

As a Member in the American College of Healthcare Executives, you'll attain the tools, guidance and support you need to gain an edge in the field. Membership will enhance your marketability, relationships, knowledge and leadership so you can excel!

Meet the best and brightest in the field through our diverse membership of more than 30,000 healthcare leaders from the United States, Canada and abroad. Join an ACHE to benefit from networking, education and career development in your area.

ACHE provides numerous opportunities for you to position yourself as a leader in healthcare management. Your membership alone signals your desire to improve the health status of society by advancing excellence in healthcare management.



ACHE of North Texas

The Inside View

1933-2008
75
Years
AMERICAN COLLEGE OF
HEALTHCARE EXECUTIVES

A Publication of the ACHE of North Texas Chapter

Check www.northtexas.ache.org - Get updates on local and national ACHE events

WINTER 2007

A Message From The President

By **John G. Self**
2008 President, ACHE of North Texas Chapter
Co-Founder and CEO of JohnMarch Partners, Inc.



I want to begin by wishing all local chapter members a safe and prosperous new year. I also want to welcome all new members who have joined our chapter.

In December, the ACHE of North Texas Board finalized its strategic plan for 2008-2010. Some key opportunities will be -- grow membership, communications, networking, increase mentorships, and education. Moreover we have signed a new combined membership agreement with the national ACHE office which grows our membership to more than 1044 members. This agreement will increase our funding from the national office. This agreement would make our chapter one of the largest in the nation.

In an effort to address succession planning, we have taken a proactive approach. In December the Board of Directors approved several new members. I am pleased to welcome Sandy Lutz, Managing Director, Healthcare Research Institute, PricewaterhouseCoopers; Beverly Dawson, RN, Director, Family Life, All Saints Catholic Church; and Rick Stevens, Vice President of Operations, JPS Health Network.

I would also like to thank Matt Chance, Director of Operations, Children's Medical Center, as he has

served the maximum consecutive terms including a year as Chapter President. Ron Coulter, Safety Officer, Texas Health Resources, has now assumed the Chair of our Membership Committee and Ms. Beverly Dawson will Chair the Networking Committee. Jonni Johnson, RTKL Associates, has stepped down as Chair of the Networking Committee but will serve as the Chair of the Sponsorship Committee. Eric Evans and Michael Ojeda will both Chair the Communications Committee.

On November 15, 2007, we hosted the annual ACHE of North Texas Golf Tournament with a goal of raising \$30,000. I am happy to report that we far exceeded our expectations by raising \$43,500 as well increased the number of corporate sponsors (24). There were 17 platinum sponsors (\$2,000), 4 gold sponsors (\$1,500), and 3 silver sponsors (\$1,000). Additionally, there were 80 players who participated in this year's golf tournament. As a result of this profitable golf tournament, we have financial security going into 2008. The goal for FY08 will be to secure additional sponsorship participation in order to fund national speakers for educational events. Thanks to all participants who continue to make this a successful annual event.

On November 13, 2007, ACHE of North Texas hosted one of its most successful networking meetings entitled "Developing Relationships Be-

tween CEO's and Boards of Directors" at the Las Colinas Country Club. Mr. Doug Hawthorne, FACHE, CEO, Texas Health Resources; Mr. Joel Allison, FACHE, CEO, Baylor Health Care System; and Mr. Stephen Mansfield, PhD, FACHE, CEO, Methodist Health Care System, comprised this distinguished panel which was moderated by Mr. Britt Berrett, FACHE, CEO, Medical City Dallas. Please visit our website to see pictures of this successful event at <http://northtexas.ache.org>.

On December 6, 2007, ACHE of North Texas celebrated the annual Holiday After Hours Event & Member Appreciation/Recruitment Celebration at Sambuca in Uptown Dallas. The affair was very well attended by local members and we received positive feedback on the event.

The Board selected The Health Industry Council of Dallas-Fort Worth to assume all administrative matters. We expect to have the agreement in place by January 2008. I wish to thank the DFW Hospital Council for their dedication and years of service.

