



NAHSE

THE NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES

NAHSE Notes
Fall 2014



Letter from the NAHSE President

Dear NAHSE Friends,

It is with great excitement and enthusiasm that we are approaching our 29th Annual Educational Conference, Business Meeting, Exhibition & Everett V. Fox Student Case Competition held at the Detroit Marriott at the Renaissance Center in Detroit, Michigan. This year's conference theme, Transformation in Leadership: From Volume to Value... Be the Change, will resonate throughout the event and afford participants the opportunity to share ideas, foster innovation, and take action on critical concepts to facilitate change within the national healthcare delivery model and beyond.

This year's conference promises to be an enriching and rewarding professional experience that will offer the latest tools and resources available to excel in the evolving healthcare environment. We are excited about our esteemed lineup of keynote speakers and special guests. On the first day, we will kick off our conference with the opening session and public policy forum to discuss the social determinates of health and its impact on health disparities led by Ronald Wyatt, MD, MHA, DMS, Medical Director, Healthcare Improvement, Office of the Chief Medical Officer The Joint Commission; Kelvin Wolmack, Principal at Deloitte Consulting LLP and Kimberlydawn Wisdom, MD Senior Vice President of Community Health & Equity and Chief Wellness Officer at Henry Ford Health System. In keeping with our theme Transformation in Leadership, we will be inspired during the general session by Drs. Sampson Davis, Rameck Hunt and George Jenkins of The Three Doctors Foundation followed by the President's Luncheon with award-winning journalist/author and political commentator Jeff Johnson, who will share his perspective on the status of the healthcare in America.

As energizing as Thursday will be, Friday, promises to invigorate attendees with special guest Dr. Gail C. Christopher, Vice President W.K. Kellogg Foundation, who is a nationally recognized leader in health policy. Our conference will conclude with our black-tie gala where the winners of the 19th Annual Student Case Competition will be announced.

It is because of the more than 46 years of leadership and support from NAHSE members and partners that we have been able to fulfill our mission and elevate the quality of health care services rendered to minority and underserved communities. Please join us in celebrating our 29th annual conference and moving forward in our vision to be recognized globally as the premier professional membership society.

Look forward to seeing you in Detroit,
Roy L. Hawkins, Jr., FACHE
National President



**NATIONAL
ASSOCIATION OF
HEALTH SERVICES
EXECUTIVES**

29th

**Annual Educational Conference,
Business Meeting, Exhibition &
Everett V. Fox Student Case Competition**

**CONFERENCE
REGISTRATION
BROCHURE**

Transformation in Leadership:

From Volume to Value.....

Be The Change

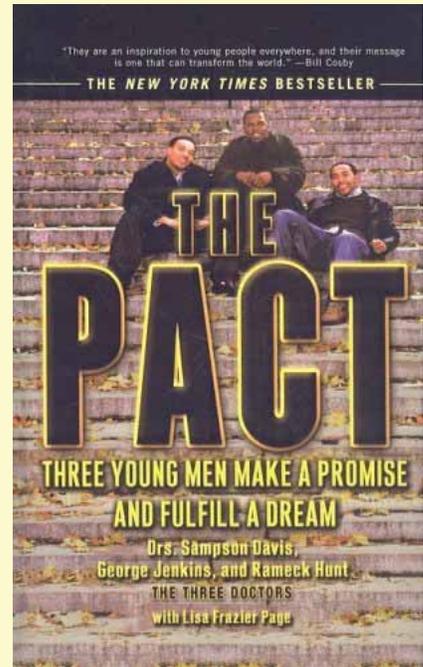
October 14-17, 2014

**Detroit Marriott at the
Renaissance Center
Detroit, Michigan**



A Message from the Education Co-Chairs

This year's conference will be a unique experience for all who attend. We are excited about the speakers who will be in attendance and will make it a one-of-a-kind conference. Confirmed speakers include "The Three Doctors" — **Drs. Sampson Davis, Rameck Hunt, and George Jenkins**, who overcame countless obstacles growing up in Newark, New Jersey. They made a pact as teens to graduate college and eventually become health care professionals. Their New York Times bestseller is **The Pact: Three Young Men Make a Promise and Fulfill a Dream** (2003). The speakers will inspire the audience and prove that friendship, setting goals, and challenging each other to achieve those goals does work.



