Chapter News | Q2

The South Florida Healthcare Executive Forum
Dear Colleague:

I think it’s fair to conclude that the first quarter of 2019 has been very busy for the South Florida Healthcare Executive Forum (SFHEF). So many members of the SFHEF Board of Directors and committees have contributed countless hours to ensure each educational and networking event has been focused, effective and well-attended with interesting presentations and great venues. Kudos to them all.

In particular, our 17th Annual Case Competition held in April was a notable achievement. This year 7 teams totaling 29 students from undergraduate and graduate health management and administrative programs from 5 South Florida universities (all members of ACHE’s Higher Education Network) participated. Student teams partner with liaisons and mentors, all executives from various healthcare organizations. First place winners include the FIU Healthcare MBA program and in the undergraduate division, the University of Miami Health Management and Policy program.

Other extremely well-attended education events thus far include “Improving Physician Satisfaction and Reducing Burnout” in February; “Sustaining a Financially Vibrant Healthcare Organization” in March; “Strategically Mapping Your Early Career Development in Healthcare” in April; and May’s “Legalized Possession and Use of Cannabis in Healthcare: The Legal & Ethical Dilemma.”

And looking ahead to June, we’ll be attending the South Florida Hospital & Healthcare Association’s 13th Annual Healthcare Summit: INNOVATIONS & MARKET DISRUPTORS at the Signature Grand in Davie.

Don’t miss out on our 2019 forthcoming events. As I said back in January, let’s all become part of the conversation and let’s connect ...
Dear Colleague:

Recently I was honored to mentor a team and attend the annual case competition hosted by the South Florida ACHE Chapter. The case was on 2017 Aetna’s plan to transform healthcare. Due to this being a topic in the news two years ago, it was very easy to find the solution and if their strategy actually was effective to their members or not. With having known how Aetna’s performance has been over the past two years, you would think the case competition would be a slam dunk to essentially agree with what Aetna tried to complete and move on. This was not the case. I was blown away at the students who presented during that one-day session. Their solutions really set forth the “Why” behind using technology to enhance the care platforms in our everyday life. The focus truly is on adapting technology to provide more efficient care. They had even better strategies and solutions to what two years ago seemed like the perfect model, to which now looks just the bare minimum to our consumers. The students really took the opportunity to look at what could be incorporated today to make healthcare better tomorrow.

This new generation of leaders is talented and is our pipeline to successful adoption of using artificial intelligence in healthcare. Other leading industries have AI in everything they do, and we are just now adopting it into our industry. The talent that is coming from the higher education networks in Florida really are challenging students to think outside the box. I walked away from the case competition invigorated and even more excited for the consistent change we all see in healthcare on the daily. Just in our current Florida legislative bills that were presented over the last 8 weeks show there may be a big change coming that we will have to look at new ways to tackle our healthcare markets. Get excited as much as I am to know that it is the students who will be coming into our organizations ready to take on the new challenges set forth to our communities and will show all of us new ways to use AI solutions.

I want to congratulate individuals who have gone above and beyond this past spring who are right here in our communities, leading the ACHE Mission:

- Jorge Amaro recognized for outstanding support to the Florida State Minority Development Council. Additionally, he was a featured panelist at the Florida Business Expo where his company was recognized for healthcare technology innovation and for a high performing culture.
- South Florida Healthcare Executive Forum Annual Case Competition winners

Graduate Programs:
- 1st place: Florida International University: Stephany Silva, Shayan Amirzadeh-Shams, and Brian Luis

Undergraduate Programs:
- 1st Place: University of Miami: Nathaniel Cleri, Caroline Smolkin, Sahana Shankar, Helen Kattoura, and Lauren LaRosa.

In closing, I am here for you! I hope to see many of you at upcoming chapter events as there are over 40+ events between two chapters occurring throughout the year on the Eastern side of Florida. I challenge each of you to ask a coworker to attend an event with you. This will provide them a sneak peek into what ACHE is all about and continue to be “Leaders who care!”

If I can help you in any way in my role as Regent, please call on me. Have a great and safe upcoming summer!

Best,

Ashley R. Vertuno, FACHE
Regent for Florida - Eastern
The 17th South Florida Healthcare Executive Forum (SFHEF) Healthcare Leader Development Case Competition showcasing talented future healthcare leaders was a success. The case competition took place at Holy Cross Hospital, Ft. Lauderdale on Friday, April 12, 2019. This year featured 7 teams with a total of about 29 students from undergraduate and graduate health management and administration programs in 5 local South Florida universities facilitated by the support from their respective program advisors. These universities are members of the American College of Healthcare Executives (ACHE) Higher Education Network (HEN).

