

GLACHE

An Independent Chapter of



American College of
Healthcare Executives
for leaders who care®

Great Lakes Chapter
of the American College of
Healthcare Executives

President's Report

Summertime in Michigan. It's beach, sunshine, blue skies and pleasant temperatures. These are all the reasons we live in Michigan. And we like to let others know about our beautiful state with ads such as [Say Yes to Michigan](#). And now, [Pure Michigan](#), the incredibly successful campaign with Tim Allen. Michigan has an abundance of resources.

And so does the Great Lakes chapter of ACHE.

What if I told you that we have a speaker for our fall event that was:

- both a state representative AND a state senator
- both a state racing commissioner AND a state Department Director of Licensing and Regulation.
- both a graduate from Princeton (magna cum laude) AND Harvard.
- both a radio talk show host AND an editor for a widely read publication.

And he's a Michigan resource.

Bill Ballenger will join us in September. He is the editor for Inside Michigan Politics and has a history of predicting campaign results successfully. Next month in August, we will be past the primaries. Currently seats are open for:

- All 15 U.S. House seats with three open seats due to the retirements of Ehlers, Hoekstra, and Stupak
- Governor and Lt. Governor
- Attorney General
- Secretary of State
- All 38 state senate seats are on the ballot, 29 of which are open seats due to term-limits, 52 of which are open due to term-limits or being vacated
- All 110 state House are up for reelection
- Two Supreme Court Justices
- Numerous local races

Bill Ballenger will give us insight into the campaign and what this means for health care and more importantly the state of Michigan.

Mark October 13 as the date to join your Michigan colleagues.

Mary Kay VanDriel
GLACHE President
President, Value Health Partners

History

- The Great Lakes Chapter of the American College of Healthcare Executives exists to provide educational and networking opportunities for healthcare leaders in Western, Northern and Central Michigan.
- The Great Lakes Chapter was historically known as the West Michigan Healthcare Executives Group (WMHEG), which was established in 1988, with approximately 50 members. In March 2004, WMHEG was revitalized as a chapter of the American College of Healthcare Executives (ACHE), based in Chicago. Also in 2004, ACHE affiliates in the Central and Northern portions of Michigan agreed to combine efforts as The Great Lakes Chapter.

Inside this issue:

Regent's Report	2-3
Education Report	3-4
Articles of Interest	5
National News, ACHE's 2010 Premier Corporate & Valued Sponsors	6
2010 Board Members	7

Regent's Report



Dear Michigan and Northwest Ohio
ACHE Members:

This year's **Congress on Healthcare Leadership** in March was noteworthy as the opening session fell on the Monday after the passage of the largest overhaul of our healthcare system in fifty years. Much of the hallway conversation concerned reform and speakers had to revise their talks accordingly. As we enter the era of health reform, I'm sure we will come to know these times as exciting, challenging and stressful as we help create new directions in healthcare for our country. Our

Michigan and NW Ohio markets will continue the journey back to growth and viability and our roles as leaders become more important now than ever. During this time, we should also appreciate our healthcare CEO's, since turnover is now running at 15% and 20% for Michigan and Ohio respectively. Let's retain the talent we have in Michigan and Ohio.

Congratulations to the newest Fellows!

Michigan:

Jean A. Anthony, FACHE
William Beekman, FACHE
Paul A. Bonis, FACHE
Bradley P. Casemore, FACHE
Katherine L. Coffield, FACHE
Jeffrey H. Dawkins, FACHE
Henry DeVries, Jr., FACHE
Lori L. Gibson, FACHE
Joseph R. Gordon, FACHE
Wayne M. Gray, FACHE
Linda A. Grosh, FACHE
Timothy C. Heinrich, FACHE
Robert E. Hoban, FACHE
Timothy J. Johnson, FACHE
Colleen M. Koppenhaver, FACHE
Linda L. Lawton, FACHE
Gary S. LeRoy, FACHE
Jacalyn A. Liebowitz, RN, FACHE
Michael J. Markel, Jr., RN, FACHE
Irita B. Matthews, JD, FACHE
George H. Montgomery, FACHE
Brian J. Peltz, FACHE
Anne M. Regling, FACHE
Matthew W. Rush, FACHE
David M. Sessions, FACHE
David M. Southerland, FACHE
Nickolas A. Vitale, FACHE
Randall J. Wagner, FACHE
Jeffrey T. Wendling, FACHE
Ginger Williams, MD, FACHE
Robert J. Yellan, FACHE