The program will also include:

- **Jeff Johnson** the Washington, DC, based award-winning journalist, social activist and political commentator who will discuss the political scene and what health care professionals can do to participate in the process.
- **Dr. Ronald Wyatt**, Medical Director in the Division of Healthcare Improvement at the Joint Commission, where he promotes quality improvement and patient safety to internal and external audiences, works to influence public policy and legislation for patient safety improvements, and serves as the lead patient safety information and education resource within The Joint Commission.
- **Dr. Gail Christopher**, Vice President for program strategy at the W.K. Kellogg Foundation, who oversees the foundation's extensive investments to improve health and well-being for vulnerable children and families.

A schedule of events appears on the next page. We look forward to seeing you in Detroit and celebrating the Everett V. Fox Student Case Competition participants.

Denise Brooks-Williams



Jennifer Campbell, Dr.P.H.



2014 PRELIMINARY SCHEDULE

TUESDAY, OCTOBER 14, 2014

- 8:00 a.m. – 2:00 p.m. NAHSE Golf Tournament
- 1:00 p.m. – 3:00 p.m. Chapter Presidents & Officers Meeting
- 2:00 p.m. – 4:00 p.m. Special Session #1
- 2:00 p.m. – 4:00 p.m. Special Session #2
- 3:00 p.m. – 8:00 p.m. Conference Registration
- 3:00 p.m. – 5:00 p.m. Executive Committee Meeting
- 4:00 p.m. – 5:30 p.m. Case Competition Student Briefing (Student Participants Only)
- 5:30 p.m. – 7:30 p.m. Board of Directors Meeting
- 9:00 p.m. – 10:00 p.m. Ambassadors' Briefing

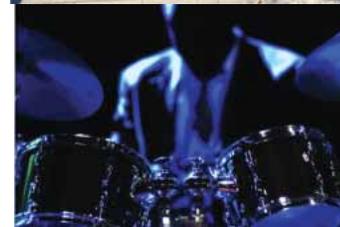
WEDNESDAY, OCTOBER 15, 2014

- 7:00 a.m. – 7:00 p.m. Conference Registration
- 8:00 a.m. – 12:30 p.m. Mid Careerists Empowerment Workshop & Luncheon – Part I (Limited to first 75 registrants)
- 1:00 p.m. – 2:30 p.m. Opening Session/ Public Policy Forum
- 2:45 p.m. – 4:15 p.m. Young Healthcare Professionals Forum
- 3:00 p.m. – 4:30 p.m. CEO/Senior Executive Session
- 3:00 p.m. – 5:00 p.m. Mid Careerists Empowerment Workshop – Part II
- 3:30 p.m. – 4:30 p.m. NAHSE Mentoring Program Meeting
- 3:30 p.m. – 4:30 p.m. NAHSE Membership Connection
- 4:30 p.m. – 5:30 p.m. Case Competition Judges Briefing (Judges Only)
- 4:30 p.m. – 6:00 p.m. Health & Wellness Cooking Demonstration
- 5:00 p.m. – 7:00 p.m. Student Programs Networking Reception^(N)
- 7:30 p.m. – 9:30 p.m. Opening Night Reception/Expo Hall Opening^(N)
- 9:30 p.m. – 11:00 p.m. NAHSE Suite Reception/President Meet & Greet^(N)

