



CARDWELL

Newsletter of the Health Administration Alumni Association

Comments

Spring 2012

Greetings from the Chair

Cindy Watts Ph.D.



The academic year has drawn to an end, and we have many accomplishments in the HAD community to report. First and foremost, congratulations to the MHA and MSHA Classes of 2012! We are proud to report that we already have close to 100% employment for our 26 MHA graduates, including several Assistant Administrator positions, and three of our 11 MSHA graduates have interviews for promotions. Congratulations, graduates and please keep us informed of your progress.

From 110 applications, we selected 28 students (including three MHA/MD students and two MHA/JD students) from ten states for the MHA Class of 2015. From 46 applications, we selected 26 students for the MSHA Class of 2014. The PhD program admitted its first Clark Nexsen Scholar who will focus on evidence-based design research.

We are very pleased to announce two new endowed scholarships. The first is the result of a special fundraising campaign on the part of the MHA Class of 2013 to raise funds for the Kenneth R. White Scholarship. The Class of 2013 wanted to honor Dr. White's nearly 20 years of commitment to his students. The class will formally present its gift during graduation May 2013.

The Department also received funds for the Elwyn L. Derring Scholarship. Mr. Derring is a VCU alumnus from both the Department of Health Administration ('58) and the School of Business ('53). For many years, E.L. provided an annual scholarship for each entity. Upon his death in 2011, these scholarships were endowed through bequests to both the Department and the School of Business.

We are extremely grateful for both scholarships. We know that providing financial assistance is essential for us to continue to attract the very best students.

We are delighted that Beth Ayers has become a permanent member of our faculty as the Director of Alumni Relations, a position that she has held on an interim basis for the past 18 months. Beth brings valuable experience in the areas of alumni and external relations, human resources, and special events and travel planning. She has worked for nearly 30 years in healthcare, travel and higher education settings, and is a VCU alumna.

In addition, we have hired Heather Millar to help us with special projects in the areas of marketing, communications, and advancement over the coming year. Heather has had extensive experience in these roles in a variety of higher education and healthcare settings over the past 14 years. We are very pleased to have her working with us as well.

VCU is in full swing implementing its strategic plan, [Quest for Distinction](#). Our goals at the department level are quite consistent with the priorities outlined in Quest. Our overarching goal is to create a sustainable future for the Department in the top national tier of each of our programs. To achieve this goal, we have developed a number of initiatives that we will be sharing with you in the coming months. We are very excited about them, and we believe you will be as well.

I wish you all a very productive and relaxing summer. Please continue to update the Department on your progress and your contact information so we may all share in your successes.

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Events

The Department held its annual Cardwell Alumni Reception at the American College of Healthcare Executives (ACHE) meeting in Chicago on March 20th. Dr. Cindy Watts, Chair of the Department, offered welcoming remarks and provided an update of Department activities. This year, a total of over 75 alumni and current students attended, representing alumni from the Class of 1973 to the present. This event was generously sponsored by Hancock, Daniel, Johnson & Nagle, P.C, located in Glen Allen, Virginia.



On April 24, 2012, the Department held its annual Spring Alumni event at the Virginia Museum of Fine Arts. The theme for this year's event was Quest for Innovation: Strategic Planning Journeys in Health Care. Opening remarks were given by VCU President Dr. Michael Rao; Sheldon Retchin, MD, MSPH, CEO, VCU Health System and VP for Health Sciences; and Cecil B. Drain, Ph.D., CRNA, FAAN, FASAHP, Professor and Dean, School of Allied Health Professions. Keynote speaker, Diane Boverman Selloff, MBA, Senior Director for the Office of Clinical Enterprise Strategic Planning, Vanderbilt University Medical Center spoke about a number of recent business development initiatives of the Vanderbilt University health system.

The Department hosted bestselling author, Quint Studer in March. Mr. Studer's presentation was attended by over 100 Health Administration faculty, students, alumni and guests. Mr. Studer has written six books. His first book, *Business Week* bestseller *Hardwiring Excellence*, is one of the top selling leadership books ever written for healthcare.



