

Executive Report

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San Francisco To Welcome MHCA Fall Conference

Members and guests of MHCA will return to San Francisco for their 2010 Fall Conference to be held November 10-12 at the JW Marriott Hotel in the city's cultural heart - Union Square. We last visited the "City by the Bay" in 2004. Plan now to join us again for a purpose filled conference in a uniquely pleasant location.

Keynoting the conference on Wednesday will be noted author Steve Farber whose several books on leadership have earned high praise and international acclaim (*see inset this page plus page 2 for details about our speaker*).

Our afternoon "Learn About It" forum will feature a poster session provided by participants in MHCA's year long Integrated Healthcare Learning Community. It will be followed by MHCA committee meetings including Marketing/Fundraising, Performance Improvement, and International Planning. Jim Gaynor will again lead our Futures Forum, and Chairman Chris Wyre will conduct our Information and Technology Focus Group that afternoon.

Thursday's general session begins with a presentation by Carla Javits, CEO of REDF (formerly known as the Roberts Enterprise Development Fund.) REDF is a San Francisco-based, high-impact venture philanthropy organization that provides funding and business assistance to a carefully selected portfolio of nonprofit enter-

prises. Those selected employ young people disconnected from school and work and adults overcoming histories of homelessness, mental illness, addiction, incarceration, chronic poverty

and joblessness. Since 1997, REDF has partnered with nonprofits that have pioneered the creation of social enterprise, helping them expand their enterprises,

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Acclaimed Author to Provide Keynote Address in San Francisco

MHCA is pleased to introduce our 2010 Fall Conference keynote speaker: Steve Farber is the president of Extreme Leadership, Inc., an organization devoted to the cultivation and development of "Extreme Leaders" in the business community.

A subject-matter expert in business leadership and a frequent guest on news-talk shows around the country, Farber is a senior-level leadership coach and consultant who has worked with and spoken to a wide variety of public and private organizations in virtually every arena, from the tech sector to financial services, manufacturing, health care, hospitality, entertainment, retail, and the U. S. government.

In 1989, after having run his own financial services company, Farber devoted his professional life to the field of leadership development and has been at it ever since. He was director of service programs at TMI, an international training consultancy, and then worked for six years as Vice President and Official Mouthpiece (that's what it said on his business card) of The Tom Peters Company where he met several of his mentors including author/gurus Tom Peters, Jim Kouzes, and Terry Pearce. In 2000, Farber established his own company, Extreme Leadership, Inc, where he is president and CEO. He is also the co-founding director of The Center for Social Profit Leadership, a nonprofit organization formed to serve the leadership development needs of social entrepreneurs, and he sits on the Board of Directors of the world-renown program, Up With People, a global leadership program for students from 18 to 29 years old.

His latest book, *Greater Than Yourself: The Ultimate Lesson In Leadership*, was a Wall Street Journal® and USA Today® bestseller. His second book, *The Radical Edge: Stoke Your Business, Amp Your Life, and Change the World*, was hailed as "a playbook for harnessing the power of the human spirit." And his first book, *The Radical Leap: A Personal Lesson in Extreme Leadership*, is already considered a classic in the leadership field. It received Fast Company magazine's Readers' Choice Award and was recently named one of the 100 "Best Business Books of All Time."



A Message from the President

Love, Energy, Audacity and Proof

It's always a challenge to find the right keynoter to address MHCA's quarterly conferences. The audience, after all, is made up primarily of CEOs, men and women who aren't just a little savvy...they are a lot savvy. They are behavioral health leaders who know their way around the block, who have overseen significant numbers of staff, provided management of care to thousands of clients and dealt with the truly mind boggling financial and political realities of providing service in an often hostile environment. Their communities are sometimes supportive but occasionally downright mean-spirited. It's a daily struggle and it takes more than platitudes to inspire them.

I always hope to find speakers who will understand the specifics of behavioral healthcare and provide useful, inspiring messages to encourage entrepreneurial solutions to the challenges at hand.

