

*MHEGA Newsletter October 2005*

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**Finishing strong in 2005; looking ahead to 2006**

by

**JOSEPH M. TASSE**

President, St. John Macomb Hospital

At MHEGA, we place a strong value on the next generation of healthcare executives. It's why we provide scholarships every year to outstanding students who may well be leading our profession one day.

For that reason, I'd like to start this edition of the newsletter by expressing my thanks for

your support of the MHEGA golf outing on September 23. Not only did you hear a powerful message from Brian Peters of the Michigan Health and Hospital Association, you then headed out onto the links in support of our educational and scholarship programs. For as long as you continue to support this important outing, we will continue to have an impact on those who are just starting out in their careers.

That's just one area in which we have seen success this year. In fact, MHEGA has accomplished a great deal this year in terms of education and networking, all of which provide you with tremendous value for your membership.

For example, you've enjoyed strong educational sessions that offer ACHE Category I education credit. We've provided several opportunities for you to network and kept you up-to-date on industry and legislative activities through the newsletter and website (<http://mhega.ache.org>). Our website has linked you to career services, as well as information about mentoring, becoming a protégé, and advancing to diplomate and fellow status.

With 2006 around the corner, we're looking forward to the opportunities ahead. One of those comes with our participation in the ACHE Award for Chapter Excellence. This is a first-time award that will applaud the chapter that marks top performances in:

1. Indexed attendee hours (membership participation in local educational programs)
2. Penetration of ACHE affiliate markets (the number of MHEGA members who are also ACHE members)
3. Member satisfaction with activities at the local chapter level

You'll be receiving a satisfaction survey soon. I urge you to take a few minutes to complete this survey. Not only will it make us eligible for the new chapter award, we will also use the information to plan future MHEGA activities.

I would also encourage you to join ACHE if you haven't already. This connection at the national level is important to you and your organization, and you'll enjoy the access to the resources and opportunities made available through the College.

The year is not yet over; don't miss our November 17 program, "Physician Relations and Alignment," with its Category I Credit opportunity. But as we begin to think ahead to 2006, consider getting more involved and make it a point to attend all of the member educational programs that have been planned by our dedicated MHEGA committees. Meanwhile, if you have any questions or thoughts you would like to share, feel free to call me at (586) 573-5100 or drop me an e-mail at [joseph.tasse@stjohn.org](mailto:joseph.tasse@stjohn.org).

### **Once again, golf outing above par**

The 2005 Golf Outing was a great success, thanks to the support of both members and sponsors. Brian Peters, senior vice president of Advocacy for the Michigan Health and Hospital Association, presented an update on the Michigan healthcare political front, followed by a day on the links in support of MHEGA's scholarship fund and future education and networking programs.

Our appreciation to all of this year's sponsors for their generosity:

ACHE  
ACS Healthcare Solutions  
Aegis Group Search Consultants, LLC  
Beaumont Hospitals  
Botsford General Hospital  
CareTech Solutions, Inc.  
Children's Hospital of Michigan  
EPMG  
Heinrich, Casey & Associates  
Henry Ford Health System  
HHA Services  
Huron Valley-Sinai Hospital  
MedSolutions  
Michigan Co-Tenancy Laboratory  
Mount Clemens General Hospital  
National Association of Health Services Executives  
Oakwood Healthcare System  
Rehabilitation Institute of Michigan  
Siena Heights University  
Sodexo Healthcare Services  
St. John Health  
The Thomas Group  
TRG Healthcare, LLC  
Trinity Health  
University of Michigan, Health Management and Policy Executive Masters Degree Program

### **2006 Committee Chairs**

The 2006 MHEGA officers and committee chairs have been announced. Our congratulations to these members, and our great thanks for their efforts in supporting MHEGA activities. All positions are effective January 2006.

#### **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

**Welcome to our new members!**

We are pleased to welcome these new members to MHEGA. Please make them feel welcome and valued:

**Angela Arnott**, Student, Siena Heights University

**Jyoti Bhatia Peters**, Principal Account Executive, Blue Cross Blue Shield of Illinois

**Kimberly Bordenkircher**, Chief Executive Officer, Henry County Hospital

**Carrie Czajka**, Graduate Student, University of North Carolina

**Mason Dixon**, Administrative Fellow, St. John Health System

**Robert Doetsch**, Marketing & Communications Manager, United Physicians, PC

**Cheryl Eagan**, Senior Vice President, Sodexo

**Laura Gupte**, Senior Manager, TRG Healthcare

**Stacey Olinger Klett**, MHSA, Community Health Consultant

**Kenequia Parker**, Student, U of D Mercy

**Robert Parrish**, President, Future Directions in Health Care, Inc.

**Johnny Peake, Jr.**, RN/Supervisor, Community Network Services

**Wendy Reini**, Student, Central Michigan University

**Jacqueline Silhanek**, Vice President, Cardinal Health

**Mark R. Taylor**, President, St. John Hospital and Medical Center

**Josephine Wahl**, Administrative Manager, ATMO, Med Seek

**Franca Weitenberner**, President, FW Consulting Services, LLC

**Eileen Wilhelm**, Director, Referral Development & Operations, Rehabilitation Institute of Michigan

**The value of a MHEGA membership**  
***Join Now!***

MHEGA's November and December programs address major strategic issues in healthcare and provide Category 1 credits. It's a great time to join MHEGA!