Alumni News and Activities

GRANTS, PUBLICATIONS, AND PRESENTATIONS

G **Preethy Nayar, MD, (PhD 2007)** has been awarded a 2011 New Investigator award, recognizing her first independent funding. Dr. Nayar is Director, College of Public Health Doctoral Programs, and Assistant Professor in the Department of Health Services Research & Administration at the University of Nebraska Medical Center.

Debbie Goldberg, PhD, MHA, MBA, Assistant Research Professor in the School of Public Health and Health Services at George Washington University, presented a paper at the 8th International Organizational Behavior conference in Dublin, Ireland in April. Her article was titled: "A Team-Based Care: A Critical Element of Primary Practice Transformation in the United States."

Mike Zucker (MHA '91), Chief Development Officer at Baptist Health System in San Antonio, had a feature article in *The Washington Post* about "bundled" Medicare payments. Please click on the following link to view the article: http://www.washingtonpost.com/blogs/ezra-klein/post/health-reform-at-2-why-american-health-care-will-never-be-the-same/2012/03/22/gIQA7ssUVS_blog.html

RETIREMENTS

George Dawson (MHA '75) retired as President and CEO of Centra Health in Lynchburg, VA. He spent nearly forty years in the healthcare field and joined Centra Health in 1980. He was awarded 2011 Person of the Year by the Lynchburg newspaper, *The News and Advance*.

Jeff Dorsey (MHA '75) President and CEO of HCA's Continental Division in Denver, Colorado, retired effective May 31st. He began his career in 1972 as an administrative resident at Portsmouth General Hospital in Virginia. He joined HCA in 1981 and is a forty-year veteran of the hospital industry. Mr. Dorsey served as a preceptor for MHA residents for many years, winning the Preceptor of the Year award in both 2009 and 2012.

L. Daniel Miller (MHA '78) retired from HCA's West Florida division, where he served as President since 1988. He is a thirty-year healthcare veteran and has held a number of leadership positions throughout his career. He joined HCA's Management Company in 1981.

IN MEMORIAM

C. Henry "Hank" Hinnant (BS'82) recently passed away in Hayes, VA. He held several positions before he found his true calling: leadership of retirement communities. He worked at Westminster Canterbury of Lynchburg and then became President and CEO of Westminster Canterbury in Charlottesville. He was touched by what quality service meant and could contribute to the quality of life of seniors. He will be missed by our healthcare community.

Awards, Promotions and Appointments

Jackie DeSouza (MHA '01) was recently appointed Chief Executive Officer of Lee's Summit Medical Center. This HCA Midwest Health System is Kansas City's largest healthcare network.

Carrie Owen Plietz (MHA '00) was recently named CEO at Sutter Medical Center in Sacramento, CA. She began her healthcare career in Richmond and was the ACHE 2010 Robert S. Hudgens award recipient for the Young Healthcare Executive of the Year.

Elizabeth Sleeman (MHA '07) has been promoted to Assistant Director of the Policy Department and is the organ procurement and transplantation network committee coordinator at the United Network for Organ Sharing in Richmond, VA.

Joanne Inman (MHA '05) was recently named Vice President of Operations at Sentara Virginia Beach General Hospital. Joanne had previously served in management and leadership roles at Sentara's Leigh Hospital in Norfolk, VA.

Two members of the MHA 2010 class, **Sam Jordan and Austin Manning**, have been accepted into HCA's 2012 Executive Development Class. **Rob Marmorstein (MHA '10)** was accepted in December 2011 and is currently participating in the program.

Two of our alumni are members on the Sportable Richmond Adaptive Sports and Recreation Board in Richmond. **William Coleman (MHA '03)**, past President and current member and **Leigh Taylor Bernard (MSHA '09)**, current member, both support the organization's mission to improve the quality of life for individuals with disabilities through sport and recreation.

Hubert Chiu (PhD '95) was a visiting Fullbright Scholar in March-April.

William Haugh (MHA '08), CEO of Logan Memorial Hospital, received the ACHE Early Career Healthcare Regent's Award at the 2012 Kentucky Hospital Association annual meeting.