In San Francisco on November 10th, author Steve Farber will be our keynoter and will talk with us about what he terms "Extreme Leadership." Here is what critics are saying about his message as communicated through two of his books, *The Radical Edge* and *The Radical Leap*:

The business world is ready for an entirely new approach to leadership, and Steve Farber knows how to energize business leaders and help them make the leap into extreme leadership. In fact, taking a giant "L.E.A.P" forward is exactly what Farber prescribes. What exactly is an extreme leader? One who cultivates **love**, generates **energy**, inspires **audacity**, and provides **proof**. In his exciting and innovative new business parable,



Don Hevey

The Radical Leap, Farber explores an entirely new leadership model, one in which leaders aren't afraid to take risks, make mistakes in front of employees, or actively solicit employee feedback. His book dispenses with the typical, tired notions of what it means to be a leader.

Steve Farber introduces readers to "Extreme Leadership," showing them how to renew their passion and excitement and become committed to changing the world for the better by disregarding normal constraints.

Farber takes readers to an even higher level of self-discovery in *The Radical Edge* by exploring answers to these questions:

- How can people amp up their lives to amazing levels of achievement?
- If individuals assume personal responsibility, can customers, companies, and employees change for the better?
- Is it really possible to shake off inertia and transform your work and your life?

I am confident that Steve Farber will be a keynoter you won't soon forget. Don't miss this opportunity to renew your business and personal spirit. Learn with MHCA new ways to inspire your team back home and rekindle your own commitment to the important work you do.

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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Tara S. Boyter, Editor
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137 Members in 31 States

First EHR Certification Bodies Named

The Certification Commission for Health Information Technology (CCHIT) of Chicago and the Drummond Group, Inc. of Austin, TX, have been named by the Office of the National Coordinator for Health Information Technology as the first technology review bodies authorized to test and certify electronic health record systems.

With the announcement of the testing and certification bodies, EHR vendors can begin to have their products certified as meeting and supporting meaningful use criteria released in July 2010 by the Centers for Medicare & Medicaid Services. Certification is considered a crucial step because it ensures that certified EHR products can support achievement of the required meaningful use objectives and will be aligned with one another on key standards. Certification of EHRs is part of the initiative undertaken last year under the Health Information Technology for Economic and Clinical Health (HITECH) Act, which created new incentive payment programs as part of the American Recovery and Reinvestment Act to help healthcare providers as they transition from paper-based medical records to EHRs.

CCHIT targeted September 20 as the date to launch its authorized certification program via webcast and is to take new health IT developer applications immediately after. The first group of certified complete EHRs and EHR modules are expected to be announced within weeks of that launch. ❖

This information was first published by HealthLeaders Media and provided to MHCA via Tony Kopera, PhD, MHCA Board Chairman.



Negley Awards Offer Cash Prizes for Excellence in Risk Management

The 2011 Negley Awards for Excellence in Risk Management program is soliciting applications providing information about “Preventing Wrongful Termination.” The primary purpose of the Negley Awards is to elicit best practice programs from clinicians and behavioral health provider organizations to share with the wider industry.

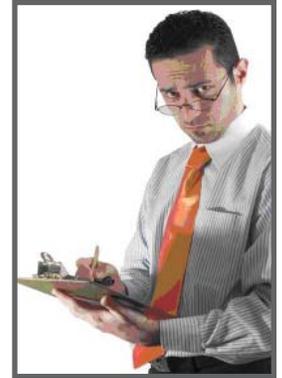
Applications are now available at MHCA’s website: <http://www.mhca.com/Forms/NegleyAwardApplication2011.pdf>

The deadline is November 15, 2010. Applicants must be either (1) a shareholder in the Mental Health Risk Retention Group (MHRRG), (2) a member of Mental Health Corporations of America, Inc. (MHCA), or (3) a member of the National Council.

Applications will be reviewed and three winning applications selected by the MHRRG Board of Directors whose decision is final. Three unrestricted cash awards are made: a \$10,000 President’s Award, a \$5,000 Chairman’s Award, and a \$5,000 Directors’ Award.

Winners will present their programs in Clearwater Beach, Florida at MHCA’s Winter Conference to be held February 22-25, 2011. They will present a second time at the Annual Conference of the National Council to be held May 2-4 in San Diego, California. Finalists will receive up to \$1,500 to offset the cost of travel expenses to the two conferences.