I would like to conclude by thanking the Board and every local ACHE member. I look forward to an exciting year and want to reiterate that ACHE is the most important professional development and career management resource in the health care sector.

The Inside View

A Publication of ACHE of North Texas

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JohnMarch Partners, Inc.

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Parkland Health & Hospital System

Past President

Paula Zalucki, FACHE
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Gail Maxwell, FACHE
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Methodist Health System

Brett McClung, FACHE
Harris Methodist Southwest Hospital

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Medical City Dallas Hospital
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Harris Methodist Southwest Hospital

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Health Industry Council of the DFW Region

The Inside View is published quarterly by the ACHE of North Texas Chapter. Editorial guidelines are available upon request. Inquiries and advertising rates may be obtained by contacting info@northtexas.ache.org.

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A Message From The Regent

By Britt R. Berrett, FACHE

Regent, Greater Dallas-Fort Worth
Chief Executive Officer of Medical City Dallas Hospital

The authors of *Crucial Conversations*, *Crucial Confrontations*, and the newly released, *Influencers*, published a brilliant piece of work in 1999 entitled, *The Balancing Act – Mastering the Competing Demands of Leadership*. Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler captured my imagination when I first read their book. It was 2000 and I had taken over as the CEO of a 600 bed hospital here in Dallas. Was I intimidated? Absolutely! Was I prepared for the competing priorities? Not a Chance! Did I learn more in those first few painful months of self realization and discovery than could have ever been imagined? No Question about it!

The authors acknowledge the challenges of leadership and present a unique model of outcome vitality and cultural vitality. Their work opened my mind to the importance of a culture and how the vitality of an organization can be measured and assessed. Such is the case with the American College of Health Care Executives. We should watch and ponder the activity within the college to determine the organizational and cultural vitality. From my perspective, it is robust and engaging – unafraid to explore the possibilities and challenge conventional thinking. And more importantly, the College demands of its membership to rise above the day to day chaos and commit to excellence.

Take a look at the expectations of Fellow status in the College and recognize that our professional organization is evolving and growing. We are willing to adapt, change, and grow. I have been impressed with velocity of change. Within a very short period of time we have not only restructured our credentialing criteria but also restructured our organizational framework. I wish I could say I was part of this great and bold process, but like many of you, I was on the sideline observing with interest.

The results have been spectacular and it is my assessment that the American College of Health Care Executives is more effective, engaged, and responsive to its membership and our stewardship in health care than ever before. Yes, there are a few whiners out there. Any time we introduce change in our hospital someone finds the time and energy to complain and whine. . . such is life. Nonetheless, the majority of this organization demonstrates cultural vitality and in the end, outcome vitality.

Welcome to the College and join us in our commitment to excellence.

ACHE of North Texas Chapter Highlights

Communications Committee Participates In Carrollton ISD's Career Fair

The ACHE of North Texas Communications Committee had its first community program event on December 6, 2007.

Several members of the Committee participated in Carrollton Independent School District's Annual Career Fair. Committee member Deborah Stargardt, Parkland Health and Hospital System, coordinated ACHE of North Texas' participation (sponsoring a booth), which provided valuable information to students and faculty about the importance of health-care and healthcare careers.

Stargardt reported the booth was a great success, as many students stopped by to inquire about careers in healthcare and for additional information on ACHE of North Texas. In addition to students seeking information about the organization and its membership, Stargardt says with the success of the booth other booth sponsors stopped by seeking similar information.

The Carrollton Independent School District was so very pleased with the organization's participation, they asked ACHE of North Texas to be involved in their upcoming Career Fairs. The Committee accepted the offer and plans to sponsor another booth in 2008. Stay tuned for more details.

Grandfather Provision

Attention: Grandfather Provision for individuals who do not have a Bachelors Degree and want to be a part of ACHE. Between now and June 30, 2008, if you are an ACHE member who does not have a degree there is currently a grace period for you to get "Grandfathered into ACHE."

If you do not have a degree, but want to continue to be a part of ACHE, please enroll immediately. Beginning July 1, 2008, individuals who want to join ACHE will be required to have a minimum of a Bachelor's Degree.

