

Executive Report

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Behavioral Healthcare Leaders to Convene in San Antonio

Since charismatic Mayor Julian Castro gave the keynote address to the Democratic National Convention on September 4, San Antonio has been receiving new attention as a city on the move with fresh ideas and energetic leadership. What a great backdrop for MHCA's 2012 Fall Conference! Fresh ideas? Energetic leadership? Isn't that what we strive for in the practice of behavioral healthcare?

Make plans now to be part of our conference in San Antonio from October 30 through November 2 at the Westin Riverwalk. Wednesday's opening session features a presentation on health insurance exchanges by Christine Ferguson, Research Professor in the School of Public Health and Health Services at George Washington University. Her experience and expertise makes her especially qualified to address this key component of healthcare reform (*see accompanying article*). As in recent MHCA conferences, a Healthcare Reform Forum will immediately follow the keynote address allowing ample opportunity for full discussion of the topic. Leading the Forum will be consultant Bob Dyer of Criterion Health and MHCA members Jim Gaynor and Harriet Hall, PhD who co-chair our Healthcare Reform Advisory Committee. Ms. Ferguson will join them for this interactive session.

Additional highlights of the conference include Wednesday afternoon's member showcase on

healthcare system redesign efforts in Texas. For this session, MHCA Board Chairman Susan Rushing will be joined by Melissa Rowan, Healthcare Policy Director of the Texas Council of Community Centers. Our New Trends Forum, responding

to overwhelming enthusiasm for their series on healthcare integration models, will bring a third panel to present real-life examples of co-located or fully merged behavioral and primary care

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Health Systems Specialist Will Address MHCA

Prior to joining the faculty of George Washington University, School of Public Health and Health Services, Christine Ferguson, JD served for over two decades at the highest levels of government. She has an unusual combination of federal and state experience in health care financing, public health and social services. Ferguson has served as Commissioner of the Massachusetts Department of Public Health, Director of the Rhode Island Department of Human Services, and Counsel and Deputy Chief of Staff to the late U.S. Senator John H. Chafee. She has devoted her career to improving health care services, access, financing and health outcomes for all populations particularly in the areas of Medicare, Medicaid, tax expenditures, public health and safety, obesity and chronic disease, maternal and child health, safety net providers and commercial insurance. She is committed to making existing federal and state health systems work more effectively.

Ferguson served on the Committee on Health Insurance Status and its

Consequences at the Institute of Medicine of the National Academies and is currently a member of the Board on Children, Youth and Families for the Institute of Medicine of the National Academies. She is the Director of the STOP Obesity Alliance. She has served on the boards of the Neighborhood Health Plan, the National Academy of State Health Policy and a variety of other national organizations. She has been named one of the most influential health policy makers by Faulkner and Gray Healthcare and one of the nation's 100 most influential lawyers by the National Law Journal.



Christine Ferguson, JD

Ferguson holds a B.A. from the University of Michigan and a JD from the Washington College of Law, The American University.

From National Journal

A Message from the President

Appreciation for a Terrific Team

You join an organization, pay your dues, read the newsletter and get to a few meetings. Good! Here at MHCA we are known as a member driven organization. It's not just a catch phrase. We are better because of it.

Each time you vote in our elections, complete a survey or attend a conference, you drive the organization. That's the truth. Then there are those who step up to lead our Committees and Forums. It is those I want to thank now, to recognize for the inglorious job of leading without much fanfare and without a whole lot of recognition.

In our membership directory we say, "Much of the work of MHCA is carried out in Committees and Forums. Participation provides opportunities for learning and networking as members contribute to the continued growth and development of MHCA. Forums examine topics of critical and timely concern while Committees carry out specific projects identified and supported by the members." Each requires a leader.

Six Committees are active at this time. The **Executive Committee**, which serves as our Finance and Audit Committee, and the **Nominating Committee** are required by our Bylaws. MHCA Board Chairman Susan Rushing Chairs the Executive/Finance Committee. Serving with me on our Nominating Committee are Bruce Bird, Erv Brinker and Inman White. The other four Committees are:

Marketing / Fund Development: For the past five years, Nelson Burns has provided enthusiastic leadership to this Committee. Twice each year the members have fashioned excellent Focus Groups on topics integral to their task. In 2013 they plan one Focus Group at the February conference and will identify a speaker for general session as well.

