



Chapter News | Q1

2019

# The South Florida Healthcare Executive Forum



2/14/2019



Charles Felix  
2019 SFHEF President

## Message from the President

Dear ACHE/SFHEF Members & Colleagues:

I am honored to serve as the President of the South Florida Healthcare Executive Forum for the upcoming year of 2019. I look forward to working with each and every one of you to grow and promote our ACHE chapter within the South Florida healthcare community. In turn, I encourage you to reach out to SFHEF and participate in our many educational and networking activities. We're in an exciting, yet troubling time in the healthcare industry, and a clear communication network between professionals, experienced and inexperienced, is essential. Healthcare as a whole is constantly evolving, and this trend will continue to challenge us.

The healthcare system has undergone a rapid transformation since I was last SFHEF Chapter President a decade ago. Marketplace consolidation, service expansions, and payment reform to name just a few, have placed more emphasis on value-based care and ROI accountability. And it will take all of us to ensure the best interests of our patients are our ultimate goal. To that end, I strongly encourage all of you to be active in our organization. There is power in unity and strength in numbers, so it is crucial for all to be advocates for our healthcare community. To make a real difference, we must be a proactive community, jointly seeking out effective solutions for future problems. In SFHEF, there is a place for everyone, whether you work in a healthcare facility, are a vendor to the industry, or are a student soon to join our workforce.

Let's all become part of the conversation and let's connect ...

Sincerely,

Charles Felix, 2019 SFHEF President



## Message from Your ACHE Regent

### Winter 2019

Dear Colleague:

I would like to offer my thoughts on some of the significant changes that are sweeping through the world of healthcare at the present time. Recently, I was alarmed to read the results of a survey by Kaufman Hall of hospital CFOs where only 13 percent said their organizations are sufficiently prepared to manage evolving payment and delivery models. Likewise, a survey of CEOs by ACHE in 2018 noted that more than 70 percent had serious concerns about inadequate reimbursement, looming personnel shortages, and operating costs rising far faster than the rate of inflation. Meanwhile, a national survey of physicians by the Medscape organization last year reported that 42 percent of respondents frequently experienced feelings of burnout in the daily practice of medicine.

If we accept these surveys as valid, it is clear that the stress of working in healthcare facilities perceived to be rapidly de-evolving in a negative way is extracting a significant toll on the mental health of executives, team members, and physicians. What can be done to address this situation?

I am tempted to quote the late actor Paul Newman, who said "It's always darkest before it turns absolutely pitch black," although that sort of gallows humor is certainly no help when people are truly suffering. Perhaps it would be better to turn to a principle of psychology known as the locus of control. The Wiki definition is that the locus is the degree to which people believe that they have control over the outcome of events in their lives. Personality types that exhibit belief in an external locus of control blame their current state on outside forces that are so powerful they feel helpless to resist. Conversely, those with an internal locus of control are high on ambition and are more self-centered, believing that they are indeed "the captain of their own ship."

I would argue that most leaders and physicians fall far more into the internal versus the external locus of control camp. We feel that due to our superior skills and intellect, no challenge is too great, and that we will eventually prevail if only we work harder. The problem with this is that if we are not aware that forces are currently moving in healthcare far beyond our control, inevitably this will result in undue stress in our work and personal lives.

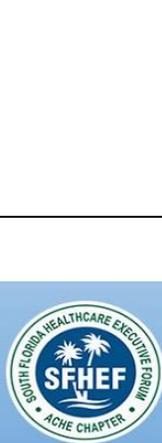
Psychologists refer to a third more desirable option, which is to develop a bi-locus of control. People exhibiting this trait can retain a degree of self-confidence in their own behaviors, but still have faith that outside events and resources will eventually come together in healthcare resulting in a new, more positive and more desirable state. In other words, things will always work out for the best.

As healthcare leaders, I would challenge you to examine where you fall personally in this spectrum. Somehow, we will have to navigate the coming years with the right combination of personal fortitude, but also the faith that we will be guided to a better future state by forces which we cannot always control. Are you up for this journey?