The American College of Healthcare Executives is an international professional society of more than 30,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations. ACHE is known for its prestigious credentialing and educational programs and its annual Congress on Healthcare Leadership, which draws more than 4,000 participants each year. ACHE is also known for its journals, the *Journal of Healthcare Management* and *Frontiers of Health Services Management* and its magazine, *Healthcare Executive*, as well as ground-breaking research and career development and public policy programs. ACHE's publishing division, Health Administration Press, is one of the largest publishers of books and journals on all aspects of health services management in addition to textbooks for use in college and university courses. Through such efforts, ACHE works toward its goal of being the premier professional society for healthcare leaders by providing exceptional value to its members.

Membership Committee Ambassador Program Update

Happy 2008, to all ACHE Members and Friends, from the Membership Committee (MC). The Membership Committee is busy planning its efforts to strengthen the Ambassador Program and to move forward with its implementation in all counties supported by ACHE of North Texas.

The Ambassador Program seeks to enhance membership in ACHE, the premier professional organization for healthcare leaders.

As a recap, the Ambassadors charge will be to:

1. Alert the Chapter of new healthcare executives that have relocated to the area and have/have not joined ACHE
2. Identify eligible candidates for National ACHE membership (effective January 1, 2008 there is no separation for local vs. National)
3. Serve as an ACHE representative within their respective organizations
4. Actively promote ACHE
5. Educate healthcare executives about the value available from membership and the opportunities for lifelong learning

Ambassadors will continue to be selected by the Membership Committee and approved by the Board of Directors based on their skills and commitment to the Mission and Vision of ACHE. Selected Ambassadors will soon be recognized and highlighted in official communications including, but not limited to, the Chapter newsletter and the local website. Letters announcing their acceptance

and recognizing their contributions will be sent to the Ambassador's CEO and direct Supervisor thanking them for their participation and contribution(s). Interested in learning more, contact us at info@northtexas.ache.org. We look forward to hearing from you.

2008 Ambassador Roster

Trey Abshier Associate Administrator Medical Center of Arlington	Janet D. Henderson, FACHE Director, COPC Parkland Health & Hosp. System	Angela M. Simmons, FACHE Manager Business Development Presbyterian Hospital of Plano
Leslie A. Barden, FACHE Sr. VP, Planning & Marketing Methodist Health System	Aaron Miri IS Project Manager Methodist Health System	Brad Simmons, FACHE Vice President Methodist Health System
Donas H. Cole Administrative Director/Co-ECO Medical Center of McKinney	Michael J. Ojeda, MHA, FACHE Compliance Officer VANTHCS	Shannon Stansbury, FACHE Divisional Vice President BlueCross BlueShield of Texas
Ronald E. Coulter, FACHE Chair Membership Committee Safety Officer Harris Methodist Southwest	Jeffrey D. Patterson Director, Business Development Lake Pointe Medical Center	Jania A. Villarroel, MHA Past Chair Membership Committee Chief Operating Officer Metropolitan Anesthesia Consultants, LLP
Jill Frawley Business Office Manager JPS Health Network	Jessica C. Rangel Assitant VP of Operations Methodist Health System Dallas	Christopher R. Sandles Exec. Assistant to the Director VANTHCS

Knowledge . Leadership . Marketability . Relationships

ACHE of North Texas Chapter Committees & Chair Information

Communications Committee

Oversees and maintains communications among chapter members through web services, publications, electronic mail, and other delivery mechanisms to ensure effective and timely communication among the chapter members.

2007 Chair, Janet Henderson, MHA, FACHE
jhende@parknet.pmh.org

2008 Co-Chair, Michael Ojeda, MHA, FACHE
Michael.Ojeda@va.gov

2008 Co-Chair, J. Eric Evans
ERIC.Evans@tenethealth.com

Educational Programming Committee

Develops, plans, and coordinates educational programs related to current and pertinent issues facing the healthcare industry. At least two ACHE category II educational programs shall be provided to members each calendar year. This committee will also plan category I programming, using the panel discussion format and onsite programming options. This committee will also explore establishing regional Program Councils to deliver educational programs within the chapter's geographic territory.