Faculty Spotlight



Dr. Ken White's current research explores models for palliative care delivery and the role of the advanced practice nurse in providing healthcare services to different patient populations. With our newest faculty member, Dr. Laura McClelland, Dr. White is examining the patient care perceptions of hospice and palliative care nurses. He is also working on the 8th edition of *The Well-Managed Healthcare Organization*, and a book, with Steve Lindsey, on the rules of healthcare management work. Dr. White is pursuing an acute care nurse practitioner certificate from the University of Virginia. He was recently named as the Sentara Professor in the Department.

Student News and Activities

Congratulations to our MHA Class of 2013 case competition team of **John Neidenbach**, **Megan Metzger** and **Susan Hall** on their 3rd place win at the University of Alabama at Birmingham in February.

The Department was the 2012 winner of ACHE's Higher Education Network Award for the graduate program with the greatest percentage of graduates who advanced to Member or Fellow over a one-year period.

Three of our first year MSHA students were named as Richmond Magazine "Top Docs for 2012": **Algin Garrett** (Dermatology), **Ray Makhoul** (Vascular Surgery) and **Venkat Santosh** (Surgery – General).

Brett Corkran (MHA '14) and **Steve Lindsey**, FACHE, Principal at Ivy Ventures, LLC, authored "Getting Ahead by Not Falling Behind: How to Take Ownership of Your Healthcare Career Through Staying Current" in the February 6, 2012 issue of Becker's Hospital Review.

Congratulations to PhD student **Albert Liu**, who successfully defended his dissertation proposal; "Effect of Physician Ownership of Ambulatory Surgery Centers on The Quality of Outpatient Colonoscopy," in January.

Many thanks to Sentara Healthcare for sponsoring breakfast and lunch for the 2012 Oral Comps Seminar in March at the Grant House. We appreciate the continued support.

Guest Speakers

Recent guest speakers in Grant House classrooms:

***Susan Dubuque**, President, Neathawk Dubuque & Packett

***Karen Nelson**, Executive Director of Marketing, HCA VA

***Lisa Schaffner**, Public Relations and Marketing Director, UNOS

***John Griessmayer**, Chief Creative Officer, Neathawk Dubuque & Packett

***J. David Almeida**, State Alliance Manager, Lilly USA, Inc

***Lou Rossiter**, PhD, Research Professor, Thomas Jefferson Program in Public Policy, The College of William & Mary

***Sister Patricia Eck (MHA '81)** Chair, Board of Directors, Bon Secours Health Systems, Inc.

***Howard Kern (MHA '81)** FACHE, President, Sentara Healthcare

***Steve Hoffenberg** MD, FACEP, President and CEO, CarePoint Medical Group

***Neil O'Connor** MD, FACEP, Chief Medical Officer, CarePoint Medical Group

***Ray Pentecost** DrPH, FAIA, FACHA, LEED, AP Clark Nexsen Architecture and Engineering

***Diane Boverman Seloff**, MBA, Senior Director for the Office of Clinical Enterprise Strategic Planning, Vanderbilt University Medical Center

***Ivy Ventures, LLC**-Roger Johnson, Bob Oldfield, Barrett Clark, Andrew Case, **Joyce Kennedy (MHA '12)**



Faculty News and Activities

Dr. Dolores Clement received the 2012 American College of Healthcare Executives Regent's Award in recognition of significant contributions toward the achievement of the goals of the American College of Healthcare Executives and the advancement of healthcare management. The award was presented to Dr. Clement at the Virginia Hospital & Healthcare Association Spring Conference held April 25-27 in Williamsburg, VA. She also attended a retirement celebration for **Jeff Dorsey (MHA '73)** in Denver, CO in May.

Four-person teams from MHA Class of 2014 completed seven experiential learning projects in Richmond area hospitals during the Spring semester for **Dr. Yasar Ozcan's** Decision Support Systems class. The topics of these projects included both operational issues such as staffing, capacity alignment, process flow/improvement, as well as strategic decisions on contract evaluations. While these projects provided extremely valuable experience for students as classroom learning put in practice, their reports and recommendations also provided valuable consultancy to the healthcare facilities.

