

# Executive Report

Published by Mental Health Corporations of America, Inc. Second Quarter 2010

**Come to Chicago!**

## Summer Conference Spotlights Fund Development

The exciting City of Chicago (aka Chicagoland) is the site of MHCA's 2010 Summer Conference to be held August 17-20 at the Westin Chicago River North Hotel. Keynoting our meeting Wednesday morning will be consultant and author Jon Duschinsky whose *Philanthropy in a Flat World* kicks off a fundraising emphasis for the entire conference.

Duschinsky explains what today's "flat" world, characterized by lowered trade and political barriers and telecommunications advances, means for nonprofits and their donors. He gives advice to nonprofit managers and fundraisers on attracting donors, competing against other flat world fundraisers, and reacting to and growing with the opportunities presented by the flat world. (Book News, May 2009)

Advancing the philanthropy theme Thursday morning will be a presentation by Terry Axelrod of Benevon®, a systematic model for building sustainable

funding. In addition, on both Wednesday and Thursday afternoons, our Marketing and Fund Development Focus Group will meet to explore topics such as fundraising metrics, development staffing, and organization-

wide development engagement. This is the perfect time for fund development staff to get on board! As always, MHCA member organizations may bring unlimited numbers of staff to our registration fee-free conference.

Another pre-conference Learning Community on Healthcare Integration will be held Tuesday for pre-contracted participants. LCHI is part of MHCA's continuing cooperative effort with the National Council on this impelling topic. Leaders are Kathy Reynolds, LMSW and Fred Michel, MD.

On Wednesday afternoon, April Bragg, PhD of The Centerstone Research Institute will lead a presentation on The Knowledge Network, an innovative project that brings together

*See Conference, page 5*



Our Keynoter:  
**Jon Duschinsky**  
*Changing the Paradigms of Those who Change the World*

"Globalization is forcing groups to adapt to a world with more choices than ever before, a greater focus on the individual, and fewer boundaries," says Jon Duschinsky in his book: *Philanthropy in a Flat World*. He believes passionately that the time is now - we have never had greater opportunities to make a difference, nor the responsibility to do it. Listening to him speak is to be inspired to seize these moments.

Duschinsky is Director of bethechange, an international consultancy with presence in Europe and North America, offering training and strategic development to organizations around the world. He works hands-on advising NGOs, universities, schools, cultural organizations and research centers around the world - creating and delivering made-to-measure capacity-building programs of training, consultancy and motivation. He was booked by over 30 conferences in 2009 in more than 15 countries, and is on faculty at universities in Europe and the U.S.

*A Message from the President*

## Community Health Solutions.... Now there's something worth working on!



Don Hevey

By now many of you have read SAMHSA's draft brief on a description of a good and modern addictions and mental health service system. SAMHSA states, "This document is designed to foster discussion among the Department of Health and Human Service Operating Divisions and other federal agencies on how best to integrate mental and substance use disorders into the health reform implementation agenda. By generating this document, SAMHSA is taking a proactive role in this discussion."

The document itself is powerful and puts forth a vision of a nicely integrated continuum of health care which includes addictions and mental health services. There are issues and statements that many will take exception to and the solutions and plans are somewhat vague, but the intent of the document is sound and the spirit expressed along side the new imperatives in MHCA's recently adopted strategic plan resonated with me.

MHCA's new imperative are:

1. To expand the scope of services beyond behavioral health services to integrated community health solutions.
2. To shape the national conversation, addressing matters of best practice, policy and reform.

3. To lead the industry in best practices (organizational, clinical, and business) through innovation, utilizing continuous quality improvement as our standard business practice.

4. To improve all aspects of corporate performance through technological advances.

5. To substantiate optimal performance through meaningful and measurable outcomes development and standardization initiatives.

SAMHSA intends that their brief will generate much discussion among its stakeholders regarding the changes that need to be made to our services and systems to adapt to the changing health care reform environment.

How MHCA will respond to the invitation to join in this national conversation is yet to be determined but it's an invitation we cannot ignore.

To receive a copy of SAMHSA's document or comment on it directly, contact: [Steven.Randazzo@SAMHSA.hhs.gov](mailto:Steven.Randazzo@SAMHSA.hhs.gov).