With more than 200 healthcare 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.

## **MHEGA 2005 Goals**

- I. By-laws Committee
  - A. Review by-laws and recommend updates
  - B. Recommend changes to incorporate Northwest Ohio ACHE members
  - C. Coordinate MHEGA by-laws with ACHE Chapter guidelines
  
- II. Communications Committee
  - A. Publish a quarterly, on-line newsletter
  - B. Update the MHEGA Website bi-monthly
  - C. Create mechanism and provide press releases to *Crains, Modern Healthcare, etc.*
  - D. Promote and support the job shadow program
  - E. Maintain CEO roster with phone calls to inactive members to invite to programs
  
- III. Golf Outing Committee
  - A. Hold annual outing with a fundraising goal of \$25,000
  - B. Provide for vendor networking with MHEGA CEOs
  
- IV. Membership Committee
  - A. Develop and efficient renewal process and increase membership to 300
  - B. Develop a membership retention strategy
  - C. Promote member involvement in committees
  - D. Provide networking opportunities at programs
  - E. Facilitate linkage/networking with NAHSE
  - F. Support development of a new Career Development Committee which would include: mentoring, job postings, an ACHE advancement session
  - G. Provide for orientation of new members
  
- V. Program Committee
  - A. Provide three educational programs for members
  - B. Provide an ACHE advancement session and job networking workshop for members (Could be part of a new mentoring/career development committee)
  
- VI. Student Activities Committee
  - A. Provide three student scholarships for graduate healthcare administration students  
from Sienna Heights University, U. of D. Mercy and The University of Michigan
  - B. Facilitate MHEGA and ACHE visibility with the graduate students

C. Offer a job shadowing day for students with MHEGA CEOs

VII. Other

- A. Operate MHEGA with a favorable bottom line
- B. Attract MHEGA/RAC members from all hospitals and/or health systems in SEM; explore membership from non-hospital entities
- C. Affiliate with the members of the Northwest Ohio ACHE region, encouraging membership and participation from health executives
- D. Provide funding support for a local healthcare-related charitable organization (\$4,500 budget for 2005)

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*Local News*

**Sept. 23 Membership Meeting:  
Urging MHEGA members to become more involved**

Michigan's tough economy has had a tangible impact on the state's health care system, but impressive strides were made in Lansing in several areas. The future, however, may depend on the involvement by health care executives.

That was the message from Brian Peters, senior vice president, Advocacy, Michigan Health & Hospital Association, to MHEGA members at the September 23 membership meeting.

Peters' presentation emphasized the issues of Medicaid funding and the state economy. "It's been difficult over the last year, and it's going to continue to be for the foreseeable future as the state's economy continues to worsen," he said. "No one wants to raise taxes going into a gubernatorial election next year, and that has really eroded state revenues."

Even so, significant progress was made, thanks to the grass-roots advocacy on behalf of Michigan hospitals and health systems by groups like MHHA and MHEGA.

"The final budget did include Medicaid cuts for hospitals, but significantly less than what was on the table from the House, Senate and the governor's office," he said.

For example, \$6.8 million was slated to be cut from graduate medical education. MHHA made this a priority, and the funding ended up fully protected. Also, the physician tax proposed by Gov. Jennifer Granholm was defeated, and no cuts were made to the Disproportionate Share Hospital Pool (DSH).

Next year is setting up to be an extraordinary election, with offices open for the governor, one U.S. senator, all 15 Michigan members of Congress, all 38 state senators, all 110 state representatives, the Michigan attorney general and two Michigan supreme court justices.

"It's going to be a difficult year. We'll be playing defense on Medicaid again," he adds. "The twist will be that the governor and the Republican leadership and legislature are looking at Medicaid reform, not just cuts. The last time the system was reformed was 1997-1998 when we shifted from fee-for-service to a managed care approach.

“Next year, they’re going to be looking at actual structural reform,” says Peters. “This could be an opportunity to really change the way we go about Medicaid delivery.”

He urged MHEGA members to become involved in the political process. “Hospitals in Michigan are among the state’s major employers. We have more political clout than we realize. We just have never stepped up to the plate and done everything we could do as a grass-roots advocacy. All of us need to get more involved if we’re going to be successful.”