Performance Improvement: Over the years this Committee has

been known as Standards, Outcomes and now Performance Improvement. Since 2007 Greg Speed has served as its dedicated Chairman. This year Linda DePiano became Co-Chair. The Committee has overseen our Quality Improvement Collaborative and is currently promoting the ROSE Survey and the Collaborative's resource guide. Linda also serves as MHCA's representative to the Joint Commission's Behavioral Health Professional and Technical Advisory Committee.

Healthcare Reform Advisory Committee: Jim Gaynor has been steering this Committee which arose last year as we began to systematically grapple with Reform issues. Working with our consultant Bob Dyer of Criterion Health, Jim has facilitated lively Reform Focus Groups. Joining him as Committee Co-Chair in November will be Harriet Hall, PhD.

International Planning: Though MHCA is no longer as closely tied with the International Initiative for International Leadership as we were when we were providing administrative support to them, still our members find value in IIMHL and other international behavioral health connectivity opportunities. Chairman of the Committee for the past six years is Susan Stubbs.

Information and Technology: There's just been a changing of the guard in IT. Since 2007 Chris Wyre has served ably as Chair to this group of CEOs and IT staff, wrestling with IT issues of every sort. Prior to Chris' leadership, Grady Wilkinson chaired the Committee and has agreed to step back into the position beginning with our November conference. The IT



Don Hevey

MHCA MISSION STATEMENT

MHCA is an alliance of select organizations that provide behavioral health and/or related services. It is designed to strengthen members' competitive position, enhance their leadership capabilities and facilitate their strategic networking opportunities.

THE EXECUTIVE REPORT

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MHCA BOARD OF DIRECTORS 2012

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- Diana Knaebe
- Daniel J. Ranieri, PhD
- Dale Shreve
- Gregory M. Speed, LCSW
- David R. Stone, PhD
- Susan L. Stubbs, MSW

128 Members in 31 States

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ROSE Survey Tracks Recovery Model Status

Behavioral Pathway Systems (BPS) is conducting its second online national survey to track the status of the Recovery Model in the context of broad changes anticipated in health care policy, funding, and practice. By participating in this project, you will receive a detailed benchmarking report containing a set of metrics gauging the degree to which recovery principles are practiced within your organization in comparison with others. This is being made available by BPS to all MHCA members at no cost as a benefit of our ongoing collaborative benchmarking relationship.

Data is being gathered by having the organization's leaders (supervisors on up) complete a survey known as the Recovery Oriented Services Evaluation (ROSE) which was developed by

the American Association for Community Psychiatry. It will provide a broad perspective on your organization's recovery practices. Participation is limited to leaders who have involvement in adult mental health programs.

You should be able to complete this task in about 2-3 minutes. Please note that you will need at least three completed surveys in order to receive a report. If you participated in this project last year, you will be able to determine if there have been any changes in your organization since then. To participate in this survey, follow this link: <http://www.bpsys.org/bpssurvey/roseadmin.aspx>. Then follow the simple instructions. Deadline is Friday, October 19.

If you have any questions, please contact Behavioral Pathways Systems at help@bpsys.org or 877-330-9870 ❖

Jeff Thomas Leads Washington's Frontier MH

Frontier Mental Health of Spokane, Washington is under new leadership. Longtime CEO David Panken has retired, and Jeff Thomas, EdD has been appointed to lead the organization. Frontier MH is the merged result of a collaboration between the former Spokane Mental Health and Family Service Spokane in July 2011. FBH employs approximately 475 staff who provide an array of integrated services at 16 service sites throughout Spokane County to over 12,000 individuals and families each year. In providing behavioral health services, they work with over 100 community organizations including hospitals and other healthcare facilities, law enforcement, social services agencies and public schools. Frontier MH also is responsible for three HUD properties housing those with severe and persistent mental illness. This collaboration ensures that behavioral health services are not duplicated and the most efficient treatment is provided.



Jeff Thomas, EdD

Thomas previously served as the Executive Director of Family Service Spokane for 13 years and, during the merger process, he accepted the Associate Director position at Spokane Mental Health. He is a Licensed Independent Clinical Social Worker and Licensed Marriage and Family Therapist. He also serves on the Board for the Washington Community Mental Health Council. ❖

Texas Member Names New CEO

In Texas, the MHMR of Tarrant County's Board of Trustees has selected Susan Garnett as the new Chief Executive Officer effective November 1, 2012. Ms. Garnett will succeed Dr. Jim McDermott, who is retiring after 22 years at the helm of this longtime MHCA member organization.

Ms. Garnett, who joined MHMR in 1996, is currently the Deputy Chief Executive Officer of the agency. Previously she served as the Chief of MR Essential Services and the Chief Operating Officer. She became Deputy CEO in 2006 and has accompanied McDermott to numerous MHCA conferences since then.