THURSDAY, OCTOBER 16, 2014

- 6:00am – 7:00 a.m. ZUMBA Fitness
- 7:00 a.m. – 5:00 p.m. Conference Registration
- 7:00 a.m. – 11:00 a.m. Case Competition Preliminaries
- 8:00 a.m. – 9:00 a.m. Networking Continental Breakfast^(N)
- 9:30 a.m. – 11:00 a.m. General Session
- 12:00 p.m. – 2:15 p.m. President's Luncheon (announcement of case semi-finalists)
- 2:30 p.m. – 4:00 p.m. Educational Sessions (3)
- 2:30 p.m. – 4:00 p.m. CEO/Senior Executive Session
- 2:30 p.m. – 6:00 p.m. Case Competition Semi-Finals
- 6:15 p.m. – 8:00 p.m. Career/Residency Position Fair & Reception
- 6:00 p.m. – 7:00 p.m. Sponsor Reception/Coach Insignia^(N)
- 7:00 p.m. – 8:30 p.m. CEO/Senior Executive Reception/ Coach Insignia^(N)
- 8:00 p.m. – Midnight Ignite Lounge at MGM Grand^(N)

(N) = Networking Opportunity



FRIDAY, OCTOBER 17, 2014

- 6:00 a.m. – 7:00 a.m. Health & Fitness Challenge
- 7:00 a.m. – 12:00 p.m. Conference Registration
- 7:00 a.m. – 10:30 a.m. Case Competition Finals
- 8:00 a.m. – 9:30 a.m. Networking Continental Breakfast^(N)
- 9:30 a.m. – 11:00 a.m. Women's Forum (For Women Only)
- 11:15 a.m. – 12:30 p.m. Educational Sessions (3)
- 11:15 a.m. – 12:30 p.m. CEO/Senior Executive Session
- 12:45 p.m. – 2:45 p.m. Leadership/Membership Meeting Luncheon
- 3:00 p.m. – 4:30 p.m. Educational Session
- 3:00 p.m. – 4:30 p.m. Case Competition Debriefing (All Conference Attendees are Welcome)
- 7:00 p.m. – 8:00 p.m. Pre-Gala Reception^(N)
- 8:00 p.m. – 11:00 p.m. Gala & Awards Dinner^(N)

SATURDAY, OCTOBER 18, 2014

- 10:00 a.m. – 2:00 p.m. Community Service Project

(N) = Networking Opportunity



§ The Asian Health Care Leaders Association (AHCLA) 2014 National Conference was held Saturday, July 19, 2014, at the Manchester Grand Hyatt in San Diego, California. The meeting was held on the front end of the 22nd Annual Health Forum and the AHA Leadership Summit.

Roy L. Hawkins, Jr., FACHE, was a featured panelist and participated in a discussion on *How To Make the Affordable Care Act Work In Any Community*.

§ Congratulations to **Herb Buchanan** on his appointment as President of both IU Health Methodist Hospital and IU Health University Hospital effective Monday, July 7. Herb brings more than 25 years of healthcare leadership experience to the position.



§ Congratulations to **Kenneth Jones**, FACHE, the current CEO of The Orthopedic Hospital of Lutheran Health Network was selected by St. Joseph Hospital's board of trustees to fill the hospital's highest administrative position in Fort Wayne, IN. Kenneth was born in Atlanta and raised in nearby Decatur, Ga. He earned a master's in healthcare administration and a master's in business administration from the University of Minnesota in 2003. He received a bachelor's in biology from Florida A&M University in Tallahassee in 2000.



§ Congratulations to **Jacqueline Burgess-Bishop**, FACHE, on her new role as Regional Director, Ambulatory and Community Health Network at Cook County Health and Hospitals System.



§ **Audrey Smith** posted pictures on her Facebook announcing her daughter Naomi's moving out of the family home and returning to the University of Michigan Stockwell Dormitory. Interesting that this was Audrey's dorm when she was a Michigan student. Congrats.

