



### **PRESIDENT'S MESSAGE**

*by Gene Michalski, Executive Vice President and  
Chief Operating Officer, Beaumont Hospitals*

As healthcare administrators, we know that effective leadership is important to organizational success. However, in the challenging times that we face today, strong leadership is critical. Financial pressures confront us all but we must not lose our focus on clinical quality and safety for our patients. Our staff members are responsible for providing the best healthcare, every day, and for satisfying patients' expectations. We must always support our people in this fundamental mission.

As healthcare administrators during a national recession, we have even more compelling priorities than usual. We all share concerns that fiscal constraints may negatively affect patient satisfaction. However, a recent national Press-Ganey survey has shown that the least profitable hospitals have lower patient satisfaction than those healthcare institutions that are the most profitable.

Quality care, safety and excellent service lead to institutional growth and financial success. Knowledgeable and innovative healthcare leaders are essential to accomplish these goals and MHEGA is committed to developing such high-level expertise among its members. MHEGA and ACHE provide specialized tools for enhanced leadership skills—educational programs leading to fellowship (FACHE) credentials. In addition, we are pleased that our chapter actively supports future healthcare administrators through our job shadow and scholarship programs.

Regardless of where we are in our careers, there is much that we can learn from each other— at our MHEGA events and the upcoming ACHE Congress in March. The importance of leadership has never been greater.



**MHEGA President  
Gene Michalski**

## MHEGA Earns National Award

MHEGA has earned ACHE's Award of Chapter Distinction—one of only nine chapters nationwide to receive the honor this year. The Award of Chapter Distinction will be presented at the Chapters Leaders Reception on Tuesday, March 24, 2009 during the annual ACHE Congress on Healthcare Leadership.

This award is based on achieving a specific performance standard and represents a higher level honor than the Award of Chapter Merit which MHEGA received last year.



## ACHE Survey Measures Chapter Satisfaction

Chapter members recently received an ACHE survey to measure member satisfaction with chapter programs and communications. The response rate for the survey was very positive—39.2% of MHEGA members took the time to complete it and their participation is greatly appreciated.

The survey responses of MHEGA members generally were higher than the mean scores for members of all regional chapters. When asked to rank overall satisfaction with their chapter on a scale of 1 to 10 (1=very dissatisfied and 10=very satisfied), MHEGA's mean score was 7.67, compared to a mean of 7.06 for all chapters.

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## ACHE Survey *continued from page 1*

Results for some of the survey questions follow:

Survey question	MHEGA's mean score	Mean for all chapters
Overall satisfaction with chapter's educational programs	4.21	4.02
Value of chapter's networking/social events	4.34	4.05
Overall satisfaction with chapter newsletter	4.10	3.88

(1=very dissatisfied and 5=very satisfied)

Slightly more than one-third (34.8%) of MHEGA members reported that they have attended a chapter educational program during the past year, compared to 35.7% among members of all chapters. Participation at chapter networking events was less frequent—24.5% of MHEGA members have attended one event during the past year, compared to 26.3% of members of all local chapters.

The survey asked members their reasons for not attending

educational programs. Being too busy was the most frequently cited reason, mentioned by 44.1% of MHEGA respondents. Program location was cited next—by 33.3% of the members. Responses were similar for chapter networking/social events. The members of other chapters also cited being too busy and dissatisfaction with the event location as the primary reasons for not attending programs.

"I am very pleased at the positive evaluation that MHEGA received from its members. Our officers and board members are committed to serving members' needs and improving the chapter. We welcome your thoughts and recommendations," said MHEGA President Gene Michalski.

MHEGA's own survey, which is separate from the ACHE national survey, was postponed because of the recent chapter name change. Chapter members will receive the survey during February.