Ashley Vertuno, FACHE, the Chief Operating Officer of Westside Regional Medical Center-HCA, the ACHE Regent for Florida – Eastern, and who also served as one of the mentors to one of the participating teams said “I had a great time being a mentor for the case competition, it was an extremely well-organized event that allowed students to dive into what is transpiring in our healthcare environment that is always changing. I couldn’t be more proud of all the teams that competed as they really did an amazing job depicting their case to the judges! This competition really shows the next generation of leaders and has me excited for their future and ours in the healthcare profession.”

The award ceremony was held on April 18, 2019 at Memorial Regional Hospital, Hollywood-Memorial Healthcare System (MHS). In the graduate division, the 1st, 2nd, 3rd place winners and 3rd runner-up are Florida International University Healthcare MBA program; Florida Atlantic University Health Administration program; Barry University Health Services Administration & Public Health program; and in its inaugural year, University of Miami Health Management and Policy program, respectively.
In the undergraduate division, 1st, 2nd, 3rd place winners are the University of Miami Health Management and Policy program; in its inaugural year, Keiser University Health Service Administration program; and Florida Atlantic University, Health Administration program, respectively. All teams were awarded both monetary and non-monetary prizes.


Photo: Keiser University (Undergraduate 2019 Case Competition participants): Estefania Gerard Eustache, Shareema Pearson and Rashanda Pratt. Berthline Isma, PhD. (program professor). Michele Kelsey & Ernst Washington (program advisor, not shown) Photo by Sarah Morpeau.


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The student teams were judged by the following subject matter expert judges: Amadeo Cabral MD MBA FACS CHCQM, Board-certified Surgical Oncologist & Robotic surgeon and Chief Strategy Officer/Senior Vice President at Orange Care Group (ACO); Monica Puga, ARNP, Vice President, Population Health at Memorial Healthcare System; and Paul Bruning, DHA, Executive Director for Orthopedics & Occupational Health at Holy Cross Hospital.

The ceremony was part of SFHEF's monthly educational program. The educational event, titled “Mapping Your Career,” included a panel of healthcare organization leaders. The event was a great complement to the theme of healthcare professional and leadership development reflected by participation in the case competition.

The case competition allows students to work together in teams over the course of 3 months, every spring, on a specified case study. The topic changes each year to reflect the latest issues and challenges confronting the healthcare industry. This year, the focus was a case study about
Aetna and the transformation of healthcare. The students were charged with developing substantive and effective recommendations to the important considerations given the foreseeable acquisition of Aetna by CVS. The students rose to that challenge as evidenced by the great performances in their presentations. Also, the student teams are partnered with liaisons and mentors who are executives from various healthcare organizations- a distinguishing format of the program which was designated a best practice by both ACHE and the Association of University Public Health Administration (AUPHA).

The 2019 mentors were Steven M Blumberg, Corporate Vice President –Value Based Care, Baptist Health South Florida; Haroula Protopapadakis, FACHE, Associate Administrator, Memorial Regional Hospital – Memorial Healthcare System; Gavin Malcolm, Director, Population Health, Broward Health; Ashley Vertuno, FACHE, Chief Operating Officer, Westside Regional Medical Center- HCA; Singer, Scott, FACHE, Associate Administrator, Joe Dimaggio Children’s Hospital-MHS; Justin Greene, MS, Director, Market & Network Services, Cleveland Clinic Florida; and Christopher Cook, FACHE, Director of Satellite Practices, Community Health Delivery Systems, University of Miami Medical Group. Haroula Protopapadakis said “The student case competition was a huge success. SFHEF is proud to sponsor the competition each year and give future healthcare leaders the opportunity to work together creating a proposal to solve a real world business challenge and showcase their skills and abilities.”

Photo: Haroula Protopapadakis, FACHE, 2019 SFHEF President-elect & 2019 Case Competition mentor. Photo by Sarah Morpeau.

The liaisons were 2019 board members: Juan Awad, MHSA, Kristen Palanza, MBA, Kenneth Wong, MBA, and Adrian Parker, FACHE. Kenneth Wong, says “SFHEF’s Annual Student Case Competition has really grown into one of our signature events over the past few years. Serving as a liaison for two great teams was such a rewarding opportunity. The insight and dedication that these future healthcare leaders demonstrated is inspirational.”

