



### PRESIDENT'S MESSAGE

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

Fall is fast approaching and along with it our Annual Meeting and Golf Outing. The MHEGA program council and our golf committee have been doing a remarkable job securing our keynote speakers, sponsors and golfers.

This annual meeting presents the opportunity to assure the future success of MHEGA through your nominations for President-elect and Secretary/Treasurer. To submit your recommendation(s) please contact Deb Ellis, MHEGA Secretary. Nominees will present their interest in and credentials for the selected office to the Executive Committee. The Committee will then select the candidate they feel is most qualified for each office. The nominees, along with this year's nominees for Council Chairpersons, will constitute the Slate of Officers and will be presented for vote at the Annual Membership Meeting on September 25, 2009.

Following the annual membership meeting, MHEGA will be represented at the annual American College of Health Executives (ACHE) leadership session in October. The theme reflects "Make More Possible." The focus will be on building membership strength by assuring value to our members. It will be an opportunity for chapters to share innovative ideas and resources that are demonstrating success. Given this economic environment, hospitals and businesses must face the challenge

of ensuring that resources are being used wisely. As we plan for the future, we will have to look at creative ways of assuring value and promoting ACHE and MHEGA memberships. Each of our councils is reviewing your membership satisfaction survey results and wants to hear your ideas for our future success. The council chairs can be contacted through the MHEGA website, members-only section.

As we think about succession planning for the future leadership of MHEGA and planning to assure value of our membership, we invite our student associates to become members and participants on our councils. It's a great opportunity to strengthen your career path and network with leaders from healthcare systems throughout southeast Michigan and Ohio. You are the future of this dynamic organization.

There are a number of reasons to be optimistic about the future as we continue to stay focused on our mission and strategic plans. Our mission "To advance the profession of healthcare management regionally and with ACHE, to support member development as leaders in the field and to inspire excellence in healthcare" is especially relevant and vital in the current healthcare environment.

I welcome your comments and appreciate all of the councils that are working to keep MHEGA well-positioned for the future.



**Gene Michalski, MHEGA President**

## Annual Meeting and Golf Outing Will Be Held on September 25

MHEGA's 8th annual business meeting and golf outing will be held on Friday, September 25, 2009 at The Inn at St. John's with registration and breakfast beginning at 7:30 a.m. Guest speakers Bridget Gargan of the Ohio Hospital Association and David Finkbeiner of the Michigan Health and Hospital Association will provide a joint presentation from 8 to 9:30 a.m. about current issues affecting healthcare finance, legislation and regulation.

Following the business meeting, a shotgun start at 10:00 a.m. will kick off the scramble format. The full-day program fee is \$195 and includes 18 holes of golf, greens fee, cart, bag transfer, driving range, lunch at the turn, course refreshments, post-golf reception, and a charitable contribution to help support MHEGA's scholarship fund. Fees for the breakfast meeting alone are \$35 for MHEGA members, \$50 for non-members and \$25 for student members. *continued on page 3*

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# Regent's Message

Dear Michigan and northwest Ohio ACHE members:

## So where will the money come from?

Healthcare reform is building momentum in spite of the theatrics we're seeing at town meetings across the country. The economic decline that our nation has experienced is creating financial stress on our hospitals and healthcare system like never before. Over 50% of hospitals are reporting negative operating margins, not to mention their deteriorating cash positions. Charity care and bad debt loads are increasing as we're seeing health benefits associated with last year's severance agreements, including COBRA benefit extensions, come to an end. We haven't hit bottom yet.

The national dialogue is not all bad. Coverage at a basic level for the uninsured is something most of us support...yet we do not want the financial burden to be borne by current providers who are struggling already. The president is trying to reassure an increasingly distrustful public that health reform doesn't mean that grandma's benefits will be eliminated or that doctors will be paid to euthanize patients. These notions are pretty far fetched to us, but this type of interpretation is worrying more than just a few people. Seniors across the country are concerned that their benefits may be reduced or that they'll be required to pay a lot more. If this group is a high utilizer, doesn't it make sense that this would have to happen? If it doesn't, then where will the money come from?

As healthcare leaders, we need to be more articulate with contents of the reform proposals. We need to be conversant enough with the national debate to be able to reassure our constituents that grandma is not going to be sacrificed, but that we face a real dilemma in this country and change is required. Healthcare costs a lot. Whether we believe it has added \$1,500 to the cost of U. S. cars or not, it's costly and the U.S. consumes more per capita for healthcare than any other nation without the outcomes to show for it.

