



# Pivot With Purpose

49<sup>th</sup> Annual Winter Conference  
December 6 - 7, 2021



Community Behavioral  
Healthcare Association



In-Person Event, COVID-19 Vaccinations Required for Safe Attendance

# Monday, December 6, 2021

8:00 am REGISTRATION OPENS

9:15 – 10:15 am KEYNOTE SESSION

## Pivot with Purpose

Speaker: *Sharon Newport, CAE, Principal, Sharon Newport, LLC*



Over the last two years we've been challenged to support our physical and mental health, and that of our colleagues, clients, and community in ways we never imaged. Many of us have questioned how to survive this moment or what the future may hold. As we look towards 2022, we know it's time to pivot with purpose. Let's take this time to slow down and check-in with ourselves. We know much more now than we did two years ago. How can we incorporate these lessons learned moving forward? In this session we will explore frameworks and techniques to help us move from reacting to creating. We will expand our resources to authentically move into 2022 pivoting in our purpose.

10:15 – 10:30 am BREAK WITH EXHIBITORS

10:30 – 11:30 am CONCURRENT SESSIONS

## CEO Leadership Roundtable

Speaker: *Dr. Karen Batia, Principal, Health Management Associates (HMA)*

Unprecedented demand for behavioral health services, the deepening workforce shortage, and stressors our communities face, require leaders to continually innovate, while being responsive and proactive to ever changing business drivers. The pandemic has significantly changed our industry, how we practice, and how we lead. CBHA and HMA will be offering a time limited and limited audience (20) CEO Kitchen Cabinet forum in the new year focused on community-based problem solving, peer-to-peer engagement, and national best practices.

This session is designed for CEOs and executives to discuss local and national drivers impacting behavioral health organizations and hear about best practices and how colleagues are addressing opportunities and challenges. Future topics for the Kitchen Cabinet will be identified during this session. Attendees at this session will have the first opportunity to register.

## Embracing Diversity, Equity, Inclusion, and Social Justice in Behavioral Health Organizations

Moderator: *Julie Rodriguez, M.S., LMFT, Vice President, Association House of Chicago*

Panelists:

- *Mansi Patel, SHRM-CP, Human Resource Manager, Family Service Association of Greater Elgin*
- *Anne McNelis, LCSW, Clinical Director, Transition Mental Health Services*
- *Nesha Breashears, Director of Diversity, Equity, Inclusion & Workforce Development, Thresholds*

Behavioral healthcare organizations have a growing responsibility to improve diversity, equity, and inclusion (DEI) efforts not only for their employees, but also to better serve clients and their families. While social justice and the topic of diversity, equity, and inclusion is not new for many organizations, 2020 and 2021 was a wake-up call for organizations to reexamine their DEI initiatives or lack thereof. Come join us for a panel discussion with community behavioral health organizations who are addressing social justice and DEI within their agencies and communities.

## Come learn:

- What were the driving factors that made their organization focus on diversity and inclusion? How did they get started?
- What are their 2021 DEI priorities and why are they focusing on them?
- What have been their biggest challenges as they pursued their DEI programs?
- What have been their most effective DEI programs to date and how have they measured their success on their overall business performance?
- What is their vision for the future of DEI and what can be done today to realize that future?

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**11:30 am – 12:00 pm**    **BREAK WITH EXHIBITORS**

**Noon – 1:30 pm**        **AWARDS & RECOGNITION LUNCH – SENATORS HUNTER AND FINE**

**1:30 – 2:30 pm**        **CONCURRENT SESSIONS**

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## Why is High Fidelity Wraparound Worth Your Time?

### Panelists:

- *Christine Achre, MA, LCPC, Chief Executive Officer, Primo Center For Women and Children*
- *Roxana Mendez, High Fidelity Wraparound Therapist, Family Service Association of Greater Elgin*
- *Jennette Siebens, MA, LCPC, Director School Based Mental Health, Family Service Association of Greater Elgin*

With the advent of the Pathways to Success Program, High Fidelity Wraparound (HFW) will be a more broadly used modality in serving high-risk youth and families. With many evidence-based practices, there are challenges to implementation.