§ **Colene Daniel**, FACHE, sends her regards from Qatar, where she is the Deputy Chief of Tertiary Hospitals and Chief Executive Officer of Hamad General Hospital in Doha. The hospital received the Stars of Excellence 2013 for outstanding work. Colene has been in Qatar since 2009.

§ **William Jahmal Miller** was confirmed by the Senate Rules Committee as the Deputy Director of Health Equity for the State of California at the State Capitol on Wednesday, July 2, 2014.

§ **Harold Williams** sends his regards from The Villages Florida where he is enjoying retirement. The literature says he's close to Florida's famous tourist attractions and Orlando's International Airport. Harold, don't get on your computer in retirement like your friend **Rod Rutledge** in South Carolina sending all those jokes via e-mail. Remember, some of us are still working and we don't have time to read all those emails from Rod.

§ NAHSE regrets to report the passing of **Kimberly Reynolds** on August 19, 2014. Kimberly was the former co-chair of National Student Summit, Everett V. Fox Student Case Competition judge, and Treasurer of the Boston NAHSE Chapter. Kimberly is survived by her parents, Robert and Margaret Reynolds of Henrietta, New York. In lieu of flowers those who wish may contribute to Pluta Cancer Center, 125 Red Creek Drive, Suite 101, Rochester, NY 14623.

§ Congratulations to **Khari** (FACHE) and **Ketta Reed** on the birth of twin boys **Ajani Khari Reed** (6lbs 12oz) and **Noah Khari Reed** (5lbs 4 oz). Khari and Ketta state that the babies are healthy and providing them with incredible joy and happiness since they arrived at 5:58 and 5:59p, respectively, on August 19th!



§ NAHSE's National Public Policy Committee Co-Chair, **Cheri C. Wilson**, MA, MHS, CPHQ, Assistant Scientist and Program Director, at Hopkins Center for Health Disparities Solutions has been named to *Diversity MBA Magazine's* list of Top 100 under 50 Diverse Emerging Leaders for 2014. Cheri was selected from a pool of 300 excellent candidates! Cheri will be featured in an article in The September 2014 Top 100 under 50 issue of *Diversity MBA Magazine* along with 99 other talented professionals who have made a tremendous impact on leadership in their companies and communities. To further celebrate her outstanding achievement, Cheri will be honored and presented an award to acknowledge her hard work and achievements on September 18, 2014, at the Doubletree by Hilton, Oak Brook, Illinois. Please join NAHSE in congratulating Cheri Wilson on this esteemed accomplishment!

Provide your updates to NAHSE (attention: NAHSE Notes)
at nahsehq@nahse.org

FAMILY

FAMILY

FAMILY

FAMILY

§ **James E. Page Jr.** has been named Vice President of Diversity and Inclusion for Johns Hopkins Medicine. Mr. Page will collaborate with stakeholders and leaders across the system to lead ongoing efforts to create and maintain a diverse and inclusive environment, provide culturally competent patient care, strengthen leadership accountability for diversity and ensure alignment of the diversity efforts with the JHM Strategic Plan. Congratulations!

NAHSE Profile:
Victor Bonhart

Seeing what needs to be done and doing it is a skill Victor Bonhart has mastered. Born in the southern suburb of Harvey, Illinois, as a child, Victor painted and sketched all the time. This creative side led him to pursue a B.A. in Graphic Design and Computer Graphics from Columbia College - Chicago. Landing several jobs after college in the advertising industry, he landed at an advertising agency DraftFCB as a Senior Art Director, where his clients included Motorola, USPS, Kenworth/Peterbilt Trucks, Cool Whip, and Cadillac. His twelve-years with DraftFCB allowed him to work in direct mail, promotion and retail, where he accumulated awards for his advertising and marketing expertise.