The Negley Awards were established in 1990 by Negley Associates, underwriting managers for the Mental Health Risk Retention Group. Since the program’s inception, in excess of one-quarter million dollars have been awarded to deserving applicants. ❖



Promoting Alternatives to the Use of Seclusion and Restraint

Grafton Featured in SAMHSA Brief

In 2008, MHCA member company, Grafton of Winchester, Virginia took top honors in the Negley Awards for Excellence in Risk Management. That year’s topic was “The Minimization of Restraint Initiative.” Since then Grafton has received numerous requests for demonstration and replication of their program. Recently, the U. S. Substance Abuse and Mental Health Services Administration (SAMHSA) featured Grafton’s program as part of their series on promoting alternatives to the use of seclusion and restraint. Author Janice LeBel, EdD cites Grafton’s work in her white paper, “The Business Case for Preventing and Reducing Restraint

and Seclusion Use.” The paper describes the systemic, organizational and personal costs of the use of seclusion and restraint practices as well as cost savings related to reduction in their use. To view the paper and get a glimpse of Grafton’s efforts in this critically important initiative, visit: http://www.samhsa.gov/matrix2/IssueBrief4_B.pdf

Another example of an MHCA member influencing our industry in a most positive way! ❖



*James G. Gaynor II
CEO, Grafton*

Record Attendance for MHCA Summer Conference in Chicago

Why? Why, why, why? You would have thought a three year old was at the podium as MHCA Summer Conference keynoter Jon Duschinsky forced the age old question of toddlers on behavioral healthcare providers thinking about their current and potential fundraising initiatives.

Why should I give money to your organization? Why should I care? Why will your efforts matter in my life? Why should I choose your work over someone else's as the target of my largesse?

On August 18th Duschinsky addressed the conference in Chicago as MHCA assembled for a very successful meeting. A nearly record number attended (240 - surpassed only by attendance at our 25th anniversary conference in February) to hear about fundraising among a number of other timely topics. Our keynoter's thought provoking presentation included break out sessions for the audience to quiz one another and "drill down" into the essence of their fundraising messages. After multiple "why's", it didn't take long to go beyond the slogans. Soon we were expressing the true reason for solicitation of funds – to realize and maximize the worth of each client who crosses our thresholds. It was a powerful message and Duschinsky delivered it well.

Thursday's general session presentations included one on Indiana's Permanent Supportive Housing Initiative provided by Centerstone Research Institute's Susan Markley along with Lori Phillips-Steel of the Indiana Corporation for Supportive Housing and Katrina Van Valkenburgh of the Illinois and Indiana

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Top Photo, from left: **Richard Anderson, Sherry Houston and Maggie Labarta of Meridian Behavioral Healthcare** visit with keynote speaker Jon Duschinsky while purchasing his book, "Philanthropy in a Flat World."

Middle Photo from left: **iCentrix VP Doug Philipon, Tod Citron of Cobb-Douglas CSB and MHCA IT Director Frank Collins.**

Bottom left photo from left: **Grady Wilkinson greets New York guest Chris Wilkins.**

Bottom right photo: **Diana Knaebe visits with Afia CEO Jeremy Nelson.**





New Trends Panel Highlights Illinois Programs: (Seated left to right) Ron Weglarz, Don Miskowicz, Jodi Mahoney, Diana Knaebe and Katharine Bensinger. (Standing left to right) Ron Otto, Tony Zipple, Marshelia Harris, Art Krzyzanowski, and Kristin Davis.



Knowledge Network Presenter
April Bragg



A Word about Wall Street:
Anthony Deem and Mary Ruiz



Benevon's Terry Axelrod with (top) Darrell Evora, and (right) Marketing/Fund Development Chairman Nelson Burns



Housing Experts: *Susan Markley, Katrina Van Valkenburgh and Lori Phillips-Steele*



Fundraising Panelists (left to right) Steve Ramsland, Diana Knaebe, Lisa Labiak and Nelson Burns

Summer Conference, *continued from page 4*

Program Corporation for Supportive Housing. Following their program, we heard from Anthony Deem of the Cleveland Research Company and Mary Ruiz, CEO of Manatee Glens. Together they piqued our interest on how not-for-profit behavioral healthcare organizations might provide information to Wall Street to enhance their financial position. The MHCA Board of Directors has approved circulation of a survey co-authored by Deem and MHCA to solicit meaningful data. The third presentation of the morning was given by Benevon Group CEO Terry Axelrod who described that organization's unique fundraising model.