Join this session to hear from a panel of providers who have had success in implementing HFW and hear about some of the lessons they learned along the way.

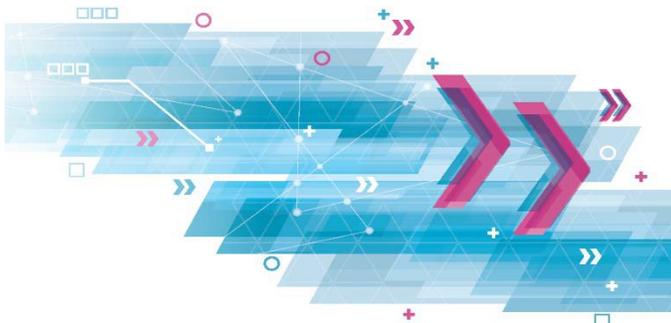
## Creating a Culture That Leads to Retention, Productivity, and Engagement

### Panelists:

- *Annie Fridh, PsyD, Chief Clinical Officer, Sinnissippi Centers*
- *Joan Liautaud, PsyD, Senior Director of Clinical Care Operations, Heartland Alliance; and*
- *Kerri Brown, Esq., LLM, PHR, Chief Executive Officer, Community Counseling Centers of Chicago (C4)*

The COVID-19 pandemic has required new levels of dedication, resilience, and hard work and the impact on behavioral health professionals working through it has been immense. Behavioral professionals are helping their clients cope with stress, anxiety and sometimes unimaginable loss while also managing their own challenges brought on by the pandemic. Many have taken on heavier caseloads with more clients experiencing trauma and suicidal ideation. Most have pivoted to telehealth and are now witnessing a heightened level of work-pressure as they are providing therapy to an increasing number of people each day.

During stressful times, the practice of self-care becomes vital to staff retention and avoiding burnout. In this session you will learn about positive psychology and how it can be used to increase happiness and satisfaction within the workplace as well as other ways agencies are pivoting to support and retain their valuable staff.



**2:30 – 2:45 pm**            **BREAK WITH EXHIBITORS**

**2:45 – 4:00 pm**            **GENERAL SESSION**

## **Pivot to Address the Urgent Behavioral Health Needs of Illinoisans (State Panel)**

Panelists:

- *Dr. David Albert, Director, Illinois Division of Mental Health (DMH)*
- *David T. Jones, Director, Illinois Division of Substance Use Prevention and Recovery (SUPR)*
- *Kristine Herman, Illinois Department of Healthcare and Family Services (HFS), Bureau Chief, Behavioral Health*

The COVID-19 pandemic created the need for state agencies to pivot to better address the urgent needs of Illinoisans. Right now, there is both an urgency and an opportunity to change the way behavioral health services are framed, governed, and delivered. The pandemic has presented not just the opportunity, but the necessity to expand access and provide a different form of care and support for the thousands of people who are currently receiving services and those who will be seeking services in the near future.

In this session you will hear from State leaders about ways their agencies have pivoted during the COVID-19 pandemic to ensure critical services continue, ways they are supporting innovation and enhancing services, and changes and reform coming down the pike aimed at strengthening behavioral health services in Illinois.

**4:30 – 5:30 pm**            **NETWORKING RECEPTION**

**Tuesday, December 7, 2021**

**8:00 am**                    **REGISTRATION OPENS**

**8:45 – 9:00 am**            **CBHA ANNUAL MEETING**

**9:00 – 10:00 am**        **GENERAL SESSION**



## **Navigating the Changing Federal Behavioral Health Policy Environment: The Strategy is a Living Ever-Evolving Pivoting Mechanism**

*Speaker: Joe Parks, M.D., Medical Director, National Council for Mental Wellbeing*

Webster's dictionary defines policy as "A definite course or method of action and selected from among alternatives and in the light of given conditions to guide and determine present and future decisions". This presentation will be an environmental scan of recent and soon to occur changes in the definite course or methods of action of federal activity in the behavioral health space. Topics will include recent and anticipated changes to telehealth policy, recent and anticipated changes to policy related to confidentiality and the exchange of health information, recent and anticipated changes with the rapid expansion of certified community behavioral health centers, and recent and anticipated changes related to implementation of 988 and the current focus on expanding crisis services. There is a reasonably good likelihood that another area of federal behavioral health policy may change between the time of the writing of this synopsis and the actual presentation. Come and see if that happens and what it is.