Never one to sit idle, he took classes in web design so when a downturn came in the advertising agency, he was able to transition to Sears Holding Corporation's e-commerce business, where he became the visual web designer for Sears, Craftsman, K-Mart, and Kenmore. While there he worked on vertical web design pages, responsive design, monthly themes, animated images, re-skinning pages, hero and banner ads. Plus, he created over 3,500 polished category images and became an expert in quick turnovers on a variety of web projects.

He was introduced to NAHSE by Chicago Chapter President-Elect Sherri Peavy, who was given the assignment by Chapter President Steven Wilson to revamp the local website. Victor was able to bring his web design expertise to the Midwest Chapter and subsequently to the NAHSE National site, where a total re-design has been recently completed, with easier navigation, simplicity in content, clickable links/images, and a visually engaging interface to draw viewers into the site.



Victor is a content and photography-focused web developer. His thought on web design is simplicity, with easier access to information, straightforward navigation, and visuals to offset content: make it easier for viewers to navigate a site.

He is particularly proud of the Chicago Chapter's visual appeal, with its drop down menus, videos, sponsor logos that link on a rotating carousel on their home pages, and the website's migrating images that keep the user's attention on a monthly basis. His goal is to complete monthly updates on the website to keep the members informed about activities, events, and information on the chapter and medical industry they work in. For example, he had the opportunity to shoot pictures at the Chicago Midwest Chapter's August meeting on Best Practices in Efficient Medical Care Coordination presented by Christine Schaefer-Pettigrew, M.D. The photos of the event were edited and loaded to the website the following morning before 8:00 a.m.

Thank you, Victor, for seeing what needed to be done and following through to deliver an excellent product. For more information on Victor, go to the NAHSE.org website or to www.victorbonhart.com.

§ Congratulations to NAHSE members on being named to Modern Healthcare's 100 Most Influential People in Healthcare — **Lloyd Dean**, **Kevin Lofton** (FACHE), **Bruce Siegel**, and **Bernard Tyson**. Jobs well-done.

Lloyd Dean



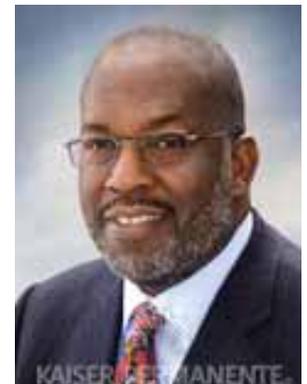
Kevin Lofton



Bruce Siegel



Bernard J. Tyson



FAMILY

FAMILY

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FAMILY

§ On August 10, 2014, **Hope L. Mason**, Deputy Executive Director for Strategic Planning and Intergovernmental Affairs at Kings County Hospital Center (KCHC) was honored for her contributions to the growth and development of healthcare in Central Brooklyn during the Jamaica and Trinidad and Tobago 52nd Independence Anniversary Celebration sponsored by the Progressive Democratic Political Association of Central Brooklyn (PDPA). The celebration was held aboard the “Spirit of New York” cruise liner. In addition, to her award from the PDPA, she received a Certificate of Appreciation from the New York City Council and Certificate of Special Congressional recognition from Congresswoman Yvette Clarke.

For more than 38 years, Ms. Mason has been a strategist and a proactive healthcare leader in NYC. She played a leadership role in the Kings County Hospital Center’s \$500 million major modernization and expansion from a single location to a multi-facility network. Hope is currently the key point person at KCHC for NYS’s \$6.4 billion initiative open to public hospitals and a wide array of safety-net providers. This Medicaid Waiver initiative is expected to transform the healthcare delivery system in NYS over the next five years.

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CHAPTERS ON THE MOVE

St. Louis, MO

On August 1, 2014, the St. Louis chapter hosted its quarterly luncheon with special guest, Robert Freund, Jr., CEO of the St. Louis Regional Health Commission. Mr. Freund has been at the Commission since 2002. Following the closure of the last remaining public hospital in St. Louis in 2001, the region faced a fiscal crisis jeopardizing the St. Louis healthcare safety net, which provides access to essential healthcare services for people experiencing barriers to appropriate, timely, affordable and continuous health services.