On both Wednesday and Thursday afternoons the Marketing and Fund Development Focus Group convened. First the Group heard from MHCA panelists Lisa Labiak, Steve Ramsland, Diana Knaebe and Nelson Burns on topics that included "Leveraging Strategic Partnerships", "The Board Member's Role in PR and Fund Development", "The CEO's Involvement in Fundraising", and "Metrics in Fundraising." Burns will be conducting a MHCA member survey on fundraising metrics data to support investment in fundraising efforts. At their second session, the Group enjoyed a Q&A with Terry Axelrod as a follow-up to her earlier presentation on the Benevon system. She will be conducting a free conference call consultation on the product September 30 with MHCA members.

Dr. April Bragg, Research Communications Manager of Centerstone Research Institute, described CRI's Knowledge Network in a presentation Wednesday afternoon. KN stimulates collaboration, encourages applied research and impacts federal funding and policy priorities. They have identified four key components to integrating science into the service of behavioral health:

research, technology, implementation, and policy.

Returning as the facilitator of our Futures Forum, Jim Gaynor led that group on Wednesday afternoon in an examination of the question, "What business are we in?" Gaynor will continue to explore the outer regions when Futures reconvenes at our Fall Conference in San Francisco. New Trends Forum leader Diana Knaebe led an informative panel showcase of innovative programs being delivered by our Illinois members. Panelists included Ron Weglarz of Grand Prairie Services; Don Miskowiec and Jodi Mahoney of North Central Behavioral Health Systems; Katharine Bensinger of C4; Tony Zipple, Kristin Davis, Ron Otto, Marshelia Harris and Arthur Krzyzanowski of Thresholds and Knaebe of Heritage Behavioral Health.

Allen Daniels, EdD continued in his facilitation of the MHCA Quality Improvement Collaborative: Phase Two on Thursday afternoon. Collaborative participants are hoping to provide a "storyboard" presentation at MHCA's 2011 Winter Conference in Florida. They next convene at our 2010 Fall Conference in San Francisco.

The entire Chicago conference was kicked off on Tuesday with the last of a year long series of meetings of the MHCA Integrated Healthcare Learning Community (*see article, page 8*). There is already talk of developing a second IHLC, and MHCA will be contacting members to gauge interest.

As always, MHCA is indebted to our conference sponsors and appreciates the attendance of all of our exhibitors. Sponsoring our continental breakfasts were QoL meds and UNI/CARE. Wednesday evening's reception was hosted by Genoa Healthcare, and Thursday evening's reception was hosted by Mental Health Risk Retention Group and Negley Associates. ❖

San Francisco, *continued from page 1*

achieve sustainable success, and measure the positive impact of their work on people and communities. In doing so, REDF has helped employ more than 5,500 people in the San Francisco Bay Area and is supported by the generous contributions of individuals, corporations, and foundations. MHCA member Steve Ramsland, CEO of San Rafael's Buckelew Programs, is responsible for bringing REDF to our attention and will be introducing Ms. Javits at our conference.

In the afternoon, we will examine a piece of the federal healthcare reform legislation pertaining to "meaningful use" - its financial incentives and other related issues like 42 CFR and privacy. Presenters will include Mike Morris of Anasazi Software, Bill Connors of Sequest Technologies and several MHCA members. The session is being coordinated by MHCA's Information and Technology Committee. Additionally there will be a late afternoon set of break-out discussion groups for participants to pursue topics of special interest - be watching our MHCA general list serve for topic development and take this opportunity to suggest a topic of concern to you and your colleagues. From budgets to bed bugs...it's all open for discussion!

Scheduled to exhibit their products in services at the Fall Conference are 14 companies whose representatives have taken the time to get to know our industry and look forward to visiting with conference attendees. Be sure to get by their booths and learn how they can help you do your job better!