10:00 – 10:30 am      **BREAK WITH EXHIBITORS**

10:30 – 11:30 am      **CONCURRENT SESSIONS**

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### **Create a Better System for Your Revenue Cycle Management Team to Reconcile Recoupments**

Panelists: *Lutheran Social Services of Illinois Billing Team*

- *Terry Barrett, Executive Director, Revenue Cycle Management, Managed Care Contracting & Growth*
- *Karla J. Drehoble, Manager of Managed Care*
- *Vashti Brown, Claims Manager*

Billing teams across Illinois are constantly burdened by the tedious task of reconciling recoupments and adjustments constantly received by managed care companies.

Oftentimes, the agency's electronic transaction system is not capable of reconciling recoupments and adjustments automatically and need an easier and faster way to tackle this onerous process.

Please join this hands-on workshop if you'd like to develop a new, streamlined system for an easier recoupment reconciliation process.

### **HealthChoice Illinois ADT: A Foundational Tool for Value Based Contracting, Integrated Care and the 1915i Pathway to Success**

Panelists:

- *Laura Zaremba, Principal, Health Management Associates*
- *Gilbert Lichstein, COO, Illinois Health Practice Alliance*
- *Gloria Martin, Director, Child and Adolescent Services, Sinnissippi Centers*
- *Dr. Rashad Saafir, President/CEO, Bobby E. Wright Comprehensive Behavioral Health Center, Inc.*

Leaders in the implementation of HealthChoice Illinois ADT will give an overview of what an ADT is, the information it delivers to providers, and how that information has been used in other states. Behavioral health networks and providers in Illinois will also share their experience in successfully using ADT feeds to integrate care for clients, drive better results and capture incentive dollars from payors. C&A providers that will be participating in the 1915i will discuss how they plan to implement the mandatory use of HealthChoice Illinois ADT into their workflow.

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12:00 – 1:30 pm      **LUNCHEON PROGRAM**

- **Acknowledgements to Board Members**
- **Words from the Incoming Board President**
- **Pivot with Purpose in Leadership**

## State Direction: What's at Stake as Lawmakers Tackle Behavioral Healthcare

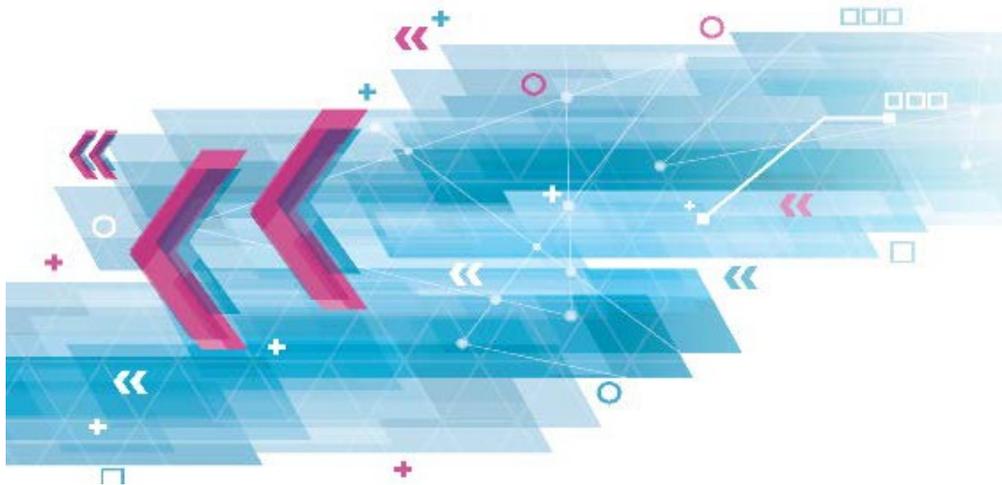
Moderator: *Patrick Phelan, CBHA Public Policy Committee Chair & President/CEO, Mississippi Centers*

