School of Medicine, University of San Francisco-Quito who will describe the mental health issues and needs of

Ecuadoreans. They will address our General Session immediately following the Monadnock presentation. MHCA member Ken Jue has been involved with Grunauer and Viteri in their work in Ecuador for several years.

Full conference agenda details are available in the Calendar section of MHCA's website. Registration is available only online and can be accessed at: [www.mhca.com](http://www.mhca.com). Go to the Calendar Section and select Conference

# CALENDAR

## MHCA 2009 Fall Conference

*Dates:* November 10-13, 2009  
*Location:* Westin Kierland  
Scottsdale, Arizona  
*Phone:* 800-354-5892  
*Rate:* \$219 single/double  
*Deadline:* October 7, 2009

## MHCA 2010 Winter Conference and Annual Meeting

### Celebrating our 25th Anniversary!

*Dates:* February 23-26, 2010  
*Location:* The Sandpearl  
Clearwater Beach,  
Florida  
*Phone:* 877-726-3111  
*Rate:* \$283 single/double  
*Deadline:* January 19, 2010

## National Council's 40th National Mental Health and Addictions Conference & Expo

*Dates:* March 15-17, 2010  
*Location:* Coronado Springs  
Disney World  
Orlando, Florida

## MHCA 2010 Spring Conference

*Dates:* May 4-7, 2010  
*Location:* Marriott Baltimore  
Waterfront  
Baltimore, Maryland  
*Phone:* 410-962-0202  
*Rate:* \$189 single/double  
*Deadline:* April 16, 2010

## IIMHL 2010 Leadership Exchange Citizens in Partnership - Inclusion or Illusion

*Dates:* May 17-21, 2010  
*Location:* United Kingdom and Ireland  
*For More Information:*  
<http://www.iimhl.com/Meetings/2010KillarneyIE-RegForm.asp>

Registration. Make hotel reservations separately by October 7 by phoning the Westin at: (800) 354-5892. Be sure to ask to be included in MHCA's room block for reduced rates. Or go to the Calendar section of [www.mhca.com](http://www.mhca.com) and select Hotel Reservations. As always, there is no conference registration fee – MHCA gladly offers you this opportunity to benefit from our extraordinary resources of executive connection. ❖