Civic Progress, an organization comprised of the leading corporate executives in St. Louis, formed a task force to address the immediate funding crisis for the safety net. The participants recommended the formation of a Regional Health Commission, a consortium of government representatives, providers of care, and members of the community charged with developing and implementing a long-range plan to improve health care access and delivery to the uninsured and underinsured. The Regional Health Commission was formed from this safety net concern.

Health reform is having a definite impact on St. Louis safety net hospitals and clinics with a large inner-city clinic recently closing its doors due to lack of financial support. Mr. Freund’s talk was timely and hit home for many attendees. He illustrated through current data trends and statistics how Missouri’s decision to not expand Medicaid is impacting the community, labor market, and ultimately limits access to affordable health care. Not only were concerns addressed, but potential solutions were discussed (i.e. how attendees and others in the community can influence changes at the legislative level). This luncheon brought to the table a cross-section of St. Louis community leaders representing academia, providers, administrators, and others in public service. The event was a wonderful opportunity for networking and learning, as evidenced by the record number of registrations!



CHAPTERS ON THE MOVE

Chicago, IL

Congratulations to Steven Wilson, president, and Sherri Peavy, president-elect, for their leadership in advancing the Chicago Chapter. The excellent monthly educational programming has attracted a record number of members to meetings and the next generation of leaders has been in the majority.

In May, Cynthia Boyd, M.D., Associate Dean and Chief Compliance Officer at Rush University Medical Center presented on Diversity Challenges in the U.S. Health System where she focused on the recruitment of African Americans and Latinos in medical school and the decreasing number of applicants and those admitted. She discussed the role that AAMC is undertaking to increase the numbers of candidates and to get younger students invested in the STEM disciplines (science, technology, engineering, and mathematics). The meeting was an opportunity to present to the Tanzanian delegation of physicians, pharmacists, and nurses who were visiting Chicago on an exchange program.

In June, the topic Osteopathic Medicine and Innovating the Future of Health Care had the president of the American Osteopathic Association and long-time NAHSE member Adrienne White-Faines discuss value-based care in the context of allopathic and osteopathic medicine. The commonalities and distinctions between the training of physicians and the holistic approach in which Doctors of Osteopathic Medicine view their patients were discussed.

In August, Christine Schaeffer-Pettigrew, M.D., Assistant Professor of Clinical Medicine-General Internal Medicine and Geriatrics at Northwestern Memorial Hospital presented on Best Practices in Efficient Medical Care Coordination. Her presentation centered on the role of academic medical centers in providing care to indigent patients and keeping them in regular contact with medical care with an integrated approach delivered by physicians, nurses, social workers, and care managers.

2014 Best Practices in Efficient Medical Care Coordination with Dr. Christine Schaeffer-Pettigrew



2014 Osteopathic Medicine and Innovating the Future of Health Care





9th Annual Healthcare Supplier Diversity Symposium

The 9th Annual Healthcare Supplier Diversity Symposium, hosted by Owens & Minor, will be held September 23-24, 2014, at the Hilton Richmond Hotel & Spa/Short Pump in Richmond, Virginia. This year's focus will be on how to define agility in the healthcare supply chain through education, innovation, and making connections that will propel you toward success.

The Symposium will begin on Tuesday evening with an Awards Banquet & Program featuring a keynote address from Carla Harris, Vice Chairman and Managing Director of Morgan Stanley and author of *Expect to Win, Proven Strategies for Success from a Wall Street Vet*. The Women's Leadership Panel will spotlight business leaders including Leah Brown, President, A10 Clinical Solutions, Inc.; Alejandra Y. Castillo, National Director of the Minority Business Development Agency (MBDA); Anu Hans, Vice President and Enterprise Supply Chain Chief Procurement Officer, Johnson & Johnson; Jill Witter, Senior Vice President, General Counsel and Ethics & Compliance Office, Novation, LLC and Joset Wright-Lacey, President, NMSDC.