Join us in San Francisco November 10-12 for another great conference. Lots to do, lots to learn - get it on your calendar now so you won't miss a thing! ❖

The Celebration Continues!





Call for Nominations

Nominations are being solicited from the entire membership for seven positions on MHCA's Board of Directors. This year nominations are being called for in four board regions. Deadline for nominations is **September 27** and the nominations process is conducted only online - go to: <http://www.mhca.com/Members/2BoardNominations.asp?BoardID=1>.

There is one position available in the Midwest and two positions each available in the Northeast, South, and Southwest. You may nominate members in regions other than the one in which your organization is located. Terms for these positions will be for three years, beginning at the close of the board meeting on February 25, 2011 and expiring at the close of the board meeting in 2014.

To be eligible for nomination, members must:

- 1) Be permanent CEOs or directors of their organizations, not acting or interim.
- 2) Have attended at least one quarterly meeting since their organization joined MHCA.
- 3) Have attended at least one quarterly meeting since becoming permanent CEO or director of their organization, if that organization was already an MHCA member.
- 4) Be located in a region in which there will be a board vacancy.

Current board members whose terms expire in 2011 are also eligible. Those whose terms are expiring include: Grady Wilkinson, Bill Sette, Sue Stubbs, Linda DePiano, Jerry Mayo, Harriet Hall and Susan Rushing. ❖

Southeast MHC Influences Behavioral Healthcare in South America

What does a student in Quito, Ecuador know about a behavioral health center in Memphis, Tennessee? They are a world apart, separated by a distance of more than geography, a chasm of culture and economics.

But Daniela Paola Pabon Venegas knows this...that the people of Southeast Mental Health Center care about more than their own clients, more than their own community, more than their own paychecks. For the third year in a row, Gene Lawrence, CEO at Southeast MHC, has secured funding for a scholarship in the School of Social Work at Catholic University in Quito. Through the Ecuador Project of IIMHL (International Initiative for Mental Health Leadership) Lawrence and Southeast have made a big difference not only for the three students they have funded, but for the communities that will benefit in the long run.

This year Daniela Paola Pabon Venegas is in her final year of undergraduate studies and was in need of financial support in order to continue and to complete her social work education. She is one of the top students in her class. Another current graduating student and last year's recipient of the Southeast scholarship, Byron Herrera Cuesta, was involved in her selection.

At MHCA's 2009 Fall Conference in Scottsdale, Arizona, Dr. Michelle Grunauer, Director of the Department of Mental Health, University of San Francisco-Quito and Dr. Francisco

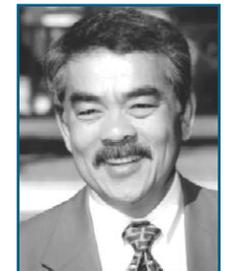
Viteri, Regional Public Health Administrator, Municipality of Quito-Tumbaco Valley Regional Office addressed our members and described behavioral health care services in Ecuador. Both doctors will provide additional supervision and training for Daniela beyond the supervision and support she receives from the School of Social Work.

The scholarship was awarded to Daniela in early September in the form of a check for \$2,500 for the full academic year. Ken Jue, former MHCA member and current Ecuador Project Director for IIMHL, will visit her when he travels to Quito September 19-23.

MHCA salutes Gene Lawrence and all of Southeast MHC for their support of this student in particular and for their generosity over the past three years as MHCA and IIMHL reach beyond our borders to influence behavioral healthcare internationally. ❖



*Gene Lawrence
CEO, Southeast MHC*



*Ken Jue
Ecuador Project
Director, IIMHL*

It's AspenPointe in Colorado

After consideration of 200+ options and considerable market testing, the former Pikes Peak Behavioral Health Group of Colorado Springs, Colorado has selected a new name - AspenPointe. CEO Morris Roth says that AspenPointe pays homage to their heritage and Colorado location and will

serve them well for decades ahead. He reports that the new name has been well received by clients and creates a single identity for their 12 organizations. ❖



Morris Roth

Integrated Healthcare Learning Community Meets in Chicago

When MHCA met in Chicago August 17-20, the Integrated Healthcare Learning Community held the last of a year long series of workshops which have convened 31 MHCA behavioral health organizations and their primary health partners to advance their effectiveness and encourage their success.

