

National Association for Behavioral Healthcare

Access. Care. Recovery.



Board of Trustees
Monday, March 22, 2021
Minutes

Roll Call

Present: Members: Jameson Norton, Board Chair; Stuart Archer, John Boyd, JP Christen, Jennifer Ziccardi-Colson, Pat Connell, Mark Covall, Frank Ghinassi, Gary Gilberti, Michele Gougeon, Pat Hammer, Jeff Hillis, John Hollinsworth, Tom Kenny, Eric Kim, Richard Kresch, Dwight Lacy, Eric Paul, Matt Peterson, Joe Pritchard, Patricia Rehmer, Ben Rucks, Fran Sauvageau, Dominic Sirianni, Philip Spencer, Blair Stam, Harsh Trivedi, Sean Walsh, Susan Wright, David Wyman

Staff: Shawn Coughlin, Kirsten Beronio, Maria Merlie, Julia Richardson, John Snook, Sarah Wattenberg, Emily Wilkins, Jessica Zigmond

Absent: John Boyd

I. Introductions

Shawn Coughlin began the meeting just after 2 p.m.. He then asked NABH Board members and staff to introduce themselves briefly based on the attendance list.

Shawn thanked NABH Immediate Past Board Chair Pat Hammer for his good work and leadership as Board Chair for two years. Shawn also welcomed 2021 NABH Board Chair Jameson Norton.

II. Minutes Approval

Shawn asked for a motion to approve the Board of Trustees (BOT) and Executive Committee (EC) call minutes since October 2020. Dominic Sirianni moved and John Hollinsworth and Harsh Trivedi both seconded the motion. All members approved all minutes unanimously.

III. New Member Ratification

Shawn provided brief descriptions of the association's latest member organizations and asked for these new members: Southern Winds Hospital, Sunview Medical Center, UltraGroup Healthcare.

Jameson asked for a motion to ratify these three new members. Frank Ghinassi moved and Michele Gougeon seconded the motion to ratify. Jameson added that he is pleased with the diversity of membership. All members voted unanimously to approve all three new members.

IV. Treasurer's Report

A. 2020 Audit

NABH Treasurer Frank Ghinassi said called the 2020 audit a “very clean” audit with no adjustments, and the auditor noted that there were no internal control issues. Frank congratulated Shawn and the NABH team for the clean audit.

Shawn asked if there were any questions about the audit. There were no questions.

IV. Annual Meeting Update

Shawn said the NABH team looks forward to seeing the Board in October in Washington, D.C. Shawn noted that Washington, D.C. re-authorized its public health emergency through May 20, with the caveat that this will be revisited. This notice means no large gatherings are allowed during this time.

Shawn reminded members that 2020 exhibitors and sponsors were asked to roll over their payments to this year’s Annual Meeting. There were eight exhibitors and two sponsors who chose this “pre-paid” option. We usually have around 30 exhibitors and generally have seven sponsors at the Annual Meeting. The NABH will continue to work closely with the Mandarin Oriental hotel.

Shawn reminded the Board that the new dates are Oct. 6-8, 2021. Jessica Zigmond said those dates will continue to be included at the bottom of every *CEO Update* from now until the Annual Meeting, given the meeting’s date has changed to October.

Shawn also reminded the Board that all NABH committees and the reinstated Education and Research Foundation will meet during the Annual Meeting.

V. Office Update

Shawn said Washington, D.C.’s renewal of the public health emergency continues the requirement to wear masks in public places and for employers to provide masks employees. Shawn said the association is following all guidelines and will not return the office until all employees are vaccinated.

VI. NABH Managed Care Denial-of-Care Portal Launch

Shawn said the Denial-of-Care portal will launch soon. This is part of the Managed Care Committee’s plan for members to identify managed care companies that deny care or coverage.

Shawn then described the portal briefly and showed a screenshot of what the entries look like in the portal, which is currently in beta testing and will launch soon. NABH continues to work closely with external consultant Meiram Bendat—who has helped on the Managed Care Committee—with the portal.

Pat Connell said this will be a fantastic resource. He asked if the portal will be able to specify different age populations, such as youth and geriatric. Shawn explained that the portal focuses on type of care, not age. Kirsten Beronio said there will be ways to glean this information from the data that is entered.

Kirsten also added that this will help NABH show the federal agencies which “bad actors” are denying care.

VII. Education and Research Foundation Launch

Shawn said the association received its Annual Survey instrument. As the team reviewed the Annual Survey, it became clear that because the data are two years old, the Annual Survey did not see a valuable resource for our members, especially because it does not include the effects of Covid-19.