Three timely workshops will also be presented including "Taking Advantage of Emerging Healthcare Technology Trends"; "Blurred Lines - The Implications of Tier 1 vs. Tier 2 in the Healthcare Supply Chain" and "GPO's in an Agile Supply Chain". These are followed by our featured luncheon speaker, Anton Gunn, Founder and President 937 Strategy Group, LLC.



"What You Need to Know About Transgender Healthcare"

The Rainbow Healthcare Leaders Association (RHLA) is extending an open invitation to NAHSE for an upcoming webinar: "What You Need to Know About Transgender Healthcare" presented by Anand Kalra.

From employment to health care, nondiscrimination law and enforcing regulations are clearing paths to reduce health disparities and improve quality of life for transgender people. At the level of lived experience, however, trans and gender-nonconforming people still face many structural barriers, especially within health systems. This webinar will provide context and background for health needs of transgender people, detail barriers within health systems, explain recent changes in relevant state and federal laws, and provide guidance for system improvements in administrative and clinical settings.

As Health Programs Administrator at Transgender Law Center, Anand Kalra translates wins in law and policy into practice at the level of user experience. Anand applies systems analysis to identify breakdowns in the administration of health care in the private and public sectors, and uses this knowledge to create understandable educational materials and trainings for transgender community members and service providers. He has ten years' experience as an activist in trans and LGB communities and holds a master's degree in Information Science from the University of Michigan.

The webinar is Wednesday, September 24, 2014, 2:00 - 3:00pm EST (1:00 - 2:00pm CST, 12:00 - 1:00pm MST, 11:00 - 12:00pm PST).

If you wish to join this webinar, please go to this link to register:

<https://www4.gotomeeting.com/register/854996295>

There is no charge for people to join this webinar.



Financial Advisory

DouglasBradley
Personal Financial Advisors

Successful Investors Ignore Prices and Focus on Cash Flow

With US stock market indices hitting new records of late, it's as good a time as any to ask the question: *Who cares?*

The retail investing public and the media have an infatuation with prices. They lack an appreciation for the importance of cash flow. As executives in the health care industry, I have no doubt NAHSE members are acutely aware of cash flow.

Managing household finances is no different from managing a business or other organization that has income and expenses. The ridiculousness of focussing on stock prices is analogous to a person who is running a hospital solely focusing on the value of the property the hospital sits on.

If the supposed value of the property increases by 20% in a year, does that increase the hospital's income? Of course not. In order to access that capital tied up in the land, the hospital must sell it or mortgage it. The end result is that either there is no more hospital to serve the community or the hospital now has an additional expense of a lease or mortgage payment.

But the key to this example is that there was a transaction involved. The land had to be sold or mortgaged. Otherwise the value of the land is irrelevant to the cash flow of the hospital. Investing is the same way.

If a person owned 100 shares of Google stock, the shares would be "worth" roughly \$60,000 today. A year ago they were worth \$45,000. Did this investor earn \$15,000? No way; they earned nothing. Google pays no dividend to its shareholders. So the only way for this person to earn money from their Google stock is to sell some or all of it. Just like with the hospital's land, a transaction is required. No stock sale means no access to money to spend for groceries.

Many people look at the increase in stock prices over the last two years and decide they'll simply hold on for higher prices. Or they figure they don't need that money for ten years or some other long period of time so they'll be fine. After all, stock prices are guaranteed to be higher in the future aren't they? Anyone who believes that nonsense simply has to look at US stock prices during the twenty years following the Crash of 1929 or Japanese stock prices over the last thirty years. Don't count your chickens before they hatch.

Cash flow is king. If a person can accumulate quality sources of dependable income during working years, then they'll have that income to meet expenses in the future when they'll need to replace a salary. Current value and income are not synonymous or interchangeable.

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