Three groups addressed the session describing their partnership

journey, present status and goals for the future. They included Porter-Starke/HealthLinc of Valparaiso, Indiana, AMHS/Pines Health Services of Caribou, Maine, and Cobb Douglas CSB/APS Healthcare of Atlanta, Georgia.

Porter-Starke Services, Inc. (PS) and Healthlinc have been partners in integrated care since 1998. With little patient overlap between the two, for some time they had an integrated model that only served the Healthlinc population, not the PS population. There was clear recognition that PS clients often had inadequate primary healthcare so it was decided to start a pilot program providing primary care to a very small group of clients at the behavioral health location where the clients were accustomed to coming for services. From the start they wanted to achieve the correct balance between assertive case management and allowing client autonomy and independence in decision making. Soon, however, they had to rethink the autonomy/independence balance and determined that more support was needed as incentive remained an elusive goal for some clients.

Their efforts have paid off. What have the partners learned thus far?

- 1) *Integrated care for seriously mentally ill works to improve health outcomes.*
- 2) *It is best to provide that care in the*



Integrated Healthcare Partnership Presenters: (front row, left to right) *Aileen Wehren, Rocco Schiralli and Tim Ames, MD, Porter-Starke/HealthLinc;* (back row, left to right) *Bob Climko, MD and Cheryl Holt, Cobb-Douglas CSB/APS Healthcare; Jim Davis, Greg Disy, Hans Duvenfelt, MD and Lorraine Chamberlain, AMHC/Pines Health Services.*

behavioral health setting where clients are already comfortable.

3) *It takes patience and time to engage the clients.*

4) *You have to have the right staff and they have to be dedicated to the model.*

5) *It is worth the effort!*

AMHC, a Community Mental Health Center, and Pines Health Center, an FQHC, have partnered together to offer integrative healthcare services to consumers in Aroostook County, Maine, over the past three years. They explained that they are seeking to explore through the MHCA Learning Community how they can better facilitate the process of change with providers in offering patient centered health care at the site of the consumer's choice. They intend to change practice, culture and the overall process of offering quality services to better meet the needs of their community, especially for those with chronic and persistent mental health care needs.

APS Healthcare of Georgia, a private healthcare company, and Cobb-Douglas Community Services Board, a community behavioral health organization, collaborated to address the health disparities of people with serious mental illness in their area. A number of models have emerged in an effort to provide more integrated care and better serve clients. The mod-

CALENDAR

MHRRG Fall Board Meeting

Dates: October 15, 2010
Location: Topnotch Resort
Stowe, VT

MHCA 2010 Fall Conference

Dates: November 10-12, 2010
Location: JW Marriott,
San Francisco, CA
Phone: (800) 228-9290
Rate: \$199 Single/Double
Deadline: October 15, 2010
Watch for details at www.mhca.com

MHCA 2011 Winter Conference and Annual Meeting

Dates: February 22-25, 2011
Location: The Sandpearl
Clearwater Beach, FL
Phone: 877-726-3111
Rate: \$283 single/double
Deadline: January 28, 2011

MHCA 2011 Spring Conference Tentative Arrangements:

Dates: May 24-27, 2011
Location: Boston, MA

el they highlighted is a public-private partnership which blends the strengths of their two organizations to create a 'virtual' medical home through a proprietary information system. This network uses the vast array of best practice services available through Cobb CSB in conjunction with consumer empowerment strategies available through APS Healthcare. Together the presenters outlined eight essential steps for a successful partnership:

- 1) *Establish the partnership's mission*
- 2) *Identify a common language*
- 3) *Maintain pacing, flexibility, and capacity*
- 4) *Develop shared solutions*
- 5) *Determine expectations*
- 6) *Delegate trust*
- 7) *Create empowerment*
- 8) *Measure outcomes*

Impressed by these presentations, the IHLC will conduct a full poster session at MHCA's 2010 Fall Conference November 11. ❖