So, we don't know where the money will come from and we hope it will not come from simply mortgaging our children's futures or invoking a tax system that could yield unintended consequences that we do not want.

We do need healthcare reform and it ultimately needs to reduce current demand which will then lower spending. It's complicated. Areas that must be addressed include the cost of caring for chronic diseases, the costs of the middle market insurance industry, improved technology costs, tort reform, better coordination of care and provider integration. The financing mechanisms must provide incentives for prevention and care coordination. Without this, we won't have a chance at meaningful

reform. Bundled payment schemes to accomplish this will certainly be part of reform financing.

At this juncture, we don't know what reform will look like, but we need to engage and be part of the dialogue and work to create the change we believe should exist. We don't want to be looking from the "outside in" on this for too much longer.

## Van Gorder Comes to Mackinac Island and Doesn't See Cars

ACHE Board of Trustees Chair-Elect, Chris Van Gorder, president and CEO of Scripps Health, San Diego, delivered this year's address at the Michigan ACHE breakfast meeting on the Island. He did a very nice job sharing insights into his view of the healthcare horizon today and the leadership required for the future. When he arrived on the Island, he commented that he didn't realize how difficult things were in Michigan with the auto industry as he didn't know we'd returned to horse and buggy for transportation.

## Higher Education Network

I will be making plans, along with members of my Regent's Advisory Council, to visit students and faculty this fall and winter at the six schools in our network: Central Michigan University, Eastern Michigan University, Siena Heights University, University of Detroit Mercy, University of Michigan – Ann Arbor and Flint. There are other schools in our area, e.g., Grand Valley State, Western Michigan University, which we will be contact, encouraging them to affiliate with ACHE and join the network.

## Regent's Scholarship

Both of our ACHE chapters have included student scholarships in their strategic plans for the year. I have included two Regent's scholarships as well. They will be distributed by GLACHE and MHEGA respectively. More details can be obtained from your local chapter.

## Social Media Usage in Healthcare is Here

Like you, I receive frequent requests to sign on to various social networking sites. At a networking breakfast meeting in Toledo recently, hosted by Kevin Webb and MHEGA, I was intrigued by speaker Ted Canaday's ([www.agency17.com/mhega](http://www.agency17.com/mhega)) talk on this topic. LinkedIn, Facebook and twitter are the primary sites for professionals. Ted shared with us that about one-third of Americans use social media to find healthcare information and a majority of American adults look on-line for health information. So, it's here, and if you're not participating in a social on-line group these days, you'll soon be behind the times. If you haven't already, I encourage you to tune into to the technology. Our local chapters and ACHE offer educational programs or courses that can help.

## Regent's Message *continued from page 2*

### ACHE Tuition Waivers

As occurred last year, I have several tuition waivers for members in need who would like to attend an ACHE educational program. Most waivers last year helped those needing support to attend the annual Congress on Healthcare Leadership in March. If you need waiver support, please contact me.

I wish you well for the remaining months of 2009. As you take a break from thinking about healthcare reform, give thought to your own professional development and what you would like to accomplish in the year ahead.



Best regards,

**Joe Tasse,**  
ACHE Regent for Michigan

## Annual Meeting and Golf Outing

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To register for the meeting or as a sponsor, visit <http://mhega.ache.org/x14.xml>.

As of mid-August, sponsors for the meeting and golf outing included:

**Breakfast Meeting Sponsor** – St. John Health System

**Lunch Sponsor** – Alliance Mobile Health and Oakland Healthcare Alliance

**Post Tournament Reception Sponsor** – ARAMARK Healthcare

**Participating Hole Sponsors** – Children's Hospital of Michigan and Henry Ford Health System

**Golf Cart Sponsor** – HHA Services

**Beverage Care Sponsor** – Lubaway, Masten & Company, Ltd.

**Driving Range Sponsor** – Blue Cross Blue Shield of Michigan

**Hole Sponsors** – Accenture; ACS Healthcare Solutions; Anesthesia Staffing Consultants, Inc.; ASI-CG Consulting, LLC; Fresenius Medical Care; Hall Render; Huntington Bank; Oakwood Hospital & Medical Center; Siena Heights University, Sodexo, University of Michigan School of Public Health, and The Wellness Plan.