Dr. Gloria Bazzoli was awarded the 2012 VCU School of Allied Health Professions Distinguished Faculty Award for Excellence. She recently published an article titled, "The Effects of Safety Net Hospital Closures and Conversions on Patient Travel Distance for Hospital Care," in [Health Services Research](#).

Dr. Jan Clement and **Dr. Gloria Bazzoli** published an article titled, "Market Competition and Nursing Home Price and Quality Response to Publicly Reported Quality Information," in [Health Services Research](#).

Dr. Kenneth R. White and John R. Griffith, LFACHE, won the 2012 James A. Hamilton Book of the Year Award for [Reaching Excellence in Healthcare Management](#). The James A. Hamilton Award is given annually to the author (s) of a management or healthcare book judged outstanding by ACHE's Book of the Year Committee. Nominations for the award are solicited from editors in the management publishing field.

Dr. Cindy Watts served as a delegate and speaker at the 8th International Organizational Behavior in Healthcare Conference at Trinity College in Dublin, Ireland in April. The conference explored how healthcare organizations and professions can work towards achieving patient-centered healthcare. Dr. Watts reported on a shared decision making pilot in the state of Washington.

A recent article by Wagstaff & Culyer published in the [Journal of Health Economics](#) ranked the journal [Health Care Management Science](#), edited by **Dr. Yasar Ozcan**, as 20th among the top 100 journals in health economics.

Dr. Mike McCue's work on assessing the effects of the regulation of medical loss ratios on health plans was published as an [Issue Brief](#) by the Commonwealth Fund in April.

Dr. Cindy Watts recently had an article accepted for publication in [Health Care Management Review](#), titled "Patient-Centered Innovation in Health Care Organizations: A Conceptual Framework and Case Study Application."

The Institute of Medicine's Committee on Ethical and Scientific Issues in Studying the Safety of Approved Drugs released a report this month, sponsored by the U.S. Food and Drug Administration, recommending a "life-cycle" approach to monitoring and approving drugs. **Larry Palmer**, former director of the VCU-William and Mary Health Policy and Law Initiative and Affiliate Professor in the Department, served on the committee. [You can find an article about the report here.](#)



End of Year Awards

Herman Mullins Award for Outstanding Management Study

Lance Ames, "Maryview Medical Center: Linear Accelerator Replacement"

A.D. Williams Scholarship

MHA Class of 2013

Brandon Burrow
Susan Hill Donovan
Colin McGuirk
John Neidenbach
Michelle Thoma

Class of 2014

Claudia Hong
Parth Modi

A.D. Williams Scholarship-MSHA

Nick Chuquin
Laura Decker
Laishy Williams-Carlson
Sandra Lamb
Sharon Sorah

A.D. Williams Scholarship-PhD

Pooja Sangwan
Patrick Shay
Lynn VanderWielen
Jennifer Chen

Donald J. Romano Prize

Michelle Thoma

Stephen S. Mick Award

Whitney Wimmer
Trey Rawles

MHA Student of the Year - Class of 2014

Katie McDermott

J. Stephen Lindsey Scholarship - Class of 2013

John Neidenbach
Michelle Thoma

Thomas C. Barker Outstanding Preceptor Award

Jeff Dorsey, President
HCA Continental Division
Denver, CO

HCA Scholars

Class of 2014

Cullen Brown
Pete Long-Innes
Dennis Morales
Matt Radle
Whitney Wimmer

Class of 2013

Quinnetta Claytor
Megan Metzger
Rebecca Pelini
Laura Vanache

James Begun Outstanding Dissertation Award

Mark Swofford

M. Earl Bullard Scholarship Award

Sheronica Barcliff
Vonnie James
Alicia Jones
Nicholas Mendyka

Dennis Pointer MSHA Teaching Excellence Award

Elizabeth E. A. Blue, JD, MA

Jerry L. Norville Award for Outstanding Educator

Dolores Clement, Ph.D., Professor

Dolores G. Clement Award for Outstanding Advising

Jonathan P. DeShazo, Ph.D., M.P.H., Assistant Professor

Richard M. Bracken Leadership Award

Laura Kelsey

Stuart D. Ogren Scholarship – Class of 2014

Brittany Banton
Alan Carney
Alexa Dunwirth
Daniel Owen