**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**

The *Executive Report* is published four times per year by:

**Mental Health Corporations of America, Inc.**

1876-A Eider Court  
Tallahassee, Florida 32308  
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850-942-4900

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136 Members in 31 States

## They've Joined MHCA

MHCA is pleased to welcome new member Jim Cooney with Ocean Mental Health Services of Bayville, New Jersey. Many members know Jim as the former Associate Executive Director at another New Jersey organization, Comprehensive Behavioral Healthcare. Now the CEO at Ocean MHS, Jim attended our Winter Conference in Clearwater Beach as a guest. Visit Ocean MHS at [www.oceanmhs.org](http://www.oceanmhs.org)



MHCA also welcomes South Jersey Behavioral Health Resources, another New Jersey member. CEO Theresa C. Wilson (Terri) was also a guest at our Winter Conference. South Jersey is located in Cherry Hill, serving Camden County along with longtime MHCA member Steininger Behavioral Care Services. Their website is currently under reconstruction, but you can contact Ms. Wilson at [twilson@sjbhr.org](mailto:twilson@sjbhr.org)

## Twenty Years With MHCA

Glenda Deal, MHCA's gracious and efficient Meeting Planner, celebrated twenty years employment with MHCA on June 11, 2010. Though officially in charge of meetings, her steady hand has guided our efforts throughout many areas of MHCA's success. Members and staff alike thank Glenda for her commitment and for a job well done. ❖



Enthusiastic MHCA members including CEO Don Hevey recently attended the 2010 IIMHL Exchange and Conference held May 17-21 in Ireland. This was the seventh program of its kind offered by the International Initiative for Mental Health Leadership, a collaborative of seven countries including England, Canada, New Zealand, Australia, Scotland, Ireland and the United States.

MHCA member CEO participants included Tony Kopera, Erv Brinker, Sue Stubbs, David Stone, Jon Cherry, Maggie Labarta, Randy Stith, Rich DeHaven, Gayle DiCesare, and John Van Camp. Scheduled to attend were Jim Gaynor and Gene Lawrence-both were unable to make the trip due to the infamous "ash cloud" that complicated air travel.

Following are comments from three members whose experiences confirm the continuing effectiveness of this international connection:

From Sue Stubbs, Chairman of MHCA's International Planning Committee and CEO of ServiceNet in Northampton, Massachusetts:

*As always, the experience of participating in the exchange was educational, enlightening, useful, and professionally and personally rewarding. I visited a recovery-oriented mental health organization, one of whose central issues/challenges has been that of trying to demonstrate and measure recovery. We visited vocational and support programs at a few sites in Dublin, met with staff and program participants, and had the opportunity to view and play with a web-based recovery instrument that this organization has been developing over the last few years.*



**Erv Brinker**



**Sue Stubbs**



**David Stone**

*Other colleagues from the U.K. and Canada engaged with us in discussion of this potential tool, as well as other methods being used in their respective countries, to try to document and measure recovery. Sharing ideas with this group definitely sharpened my thinking about the important issue of figuring out how to collect meaningful data on positive change in peoples' lives, as opposed to only looking at symptom reduction.*

*The large conference in Killarney provided us with exposure to some current thinking and trends in mental health across the globe through several excellent presentations--I would say that the content of the conference was even more relevant and useful to me as a provider exec than other IIMHL conferences I've attended.*

From David Stone, MHCA Board Member and CEO of Sound Mental Health, Seattle, Washington:

*As is often the case when one attends conferences, I felt better about what our organization and nation are doing than before I left.*

**See IIMHL in Ireland, page 4**

## Improving Practice & Influencing Policy – The Knowledge Network

### *Are you interested in:*

- Making sure your clients get the best treatments possible?
- Being part of research with top-tier universities?
- Participating in federal studies to find what works in community mental health?
- Making your organization's voice heard on federal policy decisions that affect your organization and clients?

Currently, not only does it take approximately 17 years for the best treatments to start being used in the community, but 70% of the clients we serve are getting the wrong care. The Knowledge Network, sponsored by the Centerstone Research Institute, is working to change this.