In addition to her work with MHMR, Ms. Garnett has extensive community involvement. She serves on the boards and committees of several non-profit organizations and is the current chair of the board of the Mental Health Connection. She has been a tireless advocate to improve services for Texans with disabilities.

MHMR of Tarrant County operates with an overall budget of nearly \$100 million and employs 1,416 people. Founded in 1969, the center has expanded to become the second largest provider in the state of Texas offering mental health services, IDD services, addiction services, early childhood intervention services, support to the criminal justice system, services to the homeless and, most recently, expanded services for veterans. ❖



Jim McDermott, PhD



Susan Garnett



Search Process Underway for MHCA Leader

As announced earlier, MHCA's founding CEO Don Hevey will retire at the end of February 2013. After 28 years with the association, Don will continue to live in Tallahassee, Florida with wife Joy, surrounded by their children and seven grandchildren. In the meantime, Don remains as busy as ever and will attend both our Fall 2012 and Winter 2013 conferences, so members will have opportunities to visit with him before he "turns in the keys."

The MHCA Board of Directors appointed its Executive Committee to act as a Search Committee to find Don's successor. Added to the six members were Susan Buchwalter and Harriet Hall representing MHRRG, and Nelson Burns representing MHA. They engaged The Meyers Group to conduct a nationwide search.

Over 100 inquiries were received from which less than ten were submitted to the Search Committee. The Committee narrowed those down to a smaller number who were invited to Tallahassee September 18-20 to meet with MHCA staff and the Committee. Some number of those will then be invited to Chicago October 8-10 for final interviews with the full MHCA Board of Directors. Final candidates will be asked to deliver a formal presentation on a topic to be assigned so that the Board can further assess their talents. A social gathering is also planned with each candidate.

At the close of the Chicago gathering, if all goes as planned, a final selection will be made, and the designee will begin working with Don in Tallahassee sometime after the first of 2013. In the meantime, at the February 19-22 Winter Conference, Don's career will be celebrated, and this well-loved and highly respected behavioral health leader will receive a proper send off! Make plans now to be part of the fun. ❖

San Antonio, continued from p. 1

including financial realities of their arrangements. On Thursday morning in general session, MHCA members Erv Brinker, CEO, and Paul Metler, PsyD, Clinical Director of Summit Pointe, will describe Behavioral Activation, a computer-centric treatment program that implements an evidence-based psychological intervention to treat depression. Following their session, Jeremy Nelson of Afia, Inc. will join MHCA member Tony Zipple, ScD, CEO of Seven Counties Services, and attorney Carol Romej to explore "Selecting and Implementing an Electronic Health Record" – as they have claimed, "the most complex project that you NEVER wanted to manage!" Our Learn About It program for this conference will be a final report from MHCA's recently concluded Quality Improvement Collaborative, Phase Three by Allen Daniels, EdD of Quality Health Initiatives.

Also on Thursday afternoon, an initial meeting of a renewed Information and Technology Focus Group will convene with leadership provided by MHCA member Grady Wilkinson, CEO of Sacred Heart Rehabilitation Center. The IT Focus Group has a solid history and has been responsible for working closely with the Software and Technology Vendors Association (SATVA) in recent years to advance the responsible and innovative use of technology within our industry. Grady accepted the chairmanship of this Group recently and encourages all interested parties, both CEOs and tech specialists, to attend the meeting.

The conference will close Friday morning after MHCA's Board of Directors meeting which is being held at 8:00 am. All members are invited to sit in on the meeting where it is expected that the newly chosen successor to MHCA CEO Don Hevey will be in attendance (*see Search Process article on this page*).

A full preliminary program brochure was mailed September 6. Be sure to

Team, continued from p. 2

Committee will meet on Thursday afternoon in San Antonio.

In addition to these Committees, two Forums provide excellent opportunities for discussion of topics both immediate and far reaching. Chairing our **New Trends Forum** since 2004 is Diana Knaebe, whose energy has fostered meaningful presentations on subjects appearing on our shared horizon. Peering well over the horizon is Jim Gaynor whose leadership of our **Futures Forum** has taken us to places we hadn't imagined! The Futures Forum meets intermittently when other worldly spirits move Jim to introduce them. Both New Trends and Futures take us on meaningful journeys that inform and inspire!

Beyond our Committees and Forums are the **Mental Healthcare America Board** and the **Mental Health Risk Retention Group**. MHCA members Dale Shreve and Susan Buchwalter, PhD chair those important entities respectively.

