



PRESIDENT'S MESSAGE

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

Recently, our Board and Council Chairpersons held a strategic planning session, facilitated by Dan Riina from TRG Healthcare. This initiative was undertaken to help MHEGA leadership clarify our goals, agree upon our objectives and develop a strategic plan that will advance this region. At the planning session, we considered MHEGA strategies in four categories: membership engagement; programs and services; innovation and creativity; and organization/financial. Our Councils are now refining objectives for their areas of responsibility in each of these categories. Once their work is complete, the strategic plan will be reviewed by the entire MHEGA board.



MHEGA President Gene Michalski (center) initiated a strategic planning session with MHEGA Board members.

Following its approval, it will be disseminated to all members.

I appreciate the time and effort of everyone who was involved in this strategic planning session, which provided a foundation for our board for the next two years. I extend a special thanks to the Great Lakes ACHE Chapter President, Christina (Tina) Freese-Decker, and David DeSimone,

Vice President, for their support in developing our strategic plan.

We are on a positive path with a vision to become the national role model for chapter innovation in membership growth and participation, career development and advancement, student and educational programming and advocacy for our profession.

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So, here we are in Michigan and NW Ohio, possibly one of the most challenging areas in the U.S. for healthcare right now. All of our training and experience is being brought to bear for the benefit of our organizations and the communities we serve.

I'm fully anointed now as Regent for Michigan and our NW Ohio counties that are part of the MHEGA Chapter. I attended the March ACHE Council of Regents, which met just before this year's Congress in Chicago and found that Tom Dolan, Ph.D., ACHE President, and the Board of Governors have done a nice job advancing the level of professionalism and goals of our College.

I want to thank Mike Slubowski, FACHE MI and Tom Lemon, FACHE MI and Cynthia Moore-Hardy, FACHE OH, outgoing Regents.

I also want to thank Brian Smit, FACHE, Trinity Health, and Bob Yellan, MPRO (formerly Huron Valley-Sinai Hospital) for their very nice work as Presidents of the two local chapters in Michigan. Christina (Tina) Freese-Decker, FACHE, Spectrum Health,

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Update on MHEGA Job Shadow Program

Many thanks to all the executives who volunteered to have a graduate student in Health Services Administration shadow them for a day. More than 30 executives volunteered and were matched with students from Sienna Heights University, University of Detroit Mercy and the University of Michigan. Following their experiences, students and executives evaluated the program and the preliminary results indicate a very successful event. The MHEGA Job Shadow manual is posted on the ACHE website so that chapters nationwide can access the information.

Board Certification Deadline Is Near

The deadline is fast approaching for board certification in healthcare management as an ACHE fellow (FACHE). For members who submit a Fellow Application with the \$250 application fee by June 30, 2008, ACHE will waive the \$200 examination fee once the member's application has been approved. For questions regarding certification, contact Ellie Heinrich at (313) 640-9940.

UPCOMING EVENTS

May 1st Program to Be Rescheduled

The seminar program planned for May 1, *Practical Leadership Strategies in an Age of Change*, will be rescheduled.

September 26, 2008

Annual Meeting and Golf Outing

St. John Golf and Conference Center, Plymouth

MHEGA's 7th Annual Fall Meeting and Golf Outing will be held on Friday, September 26, 2008. David Finkbeiner of MHA will provide a legislative update. Members interested in serving on the golf event planning committee should contact John Green at jgreen@aegis-group.com or (248) 344-1450.



MHEGA Plans Members Survey

A survey will be distributed to MHEGA members in June. The purpose of the survey is to learn more about members' preferences for educational, networking and professional development programs. The MHEGA Board appreciates your feedback and timely response.

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and Gene Michalski, William Beaumont Hospitals, the two incoming Presidents, are already hard at work and will advance their chapters on your behalf. I look forward to working with them and their Boards during this next year.

I'm in the process of appointing the Regent's Advisory Council (RAC), which will have as its first order of business the nomination of candidates for this year's Young Careerist Award and Senior Leadership Award. These will be presented during the MHA Annual Mackinac Conference on June 26th. Nominations can be sent to me at joseph.tasse@stjohn.org.

I'd also like to highlight three Michigan ACHE members who received national recognition recently. Anthony Armada, FACHE, President and CEO of Henry Ford Hospital, and Andrea Price, FACHE, Executive VP & COO of Sparrow Health System, were selected as two of *Modern Healthcare's* Top 25 Minority Executives in Healthcare.

Dennis Swan, President and CEO, Sparrow Health System, received the American Hospital Association's 2008 Grassroots Champion Award.

I participated in a panel discussion on *The Future of Our Health Coverage*, a Student Discussion Forum, on

May 3rd at Eastern Michigan University. The students had just viewed Michael Moore's movie *Sicko* which was a catalyst for some good discussion around healthcare access and cost. Thanks to student leaders Shaina Rose and Canaan Magginnis for organizing this event during "Cover the Uninsured Week."

Finally, your local ACHE Chapters are offering excellent educational programs and connecting with students and younger careerists... I encourage you to connect in some way with GLACHE or MHEGA this year.

Joe Tasse, FACHE Regent for Michigan

MHEGA Enhances Chapter Communications

The MHEGA Communications Council is working to enhance chapter communications, using technology to achieve quicker, more effective communication. One example is the MHEGA website, which has undergone a major redesign, greatly improving its appearance and functionality.

MHEGA member Jim Gilson volunteered to reconfigure the website and serve as MHEGA webmaster. Through his efforts, the home page enables viewers to see MHEGA news

and upcoming events in an attractive, easy-to-read format. A message from MHEGA President Gene Michalski welcomes members and includes an easy online link for feedback regarding the website.

Photographs and biographies of MHEGA officers are posted on the site and email contact with each officer is very convenient. Gilson encourages all members to review the website, which is hosted by ACHE, and provide feedback for further improvements.

MHEGA's newsletter has also undergone a professional redesign and is now transmitted via email to MHEGA members. In addition, it is available on the website along with previous issues.

MHEGA's overall visibility is also being enhanced through the efforts of new member Karen LeDuc. News releases are being disseminated to the local news media to provide greater awareness of chapter activities and overall visibility for MHEGA.

February Program Featured “Re-inventing Customer Service in Health Care”

The first MHEGA meeting of 2008 attracted a large turnout for a panel discussion about customer service. Guest presenters included Gerard van Grinsven, president of Henry Ford-West Bloomfield, and Ann Lofgren of Zingtrain Consulting, a customer service training affiliate of Zingerman's in Ann Arbor. Rob Casalou, president of St. John Providence Park Hospital, moderated the informative discussion about understanding customers and their expectations, barriers to providing high level service, and ways to overcome these obstacles.



MHEGA Board Member Andre L. Lee (standing) is shown with (L to R, seated): MHEGA President Gene Michalski, Rob Casalou, and Gerard van Grinsven.

About Michigan Healthcare Executive 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 – all while promoting the mission of the American College of Healthcare Executives (ACHE).

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