Northwest Ohio:

Christine M. Demko, FACHE
Pam Jensen, FACHE
John C. Randolph, FACHE
Carol A. Whittaker, FACHE
Scott A. Williams, FACHE

Educational Outreach

Our Chapters continue their creativity in providing educational programs for ACHE members in our region. The April 29th "Marketing and Money Series . . ." provided by **GLACHE** provided substantive content on the topic. It was held at Spectrum, but was broadcast via video conference at United, Reed City and Northern Michigan Hospitals and at Munson, Sparrow and Hurley Medical Centers and at Lakeland Healthcare. **MHEGA** offered a "Risk in Our Daily Lives" program on April 29 also at Henry Ford Macomb Hospital and broadcast the session via webinar. Further programming and networking sessions are planned. I know we can continue to rely on our ACHE Chapters leaders to offer us valuable programs, services, and networking, relevant to this time. I thank our chapter leaders, board members and council members for the fine work they are doing on our behalf.

Congratulations to Advancing Members in ACHE

Special congratulations to our following members who advanced to **Fellow** status at the March Convocation (please see side panel to the left).

Annual Michigan ACHE Meeting -- Keynote Speaker

At this year's meeting on June 25 as part of the MHHA Annual Meeting on Mackinac Island, **Major General David A. Rubenstein, FACHE** will address the audience and provide his insights on leadership and particular aspects in the military. He is the assistant surgeon general for force sustainment in the Army and Past Chairman of ACHE. He is a dynamic speaker so be sure to attend his talk at the meeting on Mackinac Island.

Regent's Awards

I will be awarding the annual Regent's Awards at the June 25th MHHA Meeting at Mackinac Island again this year. Awards will be given in the following categories:

Regent's Report Continued...

- Early Careerist
- Senior-Level Health Executive
- Distinguished Faculty Member
- Outstanding Student

If you know of ACHE members who have distinguished themselves this past year and whom you would like to nominate for one of these awards, please let me know as soon as possible. You can e-mail me at joseph.tasse@stjohn.org.

Ernie Harwell

Ernie Harwell, the legendary Detroit Tigers' sports announcer, passed away in May, and I'm reminded of his perspective on his own life. He said that the Lord had blessed him with a journey of 92 years and was glad that it would be ending in Michigan. He said he loved the people of Michigan, both baseball fans and non-fans. He loved their grit, their spirit, their family values and the like. He always kept a positive outlook and encouraged us to strive forward. So, let's push forward with a positive spirit in our health-care work, and, as Ernie said, succeed, move forward and take care of others.

As I enter my final year of the three-year Regent term, I'm looking forward to continuing to meet more of you, interact with our student colleagues and support our Chapters in the work ahead.

I wish you and your families all the best, and have a safe and happy summer.

Best regards,

Joseph M. Tasse, FACHE
Regent for Michigan and NW Ohio
President, St. John Macomb-Oakland Hospital

Education Report

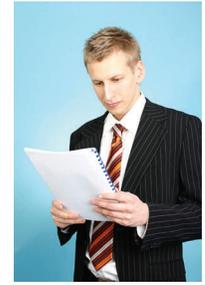
The April GLACHE educational sessions, "Linking New Products, Services and ROI" and "Strategically Linking Your Marketing to Success in Today's Works of Social Media" were a great success. We would like to thank our panelists for taking the time to provide us such a thought provoking presentation:

Strategically Linking Your Marketing to Success in Today's Works of Social Media

Mary Reagan
 President - Reagan Marketing + Design

Margaret Derrer
 Director of Marketing and Public Relations – Mary Free Bed
 Rehabilitation Hospital

Pete Richardson
 Information Technology - Spectrum Health



"The leader has to be practical and a realist, yet must talk the language of the visionary and the idealist."

Eric Hoffer



Education Report

Linking New Products, Services and ROI

Tim Calhoun

Vice President of Finance and Chief Financial Officer –
Lakeland Regional Health System

Kris White

Vice President of Innovation and Patient Affairs –
Spectrum Health

Anne Klinebauer

Director of Resident and Specialty Practices –
Spectrum Health

We would also like to thank our GLACHE members who helped coordinate and make possible our teleconference locations around the state. Teleconferencing our educational opportunities to those throughout Michigan would not be possible without your help.

