

MHEGA Newsletter January 2006

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MEGHA President's Message

Off and running in 2006

by

Robert Yellan

President, Huron Valley-Sinai Hospital

A GOOD START TO 2006

First of all, let me say how honored I am to serve MHEGA as its President for the next two years. You should know how dedicated your board and officers are to making MHEGA an organization that brings value to its membership.

In many ways, this couldn't be a more exciting start for 2006. We're coming off some great educational programs and strong membership growth, while looking ahead to a year packed with promise and growth. We're kicking it off with the annual Job Shadow Day on Feb. 2 and a powerful membership meeting with Vernice Davis Anthony on February 9.

Before we jump too far ahead, though, it's important to take a quick look back at 2005 to reflect on what we accomplished. Our goals last year were accomplished thanks to the hard work of dozens of MHEGA members. Among the achievements:

BYLAWS – The bylaws were reviewed, updated and then submitted to the general membership for approval.

COMMUNICATIONS – Among our goals was the publication of a quarterly, online newsletter and regular updates of the website. We've been successful in these areas, and I think it has really helped us grow membership and increase participation on behalf of our members.

GOLF OUTING – We certainly had a great turnout at the last golf outing, raising substantial funds for our upcoming programs and the scholarship program. This outreach is vital to the future success of our organization, so I'd like to thank everyone who supported the golf outing in 2005. Details for this year's outing are being finalized, so we hope you'll again join us.

MEMBERSHIP – We had more good news in 2005 in the area of membership. To date, we have 381 members of MHEGA, with 242 (or 64 percent) also belonging to ACHE. This goes well beyond our goals for the year. In addition, we welcomed the northwest Ohio membership into our ranks, blending the two relatively seamlessly while creating numerous networking opportunities.

PROGRAM – We sponsored four educational and networking sessions in 2005. We also held our first ACHE Category I “in a box” session in December. We're very proud of these accomplishments. Our committee put together some outstanding programs, and our membership responded enthusiastically. Even better, members have been earning category I and II credits for attending. This year, we have more valuable programs in the works, with more continuing education credits available for attendees.

We did so much more in 2005, including awarding scholarships to students from Sienna Heights University, The University of Detroit – Mercy, and The University of Michigan. This student linkage was strengthened through our job shadow day – efforts we're committed to continuing in 2006.

We supported numerous community organizations, putting funds back into our community while investing in the future of our profession. Those benefiting from MHEGA gifts included the National Association of Health Services Executives, as well as the NAHSE Student Case Competition; Coalition On Temporary Shelter (C.O.T.S.); Just Us Family, and the Salvation Army. We also created the Wallace Brown Memorial Scholarship.

It should come as no surprise, then, that MHEGA has become one of the premier ACHE chapters in the country. With your help and support, I plan to continue the momentum that has already been achieved. I hope you are as excited as I am about the opportunities that lie ahead for us in 2006, because the stage has been set for great success this year. It's up to us to simply make it happen.

A special thank you to Joe Tasse

I would be remiss if I did not offer particular recognition to Joe Tasse for his hard work and commitment as president of MHEGA. Joe is one of the most amazing individuals I know. He has a tremendous vision for our profession, and backs it up with leadership and old-fashioned hard work. We've been very fortunate to have benefited from his common-sense approach. Joe will continue to serve on the board and executive committee, and I value his continuing guidance.

NEWS & NOTES

I should mention that the **ACHE advancement seminar** took place recently, and nearly two dozen members were present to learn how they can earn board certification or even advance to fellow status. It is my hope that when the Congress convenes in March, a number of our Michigan and Ohio colleagues will earn recognition for their efforts to advance within the professional ranks.

Don't forget to mark down the upcoming **February 9 and April 6 membership programs**. Our committees have worked hard to put together programs that will really benefit you in the workplace. You'll find more details later in this newsletter, but for now, make sure you mark the dates and send in your reservations.

Lastly, please take a few minutes to review the list of **new members**. I hope you all take the time to welcome these professionals to our ranks. We've had tremendous growth over the last few years, and it is my hope that we can continue adding members while offering some of the finest educational and networking programs available.

Thank you again for supporting MHEGA this past year. I look forward to working with each of you in the coming year!

Welcome to our new members!

It's exciting to see new faces at our membership meetings and educational programs. So, please welcome these new members to our organization and help them to feel valued. Also, let's extend a special welcome to all of our Ohio members!