On August 18 in Chicago as part of our "Learn About It" workshop series, Dr. April Bragg will describe the four work groups of the Knowledge Network and convey to participants how they can become involved

### **Interested in Implementation?**

Even the best research projects fail because organizations do not share best

practices about how they were successful. This working group's first project is to develop a rapid cycle implementation method to get research-based knowledge into community mental health centers. Their first target is increasing the prescription of clozapine, a generic antipsychotic with the best long term results, for individuals with schizophrenia who screen positive for suicide risk.

**Interested in Policy?** This working group wants to make sure that all patients served by community mental health providers can access the best care. One key stepping stone to good care is having access to Health Information Technology. Without Health IT, CMHCs can't provide the common-sense, cost-saving, life-saving treatments they want to be offering. If you're passionate this, learn about the policy working groups efforts to make sure community health is part of the National Health IT infrastructure and how you can get involved.

### **Interested in Technology?**

Knowledge Network members in this working group are setting up a

data warehouse for behavioral health information across the nation. This data warehouse is going to collect de-identified data that would track the progress of implementing research-based practices for participating Knowledge Network Community Mental Health Centers.

**Interested in Research?** Knowledge Network members have developed a plan to expand the number of academic-CMHC research collaborations. Learn about the Knowledge Network's online clearinghouse where researchers and CMHCs can 1) submit research protocol ideas and see how they can work together to collaborate, 2) report on the what works and doesn't work in these collaborations, and 3) report the results of their studies.

Come ... **"Learn About It!"** ❖



*April Bragg, PhD  
Centerstone Research  
Institute*

## IIMHL in Ireland, [continued from page 3](#)

*I think it was helpful for my staff member and me to learn about methods and ideas used in Ireland and compare them to those we use.*

From Erv Brinker, Past MHCA Board Chairman and CEO of Summit Pointe, Battle Creek, Michigan:

*IIMHL's networking and discussions are always beneficial. I always enjoy seeing colleagues from different countries, hearing what is taking place in their organizations and gaining insight in terms of how to position my organization for the future. In many ways my trip to Ireland took me back in time - riding the train from Dublin to Killarney and seeing the countryside and small towns. In many places the*

*U.S. looked very similar not that long ago.*

*I was involved in the IIMHL planning group and thus did not have an opportunity this time to visit a clinical site. My observation from listening to the speakers is that Ireland is dealing with many of the same issues we are in the U.S. In some areas they are ahead of us and in many they are not as far down the path.*

*With only a week to visit, we were not able to spend much time touring the country. However, a tour of the Guinness Brewery was very informative and educational. The company employed thousands of people at one time and occupied 60 acres in the middle of Dublin.*

*They were a major industry in the city and the country. The tour does an outstanding job of depicting their history over the last couple hundred years.*

IIMHL's next Exchange and Conference will be held September 11-17, 2011 in San Francisco - plan now to take advantage of this great opportunity in our own back yard! ❖



Summer Conference, cont from p. 1

mental health centers, academic researchers, behavioral health advocates, industry leaders, and policymakers in order to work together in transforming behavioral healthcare. Sponsored by the Centerstone Research Institute, the Knowledge Network endeavors to stimulate collaboration, encourage academic research in applied research settings, and impact federal funding and policy priorities (see page 4).

Following this, MHCA member Jim Gaynor will lead our Futures Forum, taking it to “the next level.” Those who know Jim can imagine that this will be a stimulating session! Check our online agenda for updates on the topic (<http://www.mhca.com/Meetings/2Agenda-46.asp>)

Thursday’s general session, in addition to featuring the Benevon presentation, will include a showcase on Indiana’s Permanent Supportive Housing Initiative (IPSHI). Centerstone’s Susan Markley will lead the panel presentation. Launched in 2008, IPSHI’s primary goals are to

reduce long-term homelessness and reduce the use of expensive emergency systems of care as primary homeless interventions by developing high-quality permanent supportive housing projects. Learn how IPSHI brings together housing developers, behavioral health providers, and homeless assistance networks and funders to develop permanent supportive housing as a foundation for recovery. Serving on the panel with Markley are Rodney Stockment of the Indiana Housing and Community Development Authority, Lori Phillips-Steele, Associate Director, Indiana Corporation for Supportive Housing, and Katrina Van Valkenburgh, Director of the Illinois and Indiana Program Corporation for Supportive Housing.