Panelists:

- *George Hovanec, Consultant*
- *David Ormsby, President, David Ormsby, Inc.*
- *Liz Brown, Liz Brown-Reeves Consulting*
- *Tim Jackson, Director of Government Relations, AIDS Foundation of Chicago*

The COVID-19 pandemic has highlighted the need for overdue policy action and investment in behavioral healthcare. For decades, systemic problems have persisted — including high levels of unmet need, inadequate funding of community-based supports, and inequities in access and quality of care. While some steps have been taken at both the federal and state levels to address the intensifying demand for services and treatment brought by the pandemic, without an understanding the wide range of factors that influence health outcomes at multiple levels, and a commitment to invest in these policies permanently and adequately, key issues are likely to persist.

As policymakers continue to discuss further actions to alleviate the burdens of the COVID-19 pandemic, it will be important to consider what's at stake for behavioral health. Our panel of experts will address these and other questions as well as the political and policy implications of the 2022 elections on the behavioral health system.



# REGISTRATION FORM

Name			
Agency			
Address			
City	State	Zip	
Email			

REGISTRATION FEE	Member Rate (circle one)	Non-Member Rate	Attending Lunch (MUST CHECK) To help keep our costs low, please indicate
Monday ONLY	\$199 (see discount below)	\$255	___ YES ___ NO- if no, a lunch will not be provided
Tuesday ONLY	\$199 (see discount below)	\$255	___ YES ___ NO--if no, a lunch will not be provided
Mon-Tuesday	\$395 (see discount below)	\$475	<b>Dietary restrictions</b>
<b>On-site Registration</b> <input type="checkbox"/>	<b>Add \$25</b>	<b>Add \$25</b>	___ NO ___ Yes (please specify) _____
			<b>Special Accommodations</b>
			___ NO ___ YES (please specify ) _____

PAYMENT			
Agency Guarantee (CBHA agencies ONLY)	Check Enclosed Make check payable to CBHA, 3085 Stevenson Drive, Suite 203, Springfield, IL 62703	Charge Complete form below	
___ MasterCard ___ VISA ___ American Express	Card Number	Expiration Date	CID#
Name on Card			
Signature	<input type="checkbox"/> I am fully vaccinated against the COVID-19 Virus.		

Please fax to CBHA at 217.585.1601 or mail to: CBHA Registration, 3085 Stevenson Drive, Suite 203, Springfield, IL 62703 or register online at <http://www.cbha.net>.

**Registrations after November 24<sup>th</sup> will be processed as "on-site" registrations and charged an additional \$25.**

## HOTEL

### Hyatt Regency Woodfield

1800 Golf Road, Schaumburg, IL 60523, 888.421.1442

<https://www.hyatt.com/en-US/group-booking/CHIRW/G-CAHA>

The Hyatt Regency Woodfield, in Schaumburg Illinois is our host hotel. Room rates are \$124 single/double. Identify yourself as a conference attendee for this special rate. The room block will be held only until November 16, 2021. Make your room reservations today by going to <https://www.hyatt.com/en-US/group-booking/CHIRW/G-CAHA> or calling the hotel direct at 1.888.421.1442

## MULTIPLE REGISTRATION DISCOUNT – CBHA MEMBERS ONLY

**Register multiple attendees from the SAME ORGANIZATION and receive a discount:**

3 <sup>rd</sup> Registrant	Only \$355 for Full Conference	Only \$175 Per Day
4 <sup>th</sup> and 5 <sup>th</sup> Registrants	Only \$295 for Full Conference	Only \$155 Per Day
6+ Registrant	Only \$275 for Full Conference	Only \$135 Per Day