## Regent's Message

Dear MHEGA and GLACHE Members:

**The Michigan ACHE Chapters rock! . . . and since we support the membership in NW Ohio, they rock too!**

Did you know that both of our Michigan Chapters, GLACHE and MHEGA, earned the National ACHE Chapter Distinction Award for 2009? They represent two of only nine chapters nationally (out of over 80 chapters) who received this recognition for meeting standards of excellence by the ACHE. In addition, GLACHE was one of eight chapters nationally to receive a Chapter Innovation Grant to support outreach to members with educational offerings via the Internet and videoconferencing for the upcoming year.

The Michigan Chapters will be recognized during the MacEachern Luncheon in Chicago at the 2009 Congress on Healthcare Leadership on March 24 and at the Chapter Leaders Reception.

Not to bore you with metrics, but the quality of offerings by our chapters is being recognized by a growing membership. As of January 2009, GLACHE's membership has grown 5.5% over the prior year, while MHEGA's has grown 8.5%. Additionally, there has been a significant growth in members who have passed the Board of Governors Exam and those who have advanced to Fellow status. Congratulations to those members.

All of the above is testament to the work that goes on behind the scenes to support the ACHE members within our region. My congratulations go out to Christina Freese-Decker, FACHE and Eugene Michalski, FACHE, our Chapter presidents, and their dedicated boards and committee members. Job well done in 2008!

Congratulations to two of our members for their contributions

in ACHE publications. Andrea Price, FACHE, executive vice president, Sparrow Health System, was interviewed by Dr. Kyle Grazier in the February issue of *Journal of Healthcare Management* and provided some insight into her career, leadership style, personal challenges, and advice to others. Mary Kay VanDriel, EdD, RN, FACHE described in the February *Healthcare Executive* the methodology used by Value Health Partners to prioritize funding requests for community projects and programs.

I encourage all of you to participate in some of the chapter offerings in 2009. The educational programs are high quality and if you are a senior healthcare executive, you can get involved in a variety of ways, for example, by serving as a speaker for an event or as a mentor for a younger member. Just contact one of your Chapter board members for more details.

The year ahead is uncertain. We're optimistic that some of the economic stimulus dollars (approved at \$787B) will help, but we're still not sure of how access to health benefits will be impacted. One thing is for sure, there will be a large cohort who will lack adequate coverage. As healthcare leaders, we can make a difference by finding creative ways of providing access for those in need as well as creating new ways to do things that are less costly and that still deliver high quality. The communities we serve depend on us.

So, best of success in the year ahead and for those of you attending this year's ACHE Congress, I look forward to seeing you in Chicago in March. The weather will surely have warmed by then.

**Joe Tasse, ACHE Regent for Michigan and President, St. John Macomb-Oakland Hospital**





University of Michigan School of Public Health student Derrick Rizzo (third from left) spent time with Beaumont web marketing staff members (l to r) Lori Manos, Mike Marshal and Sonia Lopez during MHEGA's Job Shadow Week, February 2-6, 2009. Thirty-nine MHEGA members hosted students. Watch for details in the next newsletter.

## New Features on MHEGA's Website

MHEGA's website continues to improve through the work of Jim Gilson, MHEGA member and webmaster. New features of the site include:

- The ACHE Convocation Report
- Links to other local chapters in the tri-state region—see links at the bottom of the MHEGA website home page.
- Chapter networking via the ACHE message board and forums. Members can access the chapter networking site through a link on the front page. This site provides a forum for discussion and response to messages from local members and those from ACHE chapters across the country.
- Take a look at the MHEGA photo page accessible through the Members Login section. The ACHE Chapter Management Resource Library and the 2009 MHEGA Board and Executive Committee meeting dates are also linked to this page.
- Don't forget to check out the Corporate Sponsor page. Sponsors' logos included on the MHEGA site link to their websites or email.

## Don't Miss ACHE's Congress on Healthcare Leadership

Join us in Chicago March 23 – 26 for *Navigating the Future*, ACHE's 2009 Congress on Healthcare Leadership, the premier educational event for healthcare executives and one of the year's best opportunities to learn, connect with leaders and advance your career. Whether you are new to Congress or have attended many times, it is one of the best values for your educational dollar and a great way to make the most of your ACHE membership.