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The committee included Oyinkansola “Bukky” Ogunrinde and Mari Pantoja-Smith, Jim McKeen, Arianna Silcott, David Morpeau, Agnes Saint Preux and Jesus Diaz. Jesus Diaz, one of the first-place winners in the 2018 case competition, said “My experience through the Case Competition was an amazing one so when Bukky asked me to collaborate with the 2019 Case Competition participants, I felt I had so much to share. We had two successful sessions of open and encouraging dialogue aimed at increasing the participants’ knowledge about the overall process while hopefully reducing their anxieties. I am glad to have played a small role in everyone's success and look forward to remaining engaged in the future.”

This network of volunteers along with the strong support of the SFHEF board of directors, and sponsors account for the case competition’s success.

Oyinkansola “Bukky” Ogunrinde, MHSA, Chief Practice Transformation Officer of FUNMI Healthcare Consulting and the 2019 Student Services chair of the SFHEF board of directors said “It is amazing to witness the growth of the case competition events over the years, and
more important, the impact that they have on the professional development of participating students who will become our future healthcare leaders. A special thanks to my predecessor and the incredible board member who spearheaded the program over the years before passing on the baton – Barbara Perez Deppman, FACHE. Also, we will continue to our campaign to recognize participation in the case competition as a professional and career achievement. The participants develop and enhance valuable skill sets such as critical and analytical thinking, strategic planning, accountability, teamwork, resourcefulness, problem solving and leadership. I am grateful for the unwavering support of the 2019 SFHEF board of directors, especially our president- Charles Felix for his commitment to making the 2019 case competition a great success.” Mari Pantoja-Smith, MSN-Ed, RN, Enterprise Director - Hospital Based Solutions, MEDNAX and 2019 Student Services Chair-elect says "It was an honor and privilege to be a part of the Healthcare Leaders Case Competition this year. I learned a lot from our current chair, Bukky and more importantly, I learned from the students. I was very impressed with the level of effort, knowledge, and commitment they put into the competition. I wished I had this opportunity when I was in college. I look forward to learning more this year and leading next year’s competition.”

Adrian Parker, SFHEF 2019 Immediate past president said “leadership matters and the pipeline of future leaders is primed and ready to deliver healthcare on a new level; after 17 years of showcasing students at our annual case competition, the fresh ideas shared as a result of each teams’ analysis leaves me confident that we are in very capable hands as the new generation of healthcare leaders begin to come online.”
Charles Felix, the 2019 SFHEF president said “We look forward to the 18th annual case competition and appreciate the support from the community of healthcare organizations and leaders through active membership participation in SFHEF, and by way of specific support of the SFHEF Foundation.” The foundation, a 501c3 entity of the chapter, was established for the purpose of continuing to develop the healthcare leaders of tomorrow through educational events and programs like the SFHEF Healthcare Leader Development Case Competition.

To learn more about SFHEF and the case competition, visit www.sfhef.org.
Upcoming Events

SFHHA Annual Summit

ACHE Puerto Rico Cluster June 17-20
About the Hospital

Born out of compelling community need in 1967, Boca Raton Regional Hospital is a not-for-profit, advanced tertiary medical center with 400 beds and more than 800 primary and specialty physicians on staff. The Hospital is a recognized leader in Cardiovascular Care, Oncology, Women's Health, Orthopedics, Emergency Medicine and the Neurosciences, all of which offer state-of-the-art diagnostic and imaging capabilities. Boca Raton Regional Hospital is accredited by The Joint Commission and is one of only four hospitals in Palm Beach County to be designated by the Florida Agency for Healthcare Administration (AHCA) as a Comprehensive Stroke Center.

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Welcome to JKARE

JKARE is a private, for-profit Florida Corporation with over three decades of healthcare industry experience. Our goal is to provide the highest quality clinical respiratory care services, supplies, and home/durable medical equipment.

- Clinical Respiratory Care Services
- Medical Equipment and Supplies
- Medical Oxygen
- Health Care Services Staffing

Learn More
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.

While its members come from many different backgrounds, Board Member-at-Large Simone Fearon, MD, would like to see more participation from physicians, whom she believes could benefit from the support that the group offers. "I joined the organization after returning to school to work on my MBA," explained the noninvasive cardiologist, who for the past eight years has served as co-founder, chief operating officer and senior consultant cardiologist for Florida Heart and Vascular Consultants in Miami and Fort Lauderdale.

"I was exploring the idea of taking on a more administrative-type role and was looking for organizations that supported hospital and other healthcare leaders and the South Florida Healthcare Executive Forum dominates in that area."

"Their role is to help promote excellence in healthcare, and they accomplish this by providing educational opportunities for professional development as well as networking events for healthcare executives and potential healthcare leaders," she added.

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.

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