Education Session on October 7 – Advancing to Fellow

Ellie Heinrich and Jeff Wick will be providing an ***Advancement to Fellow*** presentation on October 7 in Lansing. This is a great session for those looking to take the next step in their career. Please be on the lookout for more information in the near future.

Education Session on October 13 – Healthcare Reform: University Club (Lansing)

GLACHE is in the process of finalizing our upcoming October 13 conference focused on healthcare reform. We will be combining a networking session, the GLACHE annual meeting, and the Healthcare Reform presentation. Our panelists will be discussing the anticipated impact of healthcare reform on organizations in Michigan and what the upcoming November elections may mean to legislation. The discussion will be moderated by Bill Ballenger and we will have a representative from the hospital, physician, and employer settings. Registration details will be coming soon.

Conference Details:

- Networking Breakfast 8:00 – 9:00
- Annual Meeting 9:00 – 9:30
- Presentation 9:30 – 11:00
- Question and Answer 11:00 – 11:30

Represented Organizations:

- Michigan Hospital Association – Laura Appel
- Michigan State Medical Society – Collin Ford
- Michigan Chamber of Commerce – Wendy Block

Scott Newell
Education Chair

“Nearly all men can stand adversity, but if you want to test a man’s character, give him power.”

Abraham Lincoln

Articles of Interest

Avoid Committing Gaffes With Your Multicultural Work Force

Whether you manage a huge multinational firm or a small office, chances are you've got at least a few people from another culture in your group. You can't take for granted that what works for your native employees will be equally effective in managing foreign-born workers. Keep these pointers in mind:

- **Find out how to communicate.** Workers in some cultures may have learned to rely on what others in their work group tell them, rather than on management communications. You may need to designate someone to pass along information to these employees. Remember, too, that in some cultures people are uncomfortable with public praise, so find out whether workers would prefer to receive positive feedback in private.
- **Assign mentors or buddies.** If possible, pair up a foreign-born employee with another worker from the same culture, so the more experienced employee can answer questions and show the newer worker the ropes. If that's not possible, assign a mentor from your work force, but provide some training so the person doesn't create friction.
- **Keep your door, and mind, open.** An open-door policy is usually good employee relations, but employees from different countries may not be used to the idea of addressing their superiors directly. As above, designating an intermediary may be your best bet. Set a good example, though, by getting out of your office to ask questions and share information.
- **Eliminate jargon and slang.** You already know this, but it bears repeating: Be sensitive to buzzwords and figures of speech that may not be obvious to people from another country. On the flip side, find out what kinds of slang might be offensive in another culture.

Adapted from "Are You Unwittingly Committing Gaffes With Your Multicultural Work Force?" *Communication Solutions*, April 2010; (800) 878-5331; www.managementresources.com.

Become a More Confident Writer

Writing confidently has as much to do with your state of mind as your ability. Here are several ways to write more confidently.

1. **Read a lot.** Read widely in new genres and formats, and not just within your own area of expertise. Seeing how other authors formulate their paragraphs and project meaning will help form structures in your own mind. The more widely you can read, the more expansive will be your points of reference and the influences you can draw on when you sit down to write.
2. **Write a lot.** The more you write, the more you'll relax and the less you'll agonize over every sentence. Start a blog, write articles for free distribution or write for a charity.
3. **Learn to accept criticism as feedback.** Sometimes it takes a fresh pair of eyes to identify room for improvement, to which you'd otherwise be blind.
4. **Approach every project with maximum effort.** You'll gain the satisfaction of knowing you did the best job you could.
5. **Don't confuse the writing stage with the editing process.** As with beating writer's block, just get words onto the page, and then shape and mold them to your heart's content afterward. Perfection is something you can always aspire to but will rarely reach in the first draft, if ever. Even Shakespeare would probably tear up a few of his manuscripts if he were to revisit them today.
6. **Appreciate that the occasional doubt in your own writing is part of the creative process.** It is what keeps you striving for higher standards. Use it as motivation to improve and to learn how to become a better writer, which is a lifetime pursuit in itself.

Adapted from "10 Ways to Become a More Confident Writer," by Matt Ambrose. For more information, visit www.freewritingadvice.com.



"Where there is no vision, the people perish."

Proverbs 29:18

National News

ACHE Regent Elections

The 2010–2011 Council of Regents election process is under way. Michigan is a territory that is eligible.