These MHCA members are your colleagues, friends and leaders. They do their work quietly and steadfastly. Your support of them is important. I hope they hear your thanks from time to time. They've surely earned my gratitude. ❖

register online for the conference at www.mhca.com and make your hotel reservations by the September 27 deadline. Contact the Westin Riverwalk directly at 888-627-8396 and ask to be part of MHCA's room block for conference rates.

Exhibitors for this conference include Anasazi, Askesis Development Group, DATIS, Essential Learning, Genoa Healthcare (also sponsor of Wednesday's evening reception), iCentrix, MHRRG, Netsmart Technologies (providing additional sponsorship), NorthRock Pharmacy, QoL meds (also sponsor of our Wednesday breakfast), Qualifacts, Peer Partners and The Echo Group. In addition, Janssen Pharmaceuticals is providing a general sponsorship. ❖

MHRRG Celebrates 25th Anniversary

Beginning in 1987 on a shoestring but with purpose and incredible resolve, a handful of committed MHCA behavioral healthcare leaders set out to establish a reliable insurance company that they could count on in both good and lean times. What emerged was the Mental Health Risk Retention Group (MHRRG), a policy-holder owned, colleague directed, conservatively managed program that has provided professional liability coverage for 25 years. MHRRG celebrated its silver anniversary at MHCA's 2012 Summer Conference in Salt Lake City with a reception co-hosted by their management company, Negley Associates, on Thursday evening, August 16. Their Board of Directors then met Friday morning as they do three times each year as part of the MHCA conference program. Their fourth Board meeting is held in Vermont where the company is domiciled.

MHRRG exists solely for the behavioral healthcare industry and offers stabilized premiums, protection against arbitrary cancellation, quality coverage, and a loss prevention program. Available coverage includes professional liability, general liability, directors and officers liability, and excess liability. An insured cannot be terminated without extensive review by the Board, which is made up of behavioral healthcare peers. No MHRRG policyholder has ever had its insurance cancelled. No organization will ever be cancelled or non-renewed by MHRRG without one full year's probation (except for non-payment of premium).

To become a shareholder, a minimum of one share of Class D MHRRG common stock must be purchased (\$2,926.39) and the organization must become insured by MHRRG. Dividends have been paid since 1991. To date over \$11 million has been paid to MHRRG insureds/shareholders. In 2011, a 10%



Left to right: *Negley Associates Managing Director, Nicholas Bozzo; Attorney Ron Zimmet; MHCA CEO and MHRRG Board member Don Hevey; former MHRRG Board member David Dangerfield, and MHRRG Board Vice President Harriet Hall.*

policyholders dividend and a \$50 per share dividend were paid to each MHRRG insured company.

To learn more, go to: www/mhrrg.com. The eleven member Board of Directors includes six members appointed by MHCA, two by the National Council, and three elected by the Class C shareholders. A list of members and their appointing entity follows.

Appointed by MHCA

Susan D. Buchwalter, PhD – Chairman
Harriet L. Hall, PhD – Vice Chairman
John L. McKeever, III – Treasurer
Gary L. Bemby
Donald J. Hevey
Roger Teese

Appointed by The National Council

Margarita Labarta, PhD
David M. Ptaszek

Elected by Class C Shareholders

Dale E. Shreve – Secretary
Bennett J. Cooper
Catherine R. Ryder

Nominations Due for MHCA Board Positions

Nominations are due by October 10 from the MHCA membership for six positions in four Board regions. Terms for these positions will be for three years, beginning at the close of the Board meeting on February 22, 2013 and expiring at the close of the February Board meeting in 2016. The six positions and the incumbents whose terms expire are:

Board Member	Region
Erv Brinker	Midwest
David Stone	Northwest
Jon Cherry	South
Jim Gaynor	South
Dan Ranieri	Southwest
Inman White	Southwest

All nominations and balloting will be conducted online at www.mhca.com❖

Summer Conference Packs a Learning Punch

Members and invited speakers together delivered a rich curriculum of learning experiences at MHCA's Summer Conference held August 14 – 17 in Salt Lake City, Utah. Convening at the beautiful downtown Grand America Hotel, participants enjoyed the city, their colleagues and the opportunity to advance and improve behavioral healthcare service.

A well informed and amiable speaker, Alicia D. Smith provided the opening address on Wednesday, focusing on the planning, design and implementation of Medicaid health home services for individuals with mental illness and/or substance use disorders. Smith is a Principal with Health Management Associates, an independent, national research and consulting firm with 15 offices nationwide. Her excellent presentation was followed by an interactive forum where she was joined by Bob Dyer of Criterion Health, consultant to MHCA's Healthcare Reform Advisory Committee.