In the afternoon, Allen Daniels, EdD will again head up our Quality Improvement Collaborative-Phase Two where MHCA member organizations share their QI experience and compare their findings. Leading our New Trends Forum on Thursday afternoon is Diana Knaebe who will host several Illinois panelists in a presentation on successful programs in that state.

As MHCA Chairman Tony Kopera so expertly and enthusiastically told us in May...Chicago is a must-see city! Experience its renowned architecture (including the world’s first skyscrapers!), world-class museums, Lincoln Park Zoo (free!), the Navy Pier and dozens of theaters offering music, dance and other forms of live entertainment. And while we are in town, the Chicago Cubs will play several home games (Wrigley Field!), the 16<sup>th</sup> through the 20<sup>th</sup> (first vs. the San Diego Padres and then the Atlanta Braves). You White Sox fans will be limited to home games the weekend prior to our conference, the 14<sup>th</sup> and 15<sup>th</sup> (vs. the Detroit Tigers). All this, of course, AFTER you’ve enjoyed MHCA’s informative agenda!

To register for our conference, go to: <http://www.mhca.com/Meetings/2MeetingRegistration.asp?CalendarID=46> Make hotel reservations separately by phoning the Westin at 800-233-4100. Deadline is July 15 – be sure to mention the MHCA block to receive reduced conference rates. Come one, come all – see you in Chicago! ❖

Meet Our Conference Leaders



**Susan Markley**  
Senior Consultant  
Centerstone Research  
Institute  
Bloomington, Indiana



**Allen S. Daniels, EdD**  
Vice President and Director  
of Scientific Affairs  
Depression and Bipolar  
Support Alliance  
Chicago, Illinois



**Terry Axelrod**  
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**Jim Gaynor**  
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**Diana Knaebe**  
Chief Executive Officer  
Heritage Behavioral Health  
Decatur, Illinois

# High Attendance at Spring Conference in Baltimore

It was MHCA's first trip to Baltimore but it probably won't be our last! The city provided a delightful backdrop for our 2010 Spring Conference May 4-7 at the InterContinental Harbor Court Hotel. A great attendance of 150 was on hand for presentations, collaborative workshops and our continuing Integrated Healthcare Learning Community meeting.

Wednesday keynoter Terry Brock brought bountiful energy to his

message of relationship marketing through technology. His presentation was followed by thoughtful comments by Jeremy Nelson on developing an information technology portfolio. Nelson, President of Afia, Inc., has provided his presentation to our document archives, available to MHCA members at [www.mhca.com](http://www.mhca.com). Our Information and Technology Focus Group hosted Nelson as a guest speaker Wednesday afternoon

where he discussed web based tools to assist behavioral health organizations with electronic health record vendor selection.

Thursday's featured speaker was Dr. David Whitehouse who is now associated with CatalystRx ([www.catalystrx.com](http://www.catalystrx.com)). Whitehouse mesmerized his morning audience with a highly technical yet wonderfully accessible presentation on "Neuroscience Informed Mental Health." An afternoon "Fishbowl Forum", which was to include



Howard Bracco thanks keynoter Terry Brock (right) Speaker Jeremy Nelson (left) and IT's Chris Wyre



Below from left: Forum Leaders Jim McDermott and Chris Wyre, Featured Speaker David Whitehouse, MD, and Forum Leaders Diana Knaebe and Greg Speed.



MHCA's forum leaders in conversation with Whitehouse, evolved into a continuation of the morning format with Whitehouse elaborating on his topic and taking questions from the audience. A document provided to MHCA by Whitehouse entitled "Futurist Perspective on the Implications of Technology on Behavioral Health" provides similar information to his MHCA presentation and is available to MHCA members in our document archives at [www.mhca.com](http://www.mhca.com). It was first presented to a recent Open Minds Informatics Conference.