MICHIGAN

Sonja Amos, Director of Medical Staff Services, Botsford General Hospital, Farmington Hills, Michigan

Maryann Barnes, Vice President of Clinical Services, St. John Hospital and Medical Center, Detroit, Michigan

Duane Bernard, President, Specialty Health, LLC, Ann Arbor, Michigan

Michael Brecht, St. John Health, St. Clair Shores, Michigan

Antonietta Calianno, St. John Hospital, Sterling Heights, Michigan

Gina Coccitti, RN, St. Clair Shores, Michigan

Gregory Corbett, Senior Vice President of Operations, ProMedica Health System, Adrian, Michigan

Cristina Daccarett, Ann Arbor, Michigan

Greg Dobson, Corporate Director, Albert Kahn Associates, Inc./Kahn Global Services, Inc., Detroit, Michigan

Sarah Fink, Manager of Strategic Policy, Michigan Health & Hospital Association, Lansing, Michigan

RoxAnne Harris, Organizational Integrity Manager, Trinity Health, Farmington Hills, Michigan

Mark Johnson, Vice President of Operations, St. John Detroit Riverview Hospital, Detroit, Michigan

Thomas Maryon, Director of Clinical Program Operations, Blue Care Network, Clinton Township, Michigan

Kurt McCulluoch, Sales Manager, Trane, Grand Rapids, Michigan

David McNabnay, President, McNabnay & Associates, Inc., Bloomfield Hills, Michigan

Debra Moss, MD, MBA, President/Chief Executive Officer, MPRO, Farmington Hills, Michigan

Denise Motowski, Director of Transplant Services, Harper University Hospital, Detroit, Michigan

Diana Roberts, RN, Manager, Henry Ford Wyandotte Hospital, Wyandotte, Michigan

David Spivey, President/Chief Executive Officer, St. Mary Mercy Hospital, Livonia, Michigan

Lynn Torossian, Chief Operating Officer, Oakwood Heritage Hospital, Taylor, Michigan

Varee Towners-Grandberry, Medical Biller, Medical Resource Group/St. John Health, Pontiac, Michigan

Lucy Vail, Director of Human Resources, William Beaumont Hospital, Troy, Michigan

Shelley Yaklin, Chief Executive Officer, Kindred Hospital – Detroit, Lincoln Park, Michigan

OHIO

Kimberly Bordenkircher, Chief Executive Officer, Henry County Hospital, Napoleon, Ohio

David Borgman, Director of Outpatient Rehab Services, The Toledo Hospital, Toledo, Ohio

Gary Dechert, Associate Hospital Administrator, Medical University of Ohio, Sylvania, Ohio

Jeffrey Dempsey, Medical Staff Recruiter, Mercy Health Partners, Sylvania, Ohio

Scott Malaney, President and Chief Executive Officer, Blanchard Valley Health Association, Findlay, Ohio

Holly L. Meyers, Vice President/Quality Management, Franciscan Services Corporation, Oregon, Ohio

Jeffrey Peterson, President & Chief Executive Officer, St. Vincent Mercy Medical Center, Ottawa Hills, Ohio

Mark C. Sattler, FHFMA, CHE, Administrative Director of Diagnostic & Therapeutic Services, The Toledo Hospital, Toledo, Ohio

Terence Schuessler, Vice President, Franciscan Services Corporation, Sylvania, Ohio

Charles P. Swisher, FACHE, Corporate Vice President, Government Relations, ProMedica Health System, Holland, Ohio

Adam Theall, Manager of Strategic Business Programs, Mercy Health Partners, Toledo, Ohio

George Velez, Hospital Administrator, United States Air Force, Mansfield, Ohio

2006 Committee Chairs

Please welcome the 2006 MHEGA officers and committee chairs. They work hard to bring you services and educational programs, and to help MHEGA meet its goals. Consider offering your support in one of these important areas.

Officers:

Robert Yellan, President 2006-2007
President, Huron Valley-Sinai Hospital

Eugene Michalski, President-Elect 2008-2009
Senior Vice-President & Director, William Beaumont Hospital, Troy

Don McKay, Treasurer/Secretary 2006-2007
Partner, McKay, Turbow Accountants

Joe Tasse, Past President, 2003-2005
President, St. John Macomb Hospital

Committee & 2006 Chairs:

Bylaws Committee
Don Potter, Consultant

Career Development Committee
Ellie Heinrich, President, Heinrich, Casey & Associates

Communications Committee
Leslie Fleming, Public Relations Director, Huron Valley-Sinai Hospital

Golf Committee
Julie Heintz, Marketing Manager, ACS Healthcare Solutions

Membership Committee
John Green, President, The Aegis Group, Search Consultants

Nominating Committee
Robert Yellan, President, Huron Valley-Sinai Hospital

Program Committee
William Scheuber, Admin. Prof./Support Services, Botsford General Hospital

Student Activities Committee
Mary O'Shaughnessey, University of Detroit-Mercy

Regent:

Regent & Chair of MHEGA 2006
Mike Slubowski, Executive Vice-President Eastern Division, Trinity Health

The Value of a MHEGA Membership
Join or Renew Now!