### **MHEGA members reach out to hurricane victims**

Hurricanes Katrina and Rita may have hit far from Michigan, but MHEGA members felt the impact – and responded with tremendous generous support. Here is just a sampling of how MHEGA members reached out to the thousands of victims of these two powerful storms.

#### **St. John Health**

As part of the national Catholic system Ascension Health, St. John Health felt a personal connection to the tragedy. That’s because Ascension’s Providence Hospital was hit by the storms in Mobile, Alabama.

In response, Ascension immediately made \$100,000 available to support the relief effort. At the same time, associates at St. John Health (and within Ascension) made their own donations. Many associates also cashed in some of their vacation days and generously contributed this money to help. The IRS made special provisions in the payroll tax laws for this to occur on behalf of the hurricane victims. To date, about \$275,000 has been collected.

Hurricane Rita followed close on the heels of Hurricane Katrina, and afterward, some Ascension hospitals received patients who had to be evacuated from the affected areas. Seton Health in Austin, Texas received 160 patients. Providence Healthcare in Waco, Texas treated 86 patients and St. Thomas Hospital in Nashville, Tennessee received some patients from an airlift evacuation. The relief and support efforts are continuing.

#### **Mount Clemens General Hospital**

The Medical Staff donated \$10,000 to the relief efforts – a total that was then matched by the hospital. An internal fund drive also was initiated for employees, volunteers and physicians who wanted to make individual donations.

Some 30 employees also volunteered to travel to the storm-ravaged region to help. Meanwhile, the hospital’s mobile medical outreach clinic was readied to provide health screenings for anyone from the Gulf Coast who might be sent to our area.

#### **Beaumont Hospitals**

Beaumont Hospitals donated \$100,000 to the American Red Cross, while Beaumont Business Center employees donated items and created 198 “goodie bags” for children affected by Katrina. The bags included a toy, soap, washcloths and personal items.

Beaumont Hospitals employees, physicians and volunteers contributed an additional \$45,800 to the American Red Cross and Salvation Army. Prayer services were held and two furnished family apartments for up to one year for displaced citizens were offered. Several private physician practices also have offered free medical

services for victims.

Meanwhile, more than 330 employees at both hospitals have volunteered to assist with relief efforts if requested by the state.

Updates of the efforts from DMC and Trinity Health are forthcoming. If you would like to share your organization's efforts, contact Todd Haight at [thaight@wwnet.net](mailto:thaight@wwnet.net).

All in all, MHEGA members responded with very generous – and very personal – contributions to aid those harmed by the storms. Our thanks to all those who touched so many lives in the aftermath of this national disaster.

### **Job Shadow Day set for Feb. 2, 2006**

It's not too early to plan for the next MHEGA Job Shadow Day – especially given the strong response and favorable reviews of last year's event.

So, mark your calendars for Thursday, Feb. 2, 2006. That's the date for the Third Annual Job Shadow Day, as scheduled by the Student Activities Committee.

The committee has planned aggressive promotional and recruitment efforts, hoping to secure student commitments early this fall. CEO commitments are desired by mid-December, followed by a matching process in early January.

Watch the newsletter and website for more information about this great event.

### **Job Board available**

Have a job open within your organization? Post it on the MHEGA Job Listing. It's not only an effective tool for professionals considering career advancement, it's free to members.

It's also easy to use. Just submit your open positions by the 25<sup>th</sup> 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](mailto: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***

The mission of MHEGA is to provide a local forum for the open exchange of information and viewpoints which enhance the decision-making expertise and professional growth of persons who may have major responsibility for healthcare management in southeastern Michigan and to promote the mission of the American College of Healthcare Executives (ACHE).  
Michigan Healthcare Executive Group and Associates

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

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## **Save the date!**

**Thursday, Nov. 17:  
Managing For Morale: Physician Engagement  
Category I Credit Opportunity!**

Andrew Epstein, M.D., from The Bard Group will present, “Managing For Morale: Physician Engagement” at the Thursday, Nov. 17 MHEGA membership meeting. Make a point to attend:

*Embassy Suites, Southfield  
28100 Franklin Road, Southfield  
5:30 p.m. Reception  
6:00 p.m. Dinner  
6:30 p.m. Program*

Panelists for the presentation will include:

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

*Christopher Wilhelm, M.D.  
Chief, Medical Services  
Beaumont, Troy*

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

The Bard Group is sponsoring this exciting program. Dr. Epstein, Partner and Executive Vice President of The Bard Group, has nearly 20 years of experience in clinical practice, quality improvement and medical staff leadership. He served at Harvard Community Health Plan, where he was awarded the Joseph L. Dorsey, M.D., Award for his outstanding contributions. He also served on the faculty of Harvard Medical School. He is board-certified in Internal Medicine and earned an AB from Dartmouth College and an MD from Case Western Reserve University School of Medicine.