Shawn said the team decided the Education and Research Foundation will help identify what is the most pertinent information for the NABH team to ask and members to provide.

John Snook said this is an exciting time for Education and Research Foundation and thanked Julia Richardson for helping with the Foundation's legal underpinnings.

The Foundation's first meeting will be May 19, and groups such as the Well Being Trust, the Bowman Family Foundation (which has underwritten several Milliman studies), the Treatment Advocacy Center, and other organizations are already interested in partnering with NABH on this.

John said one of the most important questions the Foundation will examine is whether there is an opportunity for accreditation.

Shawn asked if there were comments or questions; there were none.

VIII. NABH Legislative and Regulatory Priorities for the 117th Congress

Shawn reminded Board members that the association releases its annual Legislative & Regulatory Priorities at the Annual Meeting.

IX. This year NABH decided to name the resource the *NABH Legislative and Regulatory Priorities for the 117th Congress* because the NABH team will advocate for these issues beyond 2021. The document will be posted to our website by the end of day today, March 22.

X. Communications Update

Jessica Zigmond updated the Board that NABH has been working with Hager Sharp (the firm that creates NABH's designs, webpage, and social media posts) to develop a Youth Services landing page. NABH expects to see a mock-up of the page this week.

The first resource on the Youth Services page will be the academic white paper about residential treatment and youth. NABH will also create a social media toolkit for members with shareable graphics to post on social media.

NABH will also execute a communications strategy to promote the paper and new webpage, primarily through social media and a news release.

Jessica also provided a brief update on social media: NABH's increased level of support in this area has led to more than 330 new followers between February 2020 and January 2021. Notable new followers include the science and health reporter at *The Washington Post*, the producer of "Face the Nation," the American Psychiatric Association, the editor-at-large of *Time*, and also the director of North Carolina's Division of Mental Health, Developmental Disabilities, and Substance Abuse Services, which shows the association is gaining followers both nationally and regionally.

Jessica also reported on some new tactics the team plans to implement this year, including member spotlights, updates from President and CEO Shawn Coughlin, and a paid Twitter campaign in the spring.

John Snook is now representing NABH on the Unified Vision coalition. John emphasized that it is critical for all mental health organizations in the country to “row in the same direction.”

John said he and Patrick Kennedy wrote an op-ed in *The Hill* newspaper.

XII. NABH Champions PAC

Julia Richardson defines champions as those we work to develop relationships with during the year. She presented slides that listed champions in both the Senate and House.

Julia also provided a breakdown of NABH champions by political party on the congressional committees most relevant to NABH: the Senate Finance Committee, the Senate HELP Committee, the House Energy and Commerce Committee, and the House Ways and Means Committee.

XIII. Government Relations Listserv

Shawn said the team wants to coordinate effectively with the Government Relations teams of our member organizations. He added that the association might host what had previously been called “Hot Topics” calls with these member government relations team members this year, perhaps by quarter.

XIV. Legislative and Regulatory Update

Shawn said Xavier Becerra was confirmed as HHS secretary late last week. That was a contested nomination among Republicans, given Becerra’s strong support of the ACA. Sen. Susan Collins (R-Maine) was the one Republican to vote for his confirmation.

Vivek Murthy, M.D. has been confirmed as the next U.S. surgeon general, and he has expressed his commitment to focusing attention on mental health.

Shawn said the association is still waiting to learn who the so-called drug czar will be. This is the person who will lead the White House Office of National Drug Policy. Former AMA President Patrice Harris and current ONDCP Acting Director Regina LaBelle are potential candidates for the position.

NABH has reported in *CEO Update* about the behavioral healthcare provisions in the *America Rescue Plan*, the \$1.9 trillion Covid relief plan that President Biden signed earlier this month.

Other legislative and regulatory updates include:

Inpatient Psychiatric Facility Quality Reporting Program – Experience of Care Measure

NABH is collaborating with NAMI, NRI-NASMHPD, and possibly others on new measure to recommend to CMS

OSHA Workplace Violence Prevention

NABH is working with NASMHPD, National Council, and NAMI on letter requesting collaborative process.

988 and Medicaid Mobile Crisis Implementation

NABH is working to highlight the importance of including inpatient and other behavioral healthcare providers in these developments.

XV. Adjournment

Before adjourning the meeting, Shawn reminded members that the next NABH Board of Trustees meeting will be in person at the 2021 Annual Meeting in Washington on **Wednesday, Oct. 6** at the Mandarin Oriental hotel.