MHEGA's November and December programs address major strategic issues in healthcare and provide ACHE Category I and II credits. It's a great time to join MHEGA!

With nearly 400 health care executives and associate members, new (and renewing) members will enjoy excellent networking, professional development and mentoring opportunities with MHEGA.

You can renew your membership online via our website at <http://mhega.ache.org> and send a check for \$50 payable to "Michigan Healthcare Group and Associates" to:

MHEGA
22732 Alger Street, Suite 200
St. Clair Shores, MI 48080

If you're already a member, encourage your colleagues to join or bring them to the next MHEGA event.

LOCAL NEWS

Job Shadow Day Set for Feb. 2, 2006

Excitement is building, as MHEGA's third annual Job Shadow Day nears. This year's event, scheduled by the Student Activities Committee, will take place on Thursday, Feb. 2 at offices across the Southeast Michigan area.

More than two dozen students from three local universities will spend the day learning first-hand about the joys and perils of health care administration. They include 13 students from The University of Detroit – Mercy; six from Sienna Heights University, and 10 from The University of Michigan.

These students have been paired with local health care executives, giving them a glimpse into the real world of executive life. The students are all graduate students majoring in health services administration, while the matching executives range from director level to president and CEO.

Students will attend meetings with executives and other administrative staff, while learning hands-on about the variety of operational and support services available within each organization.

Our thanks to the committee for putting together the program this year. Among the committee members are John Fick, program director at Sienna Heights University; Jim Fitzgerald, representative of The University of Michigan; Mary O' Shaugnessey, co-chair of the Health Services Administration Department and assistant professor at The University of Detroit – Mercy; and Mason Dixon, administrative fellow, St. John Health.

The committee also had help from Kyle Buchanan, secretary of the Student Chapter at The University of Michigan; and Debbie Reinheimer, corporate director of Public Relations, St. John Health.

ACHE advancement seminar draws 20

Some 20 MHEGA members attended an ACHE advancement seminar at St. John Macomb Hospital in Warren in October, 2005. John Fick, CHE, explained how attendees can attain the status of ACHE Diplomate by meeting the educational and community participation requirements and successfully completing the Board of Governors exam.

Joe Tasse, FACHE, and Ellie Heinrich, FACHE, explained the options available for current Diplomates to move toward Fellow status in the College. ACHE offers three options for individuals to complete their fellowship project. Diplomates can opt to complete four case studies, a one-year mentorship or a thesis.

Participants learned that board certification in health care management will allow them to maximize their professional potential, enabling them to make a difference in their career, organization and community.

REVIEW: Physician Relations & Alignment Meeting (Nov. 17)

More than 70 people – an unbelievable turnout – joined MHEGA to hear Andrew Epstein, M.D., from The Bard Group present, “Physician Relations & Alignment” at the November MHEGA membership meeting. The program was sponsored by The Bard Group (www.bardgroup.com).

Not only was the turnout terrific, so were the reviews of the program. Reactions from attendees were favorable not only for Dr. Epstein but also for the special reactor panel:

Paul LaCasse, D.O., M.P.H.
President & CEO, Botsford General Hospital

Richard Herbert, D.O.

Senior Vice President & Medical Director
William Beaumont Hospital, Troy

Douglas Westveer, M.D.
President, Medical Staff
William Beaumont Hospital, Royal Oak

Thanks to everyone who attended, for supporting this valuable program. The American College of Healthcare Executives (ACHE) awarded one Category I (ACHE education) credit hour to the program.

REVIEW: Hospital/Physician Business Relations Seminar (Dec. 2)

While patients take center stage within health care organizations, few things are more critical to enduring success than the hospital-physician relationship.

Daniel Zismer, Ph.D., touched on this essential dynamic during the December membership program entitled, “Hospital-Physician Partnerships: The Why and How.” Dr. Zismer serves as executive vice president of Essentia Health and CEO of Essentia Health Consulting.

During the seminar, he offered alternative options for physician collaboration as well as legal guidelines and essential strategies for fostering profitable physician partnerships.

Dr. Zismer noted that health care economics and market dynamics will likely encourage more health system-physician integration – and that these relationships can be financially and strategically “accretive” for everyone involved, even enhancing patient care.