2007 Chair, Brad Simmons, FACHE
Bradleysimmons@mhd.com

2008 Chair, Brad Simmons, FACHE
Bradleysimmons@mhd.com

Member Services Committee

Coordinates recruitment and retention activities through the chapter's Ambassador program. Develops member recognition programs, pro-

motes ACHE amongst area graduate programs, and provides career services for current and potential chapter members.

2007 Chair, Jania Villarroel, MHA
jvillarroel@metroanesthesia.com

2008 Chair, Ron Coulter, MHSM, FACHE
roncoulter@texashealth.org

Advancement Committee

Encourages chapter affiliates to prepare for advancement to Fellow. Conducts exam preparation courses, organizes study groups as needed. Encourages existing Fellows to re-credential.

2007 Chair, Paula M. Zalucki, FACHE
pzalucki@salusstrategy.com

2008 Chair, Paula M. Zalucki, FACHE
pzalucki@salusstrategy.com

Mentoring Committee

Oversees and coordinates the healthcare executive mentorship program, and produce an Early Careerist seminar.

2007 Chair, John G. Self
JGSelf@johnmarch.com

2008 Chair, John G. Self
JGSelf@johnmarch.com

Networking Committee

The Networking offers members opportunities to network with their peers. Networking opportunities include but are not limited to:

1. Bi-monthly executive leadership breakfast

meetings

2. Bi-monthly social/networking events
3. Annual golf tournament with continuing education opportunities

The breakfast meetings and social events are hosted by senior executives of local healthcare facilities or health related organizations. In collaboration with the Educational Programs Committee and Sponsorship Committee, our annual golf tournament provides a full day of networking and education opportunities with proceeds directed toward educational programming and scholarships to ACHE Congress. In 2007, this activity was combined with Sponsorship activities, but will be separated into two distinct committees in 2008.

2007 Chair, Jonni Johnson, CPSM
jwjohnson@rtkl.com

2008 Chair, Beverly Dawson
bdawson@allsaintsdallas.org

Sponsorship Committee

The Sponsorship Committee solicits sponsorships to support chapter events and ACHE Congress scholarships. In 2007, this activity was combined with networking activities, but will be separated into two distinct committees in 2008. In 2008, we will explore the possibility of establishing a separate 501(c)3 foundation for tax-deductible contributions.

2007 Chair, Jonni Johnson, CPSM
jwjohnson@rtkl.com

2008 Chair, Jonni Johnson, CPSM
jwjohnson@rtkl.com

Why You Should Attend Congress?

By Alyson Pitman Giles, FACHE
Chairman
President & CEO of Catholic Medical Center



ACHE's Congress on Healthcare Leadership brings you the best in professional development offerings, opportunities to network with and learn from peers in the field, and the latest healthcare information to enhance your career and your organization. Congress sessions offer information on the latest healthcare topics, providing you with the information and inspiration you need to address your organization's challenges in new and innovative ways.

This year, ACHE is also celebrating its 75th anniversary. While recognizing the past, we're excited to explore the future as we focus on Redefining the Healthcare Landscape. The 103 Congress sessions promise to shape your career and your organization's future with topics that include quality improvement, physician relations, information technology, governance and so much more. Prepare yourself for the future of healthcare with:

Exceptional Networking. At Congress, you will have numerous opportunities to interact with the best and brightest healthcare leaders. At our educational sessions, you will have an opportunity to hear from top healthcare leaders on a variety of relevant healthcare issues.

New Approaches. Learning ideas in a creative, innovative way can have a profound effect on your organization. Congress allows you to take much needed time to tackle your issues and challenges from a new perspective as you learn valuable information at educational sessions and from face-to-face time with your colleagues.

Career Enhancement. Congress provides you with a myriad of opportunities to fine-tune your leadership skills, from career management seminars, to leadership skills assessments to information about how to earn the FACHE credential. You will leave Congress with a renewed approach to your career and strategies to help you attain your career goals.