Chapter officials whose territory is located in one of these jurisdictions should encourage their members to run for Regent. Serving as a Regent is a unique opportunity to exercise leadership abilities, share innovative ideas and act on behalf of ACHE affiliates.

Board of Governors Examination Review Course

To help prepare applicants for the Exam, ACHE will offer the [Board of Governors Examination Review Course](#) on October 13–15 in Phoenix. Passing the Exam is one step on the path to earning the distinction of board certification as a Fellow of the American College of Healthcare Executives (FACHE®). The Exam consists of 230 questions testing 10 core knowledge areas. This review course provides information on all 10 areas, as well as testing strategies, sample questions and a better understanding of the examination's content, structure and scoring.

ACHE's 2010 Premier Corporate Partners

ACHE's Twelve 2009 Premier Corporate Partners Recommit in 2010
 ACHE would like to recognize our 2010 Premier Corporate Partners, whose year-round support helps ACHE further its mission and adds value to our membership. Our Premier Corporate Partners demonstrate their ongoing commitment to ACHE and its affiliates in various ways, including providing financial resources, hosting networking events and offering educational opportunities. We are proud to recognize the following twelve 2010 ACHE Premier Corporate Partners and appreciate their continuing support (see left side panel).

Become a Valued Sponsor

Your organization can support GLACHE by becoming a sponsor, giving you exposure to 100's of healthcare professionals. Your contribution helps to offset meeting costs and enables GLACHE to provide programs that enhance the professional development of healthcare executives. Several sponsorship categories are available and all donations are tax-deductible. For more details, please contact Dave DeSimone, FACHE, Chapter Vice President at davidd@mclaren.org or call (810) 342-4281. We would like



GE Healthcare



PHILIPS



SIEMENS



An Independent Chapter of



American College of
Healthcare Executives
for leaders who care®

Great Lakes Chapter of the American College of Healthcare Executives

Great Lakes Chapter ACHE
P.O. Box 68013
Grand Rapids, MI 49516-8013
<http://greatlakes.ache.org>

Phone: 616-456-8013
Fax: 616-451-3108
E-mail: info@greatlakes.ache.org

ACHE Vision Statement:

Be the premier professional society for healthcare executives dedicated to improving healthcare delivery.

ACHE Mission Statement:

To advance our members and healthcare management excellence.

2010 Board Members

Mary Kay VanDriel, EdD, FACHE, **President**
Value Health Partners
EMAIL: marykay.vandriel@valuehp.org

Jan Sternberg, PhD, FACHE, **Vice President**
Huron Medical Center
EMAIL: jsternberg@huronmedicalcenter.org

Patrick Brillantes, **Secretary**
Sparrow Health System
EMAIL: patrick.brillantes@sparrow.org

Bradley Casemore, MHSA, LMSW, **Treasurer**
Venture Behavioral Health
EMAIL: bracinginc@msn.com

Directors:

Eric Barnaby
Allegiance Health
EMAIL: eric.barnaby@allegiancehealth.org

Steven Berkshire, EdD, FACHE
Central Michigan University
EMAIL: berks1sd@cmich.edu

Dan Borton, FACHE
McLaren Health Care
EMAIL: danb@mcclaren.org

Katherine Coffield
Hurley Medical Center
EMAIL: kcoffie1@hurleymc.com

David DeSimone, FACHE
McLaren Regional Medical Center
EMAIL: Davidde@McLaren.org

Christina Freese-Decker, FACHE,
Spectrum Health
EMAIL: christina.freese@spectrum-health.org

Michael Grisdela, FACHE
Trinity Health
EMAIL: mcgris@comcast.net

Robert MacKenzie, FACHE
EMAIL: bbmack@chartermi.net

Michael Rich
VHA
EMAIL: mrich@vha.org

Scott Newell
Spectrum Health
EMAIL: scott.newell@spectrum-health.org

Donald Simila, FACHE
Marquette General Health Systems
EMAIL: dsimila@mgh.org

Education Chair:

Scott Newell
Spectrum Health
EMAIL: scott.newell@spectrum-health.org

Regents:

Joe Tasse, FACHE
(Term beginning March 2008)
St. John Macomb-Oakland Hospital
joseph.tasse@stjohn.org

**“Example is not the main thing in
influencing others, it is the only thing.”**

- Albert Schweitzer



*This newsletter is assembled
and published by:*

Kristine Waide
Spectrum Health
kristine.waide@spectrum-health.org