MHCA is indebted to our generous sponsors for their contributions to our conference. Hosting Wednesday morning's continental breakfast was QoL meds, represented by Christy Rosado, Gabe Santry and Christy Barth. Wednesday evening's lovely rooftop reception was sponsored by Genoa Healthcare, represented by Kevin Martyn, Mark Peterson and other great Genoa friends. And MHRG/Negley Associates provided Thursday's continental breakfast. Negley Associates was represented by Nicholas Bozzo, Marilyn Udis and Sue Cohen. ❖

The talk around MHCA's Spring Conference  
*Collegial Conversations*



*New member Steve Ramsland visits with Barbara Smith*



*Dr. Allen Daniels and MHCA's Nancy Maudlin reflect on Wednesday's QI Collaborative meeting.*



*Linda DePiano, Joe Michaels and Steve Ronik - Steve's not really throwing a punch, just making a point!!*



*MHCA's Kelly Lackey catches up with Roxsandra Clemons-McFarthing of the Park Center.*



*Continuing  
the  
Celebration*



*From ServiceNet: Seth Dunn, Bruce Barshefsky, Sue Stubbs and Jim Frutkin.*



*Above: Grand Prairie's Dawn Winters and Lisa Labiak visit with Tony and Elaine Kopera.*

*Right: Mel Smith of Peer Partners, LLC (left) chats with Bill Barry, Steininger Behavioral Care Services*



## Advancing Quality Improvement

By Allen S. Daniels, EdD

The MHCA Quality Improvement Collaborative - Phase Two held its second meeting recently in Baltimore as part of MHCA's 2010 Spring Conference. There continues to be broad participation and enthusiasm for this project. For this phase of the Collaborative membership is open and participation at the quarterly meeting or virtual meetings is open to all.

As with Phase One, many participants will again complete an improvement project, and some will continue just to observe. Between the quarterly meetings there will also be webinar



Facilitator Allen Daniels is joined by Quality Improvement Collaborative participants (from left) Sandy Hall, Catherine Carter and Madeline Becker.

sessions that are open to all participants. At the quarterly meetings, individualized technical assistance conferences are also available. To learn more about the MHCA Quality Improvement Collaborative please contact: Allen S. Daniels, Ed.D. 513-319-5614 Email: [allensdaniels@gmail.com](mailto:allensdaniels@gmail.com)

## CALENDAR

### MHCA 2010 Summer Conference

Dates: August 17-20, 2010

Location: Westin Chicago  
River North  
Chicago, Illinois

Reservations: 800-233-4100

Rate: \$189 single/double

Deadline: July 15, 2010

### MHRRG Fall Board Meeting

Dates: October

Location: Vermont

### MHCA 2010 Fall Conference

Dates: November

Location: San Francisco, CA

Watch for details at [www.mhca.com](http://www.mhca.com)

### MHCA 2011 Winter Conference and Annual Meeting

Dates: February 22-25, 2011

Location: The Sandpearl  
Clearwater Beach, FL

Reservations: 877-726-3111

Rate: \$283 single/double

Deadline: January 28, 2011

## Learning Community Continues Vital Role in Preparing for Integrated Care

By Laurie Alexander, Consultant to the National Council

MHCA's Integrated Healthcare Learning Community met in Baltimore on May 4. The meeting focused on using data to guide treatment and evaluate programs in integrated service delivery systems.

Dr. Fred Michel of Pikes Peak Behavioral Health Group presented on screening and assessment tools for use in integrated primary care and behavioral health settings. A presentation on a depression disease management program in Colorado Springs, CO, provided an example of how client data can be used to inform care and improve service delivery. Kathleen Reynolds, National Council Vice President for Health Integration and Wellness Promotion, led a spirited discussion on tracking outcomes and evaluation with learning community members. The day-long meeting ended with Jeremy

Nelson's demonstration of web-based disease registry systems that interface with existing electronic medical records and can be used to track behavioral health conditions in primary care.

Through the MHCA Learning Community, the National Council is working with 31 community mental health centers from around the country to support their efforts to become integrated providers. The year-long Learning Community ends in August and is one of several that the National Council has underway currently. For more information, go to: <http://www.nationalcouncil-learningcommunities.org/>.



Above: Presenters Kathy Reynolds and Jeremy Nelson share the leadership of May's Integrated Healthcare Learning Community.

Below: National Council's Laurie Alexander and Laura Galbreath add support to the session.