**Print Sponsors** – Beaumont Hospitals and Botsford Hospital

## ACHE Members Receive Regent's Awards

The 2009 ACHE Regent's Awards were presented at the Michigan Health and Hospital Association (MHA) meeting on June 25, 2009 on Mackinac Island. The honorees are:

### Early Career Healthcare Executive

- Brian S. Madison, FACHE, Vice President, Healthcare Solutions
- John E. Green, Jr., President/Partner, Aegis Group

### Senior Level Healthcare Executive

- Richard C. Breon, FACHE, President and CEO, Spectrum Health
- Robert J. Yellan, President, MPRO

### Distinguished Faculty

- Mary S. O'Shaughnessey, M.S., MHSA, DHA(c) Chair and assistant professor, U of D Mercy Health Services Administration Program

The Distinguished Faculty Award is a new category that underscores MHEGA's important connection with the academic community and health administration students. Thanks are extended to the Regent's Advisory Council members and David Seaman, executive vice president of the MHA, for their efforts in choosing the 2009 awardees.



**Robert J. Yellan, center, received the Senior Level Healthcare Executive Regent's Award from Christopher Van Gorder, left, president and CEO, Scripps Health, San Diego, California and chair-elect of the American College of Healthcare Executives, and Joseph Tasse, right, president and CEO, St. John Macomb-Oakland Hospital and Michigan Regent of the American College of Healthcare Executives.**

## UPCOMING PROGRAMS

**October 15, 2009**

**Networking Breakfast, 7:30 a.m.**

Oakland Regional Hospital,  
22401 Foster Winter Drive, Southfield

Ted Canaday of Agency 17 will provide an overview of social media such as LinkedIn and Twitter, focusing on their applications for healthcare. Oakland Regional Hospital is the sponsor of this networking event.

**November 4, 2009**

**CAT 1 Program: The Future of Healthcare – Caring for the Underinsured and Uninsured**

Dinner Meeting, Henry Ford Hospital – Physician Dining Room, 2799 West Grand Boulevard, Detroit  
Registration: 5:30 p.m.; Dinner: 6:15 p.m.;  
Presentation: 6:30 p.m.

Moderator: Bob Milewski, Senior Vice President,  
Operations and Hospital Relations,  
Blue Cross Blue Shield of Michigan

Panelists: Allan Zuckerman, FACHE, FAAHS, president,  
Healthcare Strategies & Solutions, Inc.  
Michael Rachlin, MD, MSc, FRCPC,  
Canadian Healthcare Policy Analysis

Cost: Members: \$35, Non-members: \$45  
Students: Free of charge

Webinar Participants: Members: \$25, Non-members: \$35

**January 14, 2010**

**Networking Event**

Providence Park Hospital

This networking event sponsored by Providence Park Hospital includes light hors d'oeuvres and beverages. Tours of the new hospital will be provided.

For additional information or to register for upcoming MHEGA programs, visit <http://mhega.ache.org> or call 586-218-4442.

## MHEGA Members Will Be Panelists at Chapter Leaders Conference

Three MHEGA members, nominated by the Executive Committee, have been selected as panelists for ACHE's Chapter Leaders Conference that will be held in October in Chicago. This honor recognizes their dedicated efforts on behalf of MHEGA. The panelists and their topics are:

- Mason Dixon: *Strengthen Your Chapter's Early Careerist Membership*
- Ellie Heinrich: *Something More: Helping Your Members Advance; Be a Career Resource for Your Members*
- Brian Madison: *Developing Category I and II Programs*

## First Ohio Networking Event Is a Success

MHEGA's first networking event in Northwest Ohio was held on Friday, August 21 at the Holiday Inn in Perrysburg, Ohio. Kevin Webb, president of Toledo Hospital and Kim Bordenkircher, president of Henry County Hospital, helped organize this successful event attended by 22 individuals. Ted Canaday from Agency 17 discussed social networking tools such as FaceBook and LinkedIn. This networking program was sponsored by MHEGA, Amerinet, LERC, and Skytron.

## MHEGA Sponsorship Opportunities Provide Corporate Exposure

MHEGA now offers a variety of corporate sponsorship opportunities for companies to gain valuable exposure during chapter education programs and networking events. To learn more about becoming a corporate sponsor, please contact Andre Lee at 248-552-0910

## 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:**

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