“We’re likely to see more, not less, physician partnerships over time,” he said. “And the best physicians will gravitate to the most innovative health system partners.”

Reimbursement, competitive changes within markets, and the cost of technology have changed the way of doing business, perhaps permanently. Framing his discussion with eight case studies, Dr. Zismer provided tips on how to create specialty alliances and other specialist partnership options.

All attendees of the seminar received six CAT I credits.

UPCOMING EVENTS

Save the dates!

**“GDAHC: Moving Reform Forward in Southeast Michigan”
with Vernice Davis Anthony
Thursday, Feb. 9 • 5:30 p.m.**

Vernice Davis Anthony, President and CEO of the Greater Detroit Area Health Council, will present “GDAHC: Moving Reform Forward in Southeast Michigan,” a discussion on the role of GDAHC within the health system in southeastern Michigan. Don’t miss this program:

Thursday, February 9, 2006
Embassy Suites Hotel Detroit – Southfield
28100 Franklin Road

5:30 p.m. – Reception
6:00 p.m. – Dinner
6:45 p.m. – Presentation

Members - \$35
Non-Members- \$85
Students - free

To register on-line, go to <http://mhega.ache.org/x14.xml> and mail the form and payment to MHEGA at:

22732 Alger Street
Suite 200
St. Clair Shores, Michigan 48080

You may also fax to the MHEGA office at 586-776-1069.

Questions? Call Deb Ellis at 586-776-1696. If you have difficulty with the online registration, email your registration to dkellis@wideopenwest.com.

Performance Transformation”
Thursday, April 6 • 7:30 a.m.

Plan to attend “Performance Transformation,” a seminar that will feature a panel discussion on Six Sigma and other operational improvement initiatives. The session will feature representatives from hospitals that are actively involved in Six Sigma programs. Watch the website and newsletter for details. The American College of Healthcare Executives (ACHE) has awarded 1 Category I credit hour to this program.

Thursday, April 6 • 7:30 a.m.
Schoolcraft College VistaTech Center
18600 Haggerty Road
Livonia, MI 48152

Members - \$35
Non-Members- \$85
Students - free

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Don't miss the 2006 ACHE Congress March 27-30 in Chicago

The 2006 Congress on Healthcare Leadership is set for March 27-30 at the Hyatt Regency in Chicago. Sponsored by the American College of Healthcare Executives (ACHE), the annual Congress draws more than 4,000 participants each year.

This year's Congress sports a new name – the Congress on Healthcare *Leadership* – to reflect who we really are: leaders. When you attend Congress, you further your professional development, learn from experts and peers, and network with colleagues. You can expect to take part in keynote events, group discussions, networking receptions, and career planning sessions.

Your registration includes 12 Category I (ACHE education) credits. Among the highlights will be a CEO Roundtable as well as sessions on:

- Building an Effective Working Relationship with Your Board
- New Economics of Outpatient Care
- Ethical Strategies for Confronting Clinical, Financial, and Legal Imperatives in Healthcare

You can also choose from seminars on patient safety, emergency preparedness, succession planning, financial management, Informatics, maximizing organizational performance, ethics, team performance, supply chain management, and other great topics.

All in all, this is an educational and networking opportunity you won't want to meet. For more details, visit the ACHE website (www.ache.org) for seminar and registration information.

ITEMS OF INTEREST

Job Board available

The MHEGA Job Listing is an effective tool for professionals considering career advancement. It's also free to members.

Post your job on the Job Board. Just submit your open positions by the 25th of each month to Michelle Whittaker-McCracken, managing healthcare partner with The Whittaker Group in Birmingham. Job openings will be listed on the website (<http://mhega.ache.org>) and sent directly to MHEGA members as part of the monthly email broadcast.

You can reach Michelle by email at mwhittaker@wgsearch.com or phone at (248) 489-3900. To keep the job listing accurate and updated, open positions that were previously listed need to be resubmitted each month.

About MHEGA

What's MHEGA all about? We provide a local forum for the open exchange of information and viewpoints. Why? To help enhance the decision-making expertise and professional growth of the professionals with major responsibility for healthcare management in southeastern Michigan – and to promote the mission of the American College of Healthcare Executives (ACHE).

To contact MHEGA:

Michigan Healthcare Executive Group and Associates
22732 Alger Street
Suite 200
St. Clair Shores, Michigan 48080
<http://mhega.ache.org>

Special Articles

Do you have an article you would like to submit for consideration in the MHEGA newsletter? Just email it to Todd Haight at thaight@wwnet.net. Submissions may be edited, altered or declined depending on content, length and appropriateness.