Congress will be held at the Hilton Chicago & Palmer House Hilton. Register early so you can have first choice of more than 100 high-quality seminars, networking events and career development sessions, along with opportunities to meet and interact with leaders in the field. Get a head start on Congress by attending a pre-Congress seminar or Boot Camp. View the brochure online at [ache.org](http://ache.org).

### About Midwest Healthcare Executives Group and Associates (MHEGA)

MHEGA provides a local forum for the open exchange of information and viewpoints. In doing so, we help enhance the decision-making expertise and professional growth of the professionals with a major responsibility for healthcare management in southeastern Michigan and northwest Ohio – all while promoting the mission of the American College of Healthcare Executives (ACHE).

**Contact MHEGA at:**  
22732 Alger Street, Suite 200  
St. Clair Shores, Michigan 48080  
<http://mhega.ache.org>

## UPCOMING PROGRAMS

**March 19, 2009**

**MHEGA Networking Event**  
**Hall, Render, Killian, Heath & Lyman**  
 201 West Big Beaver Road  
 Columbia Center, Suite 315, Troy

MHEGA's first networking event—beer, wine, soft drinks, and light hors d'oeuvres will be served from 5:00 to 7:00 p.m. Registration forms are available online at <http://mhega.ache.org> or by calling 586-218-4442.

**March 23-26, 2009**

**ACHE 2009 Congress on Healthcare:**  
**Navigating the Future**  
 Hilton Towers and Palmer House, Chicago

A brochure and online registration are available at [www.ache.org/congress](http://www.ache.org/congress).

**April 1, 2009**

**CAT 1 Program: Physician Integration Approaches**  
 Dinner Meeting, Laurel Manor, 39000 Schoolcraft, Livonia  
 Registration: 5:30 p.m.; Dinner: 6:00 p.m.  
 Program: 6:30 p.m.

*Panelists:*

Michael Cervenak, vice president, Henry Ford Hospital Macomb;  
 Terry O'Rourke, M.D., chief medical officer, Trinity Health;  
 Maria Abrahamsen, J.D., Dykema

**April 30, 2009**

**CAT 1 Program: Proactively Managing Your Professional Development**  
 Dinner Meeting, Providence Hospital-Fisher Auditorium  
 16000 W. Nine Mile Rd., Southfield  
 Registration: 5:30 p.m.; Dinner: 6:00 p.m.  
 Presentation: 6:30 p.m.

*Moderator:*

Joe Tasse, president, St. John Macomb-Oakland Hospital

*Panelists:*

Luanne Ewald, FACHE, vice president,  
 Children's Hospital of Michigan  
 William F. Scheuber, FACHE, administrator, Botsford Hospital  
 Anthony A. Armada, FACHE, president & CEO,  
 Henry Ford Hospital and Health Network

Meeting cost: Members: \$35; non-members: \$45;  
 students: no charge

Webinar cost: Members: \$25; non-members: \$35

Webinar participants will receive the web address and password several days prior to the event.

## An Article of Interest: Call in the Authorities

When you want people to agree with you, it never hurts to have a little authority on your side. That authority can take many forms:

- **Cite your source.** One of the most common ways of using the power of authority is to mention a credible source that backs you up. Referring to an industry standard, pointing to an internal report, or even mentioning that a respected higher-up endorsed the idea can give weight to what you say or write.
- **Be your own expert.** Sometimes you have no one to back you up but yourself. So make sure others understand your

credentials—point to your education, mention how many years you have been in the field, bring up a similar project you did that succeeded. In short, build your own credibility.

- **Dress the part.** Yes, it is superficial, but looks matter. When you need all the credibility you can get, dress the part of an expert—whether that means a business suit, lab coat or work boots. Make sure your appearance sends the message that you know what you are talking about.

Adapted from *Communications Solutions*, October, 2008,  
 (800) 878-5331, [managementresources.com](http://managementresources.com).