Sincerely,

Don Henderson, FACHE

ACHE Regent for Florida – Eastern | Email: [donhenderson@centflhealth.org](mailto:donhenderson@centflhealth.org)



## Upcoming Events

### SFHEF Education Event



**IMPROVING PHYSICIAN SATISFACTION AND REDUCING BURNOUT**

Thursday, Feb. 21, 2019

Networking: 5:30pm – 6:30pm // Presentation: 6:45pm - 8:15pm

Registration Required. Visit [www.sfhef.org](http://www.sfhef.org).





**Beth A. Cherry, RN, MSN, CMPE**  
Sr. VP, Ambulatory Division  
Broward Health



**Dean S. Richardson, MS, CMPE**  
Administrator, Office of Professional Staff Affairs  
Cleveland Clinic Florida



**Oyinkansola "Bukky" Ogunrinde, MHSA**  
Founder & Chief Practice Transformation Officer  
FUNMI Healthcare Consulting



**Philip Scott Rice, MD, PhD, MBA, MS**  
Physician Wellness Committee  
Palm Beach County Medical Society

This program has been developed and is presented locally by the South Florida Healthcare Executive Forum (SFHEF).  
The American College of Healthcare Executives has awarded 1.5 ACEH Face-to-Face Education Credits to this program.

Questions? Email [info@sfhef.org](mailto:info@sfhef.org).

*Thank you for hosting this event.*





### ACHE Annual Congress



# Congress on Healthcare Leadership

March 4-7, 2019

Chicago, IL • Hilton Chicago/Palmer House Hilton

Register Today

# University of Miami Conference



Friday, March 29, 2019 | 8 am – 5 pm | Watsco Center | Coral Gables, FL



Hosted by the Center for Health Management and Policy and the University of Miami Business School. The Conference will be held at the Watsco Center, 1245 Dauer Drive, Coral Gables, FL 33146.

SFHEF Members receive a discounted rate of \$125. Contact [Membership Chair](#) to request PROMO CODE.

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## Roy Hawkins, Jr., FACHE

The South Florida Healthcare Executive Forum (SFHEF) is the local chapter of the American College of Healthcare Executives (ACHE). SFHEF's mission is to improve healthcare delivery by providing members with access to educational, networking and career development activities.

Roy Hawkins, Jr. became CEO of Jackson North Medical Center in September of 2017. A Miami native, his healthcare experience includes working for the Department of Veterans Affairs before transitioning to HCA in Richmond, VA where he served as chief operations officer.

Hawkins considered the chance to join Jackson Health System as the "opportunity of a lifetime," especially since it brought him back to lead his hometown hospital. "I was born at Jackson Memorial Hospital, the system's flagship facility, and I attended high school in this community," he said. "I was excited to bring my experience home to help build the health of the north Miami-Dade community."

Jackson North Medical Center is a 382-bed facility with a robust emergency department that sees 55,000 visits annually. The medical center is currently undergoing an \$85 million capital renovation project and includes a full complement of medical and surgical services. The facility is known for its women's health programs, bariatric center of excellence, and rehabilitative services.

As the leader of Jackson North, Hawkins knows the importance of relationships and of being involved in the community.

"Even as an undergrad, I knew I wanted to become a hospital CEO, so I joined professional organizations and associations as a way to network with individuals in the industry," he said.

[Read More](#)



The South Florida Healthcare Executive Forum, Inc. (SFHEF), the local chapter of the American College of Healthcare Executives (ACHE), is organized to improve healthcare delivery by providing opportunities for the professional development of its members through educational and social activities.

SFHEF News is the official newsletter of the South Florida Healthcare Executive Forum.

1855 Griffin Rd Building A Room 415 | Dania Beach, FL 33004 | [www.SFHEF.org](http://www.SFHEF.org)



An Independent Chapter of



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*The local chapter of the American College of Healthcare Executives*

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