Thursday's speakers included David DeLong, research fellow at the MIT AgeLab. His observations of today's workforce issues and implications for motivating staff and providing an innovative business culture were well received by an enthusiastic audience. Breakout sessions were lively, and as one staff participant said, "gave us opportunities to share some priceless communication with our CEO." DeLong has recently authored *The Executive Guide to High Impact Talent Management* (McGraw-Hill).

A member showcase was provided by Valley Mental Health's new CEO, Gary Larcenaire, who was joined in his presentation on "Organizational Agility and Adaptation" by five key members of his leadership team including a Peer Specialist. Our Learn About It program described MHCA's Peer Partnership

Program and featured panelists John Masterson, John Markley, Chris Wyre and program coordinator Mel Smith. Each of the panelists is a member of an MHCA Peer group. The groups,



*Featured Speaker
Alicia D. Smith*



Top: Key management from Valley Mental Health (left to right): Christina Calderon, Gary Larcenaire, CEO, Emily Hughes, David Justice, Jim Reichelt, and the slightly wounded Dale Newton!

Inset: David DeLong and MHCA CEO Don Hevey

Bottom: New Trends Forum panelists on integrated care models (left to right): Bob Siegmann, Jeanne Bohrer, MD, Carol Smerz, Jon Cherry, Rick Roberts and facilitator Diana Knaebe.

typically made up of four CEOs from different states, provide immeasurable value in on-site consultation to each other's organizations. For information about joining one of the groups, contact Smith at jms38@comcast.net.

Receiving the highest evaluation scores was our New Trends Forum which delivered its second panel on integrated healthcare models. Panelists included CEO Carol Smerz and Jeanne Bohrer, MD of South Community Behavioral Healthcare; Bob Siegmann, VP at Centerstone of Indiana; Rick Roberts, Director of Integrated Health, Community Healthcore; and Jon Cherry, CEO of LifeStream Behavioral

See Summer Conference, page 8



Peer Partner Panelists (left to right): *John Markley, John Masterson, Chris Wyre and facilitator Mel Smith*

Salt Lake City



Far left: *Jerry Mayo wins Netsmart's Kindle Fire, presented by Trevette Lang.*



Near left: *Barbara Smith with MHCA's Kelly Hines*

Below left: *Joint Commission's Mary Cesare Murphy and Melinda Lehman with MHCA's Glenda Deal and Frank Collins*

Below right: *Barbara Daire, Gail Lapidus and Randy Tate*



Summer Conference, continued from page 7

Center. Each organization's experience with integration differs, yet their shared stories enlighten, and finding commonalities that can inform others is extremely valuable.

On Tuesday, prior to the start of full session, MHCA's Integrated Healthcare Learning Community (IHLC) concluded its 15-month long study of bi-directional integration. Led by Kathy Reynolds with assistance from Jeff Capobianco, both of the National Council, this second MHCA-based IHLC provided multiple opportunities for behavioral health providers and their primary care partners to examine their relationship, improve their communications and find successful ways forward as they strive to serve their communities both efficiently and effectively.

Also wrapping up their study series was MHCA's Quality Improvement Collaborative – Phase Three. Led by Dr. Allen Daniels, the group developed a quality improvement resource guide that is now available to MHCA members. A full report on their work will be made by Dr. Daniels at MHCA's Fall Conference in San Antonio.

Throughout the conference our exhibitors and sponsors were on hand to represent their products and services. They included Anasazi, DATIS, Genoa Healthcare, iCentrix, MHRRG, Netsmart Technologies, Peer Partners, QoLmeds, Qualifacts, The Echo Group, and The Joint Commission. Evening receptions were provided by Genoa and MHRRG/Negley Associates. Our Wednesday breakfast was hosted by QoL med. A special sponsor was Janssen Pharmaceuticals ❖.

CALENDAR**MHRRG 2012 Fall Board Meeting (Mental Health Risk Retention Group)**

Date: October 19, 2012
Location: Stowe Mountain Lodge
Stowe, Vermont

MHCA 2012 Fall Conference

Dates: October 30 - November 2, 2012
Location: Westin Riverwalk Hotel
San Antonio, Texas
Phone: 888-627-8596
Rate: \$217 Single/Double
Deadline: September 27, 2012

MHCA 2013 Winter Conference and Annual Meeting

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

MHCA 2013 Spring Conference

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



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