Incredible Value. In just a few days away from the office, you'll have access to educational seminars, general sessions, one-on-one career development programs and networking events—an exceptional value for your educational dollar.

Why should you attend Congress? It is a perfect opportunity for you to help redefine the healthcare landscape, your organization and your career.

Don't Miss the 2008 Congress on Healthcare Leadership . . .

Join more than 4,500 healthcare executives at the premier event in healthcare leadership education on March 10-13, 2008 in Chicago, Illinois! Congress offers 103 high-quality seminars, networking opportunities and career development programs to enhance your professional growth.

Congress On Healthcare Leadership Testimonials

"I have been attending ACHE's Congress for more than 25 years, and year after year I have been impressed with the comprehensive selection of educational seminars that are offered. All seminars focus on current and future challenges within healthcare and provide practical advice and solutions. As a healthcare executive, I find ACHE's Congress to be a one-stop shop for my personal and professional development, and seeing colleagues and classmates is an added benefit!"

Marcel C. Loh, FACHE
Chief Administrative Officer and Senior Vice President
Swedish Medical Center/Cherry Hill Campus
Seattle, Wash.

"Attending Congress provides the opportunity to network and participate in a knowledge transfer experience with healthcare leaders across the country. The topics offered provide a wide-range of experiences for executives with varied backgrounds and professional training. Additionally, there are on-site career-based services on resume review, personality testing and job counseling that give members who attend Congress an added benefit."

Karen Schwartz
Vice President, Support Services
Bon Secours St. Francis Health System
Greenville, S.C.

"In this field, we must all be avid lifelong learners to keep up with the phenomenal pace of change. I can think of no better forum to stay current as a healthcare leader than ACHE's Congress on Healthcare Leadership. The opportunities to learn come not just from the excellent seminars, but through networking and sharing ideas with colleagues who are dealing with similar challenges. Without fail, every year I always feel a renewed sense of possibility after attending Congress."

Eugene A. Woods, FACHE
President and CEO
St. Joseph HealthCare
Lexington, Ky.



Membership Has Its Privileges

As an affiliate, you'll join more than 30,000 healthcare leaders from across the country and around the world who believe in improving the health status of society through healthcare leadership excellence.

Member

If you have a minimum of a bachelor's degree and a commitment to the profession of healthcare management, then you are invited to join ACHE as a member. There is no better resource to have at your fingertips than the premier organization for healthcare executives.

If you prefer, you may be eligible for the following membership levels. Keep in mind that Faculty Associates, International Associates, and Student Associates are ineligible for Fellow status.

Faculty Associate

If you maintain a full-time position with an appointment in a graduate or undergraduate pro-

gram in health services administration, you may be eligible for a discount on your dues. You will have access to cutting-edge knowledge - knowledge that you can share with your students and colleagues - via ACHE's highly respected publications, ground-breaking research, and online resources.

International Associate

If you live outside the U.S. and are not a member of the U.S. military, you may be eligible for a discount on your dues. Keep abreast of the latest trends in the healthcare field and acquire the tools you need to succeed.

Student Associate

If you are enrolled in a health services administration or related administrative program, you may be eligible for a discount on your dues. Find answers to your most pressing career questions and gain a competitive edge through ACHE's countless resources.

Are you still unsure? Contact the 2008 Chair, Ron Coulter, MHSM, FACHE at roncoulter@texashealth.org or contact the Division of Membership at (312) 424-9400 or membership1@ache.org.

"Accepting the mantle of leadership is the biggest challenge today's healthcare executives face. There are scores of bright, energetic, and technically competent managers in the field. The successful executives, however are the ones willing to set the right example, advocate for just and fair causes, and sometimes make unpopular but necessary decisions. ACHE has played an important role in preparing me to lead to the best of my ability."

Kevin E. Lofton, FACHE
President and CEO
Catholic Health Initiatives
Denver, Colorado



An Independent Chapter of



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ACHE of North Texas

3001 Skyway Circle, Suite 100 Irving, Texas 75038
972.256.2291 | fax 972.570.8037 | northtexas.ache.org