The Bard Group ([www.bardgroup.com](http://www.bardgroup.com)) is a consulting firm that specializes in helping healthcare organizations achieve results, particularly when needing help engaging physicians or physician groups.

This program has been developed and is presented locally by Michigan Healthcare Executives Group and Associates (MHEGA). **The American College of Healthcare Executives (ACHE) has awarded 1 Category I (ACHE education) credit hour to this program.**

For more information or to register, contact Deb Ellis at 586-776-1696 or [dkellis@wideopenwest.com](mailto:dkellis@wideopenwest.com).

**Friday, Dec. 2:  
Hospital/Physician Business Relations**

Few things are as critical to our success as the relationship between hospital and physician. For that reason, plan to attend the next ACHE seminar:

*Hospital/Physician Business Relations:  
New Options for Physician Partnerships*

*Friday, December 2  
Hilton Garden Inn, Plymouth  
Presented by Daniel K. Zismer, Ph.D.*

Many healthcare executives find the legal ramifications of physician arrangements to be challenging and collaboration efforts time-consuming, often yielding little or no return on their investment. While many hospitals have created joint ventures as a way to partner with physicians, this strategy is not always viable.

Healthcare executives are concerned about the high costs and risks associated with these arrangements. This seminar will provide healthcare executives with alternative options for physician collaboration as well as legal guidelines and essential strategies for fostering profitable physician partnerships.

During the program, you'll learn:

- Factors that are creating new opportunities for physicians to compete with hospitals.
- How participating bond transactions (PBTs) can be used as an alternative to equity joint ventures.
- How PBTs can create investment interest in a tax-exempt hospital.
- How hospitals can link the performance of participating bonds to improvements in quality and patient satisfaction.
- Why it makes sense to revisit the concept of physician employment.
- How to create specialty alliances and other specialist partnership options.

**All attendees will receive 6 CAT I credits from the American College of Healthcare Executives.**

Presenter Daniel Zismer is a managing principal with Dorsey Health Strategies. The focus of his work includes healthcare strategy, new business venture development, and partnerships and capital alliances with physicians and health systems. Prior to joining Dorsey Health Strategies, Dr. Zismer served as the vice president and senior executive for Cardiovascular Services at Allina Health System.

For more information or to register, contact Deb Ellis at 586-776-1696 or [dkellis@wideopenwest.com](mailto:dkellis@wideopenwest.com).

**Thursday, Feb 9, 2006:  
Vernice Davis-Anthony,  
President and CEO, GDAHC**

Vernice Davis-Anthony, President and CEO of the Greater Detroit Area Health Council, will discuss the role of GDAHC within the health system in southeastern Michigan. Watch the MHEGA website and newsletter for more details that will become available as this date approaches.

**April 2006:  
"Performance Transformation"**

Details are still being worked out, but plan to attend "Performance Transformation," a seminar next April 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. Application will be made to the American College of Healthcare Executives (ACHE) for 1 Category I (ACHE education) credit hour for this program.

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***Item of Interest***

**U of M student team takes first place,  
thanks to MHEGA support**

A team of University of Michigan students from the Department of Health Management and Policy – and sponsored by MHEGA – competed in early October at the 20th Annual National Association of Health Services Executives (NAHSE) Educational Conference, Business Meeting and Exhibition. Even more impressive, the team came in first place!

MHEGA provided \$500 of funding in support of the team, which competed at the Detroit Marriott Renaissance Center.

The Case Competition is a scholarship program that challenges graduate students to use their problem analysis and presentation skills. Students must apply their creativity, knowledge and experience to analyze the diverse, real issues facing a healthcare organization.

The competition also gives students an opportunity to establish mentoring relationships and network with healthcare leaders. "We're proud to support our local graduate students in furthering innovative problem solving in healthcare," says MHEGA President Joe Tasse.

The 2003 and 2004 University of Michigan teams both earned 2nd place in their respective Case Competitions.

MHEGA also sent a foursome to the NAHSE Conference golf outing: Joe Tasse, President, St. John Macomb Hospital; Marie Baloga, Public Relations, Beaumont, Troy; John O'Malley, Vice President of Operations, St. John Macomb; and Bill Crowe, Chief Financial Officer, Providence Hospital and Medical Centers. The group took third place in the outing. Congratulations, golfers!

MHEGA is pleased to support our fellow professional healthcare organization, the National Association of Healthcare Executives (NAHSE).

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### *Special Articles*

#### **Ready to get published?**

*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](mailto:thaight@wwnet.net). Submissions may be edited, altered or declined depending on content, length and appropriateness.*