



EXECUTIVE FORUM

January-March 2006 • Volume 9, No. 1

President's Message

25 Years of WHA: Friendship and Inspiration

By Sue Brilliant, WHA President

I'm honored to be writing this message as the new President of WHA for our 25th anniversary celebration year. In 2006, WHA will continue our tradition of implementing cutting-edge programs. We will also look back at our accomplishments and what we've learned as working women in the evolving healthcare field. In addition, this year will be a time for appreciating the friendship and support of others whom we've met through the growing WHA network.

With that last point in mind, I'd like to share an inspiring story about one friend I met through WHA. Camille Hoheb and I were introduced four years ago when we both attended a WHA Saturday morning social outing at the Getty museum. We discussed the art and antiquities at the exhibitions, travel to Italy, our careers in the healthcare industry—we didn't stop talking for hours.

With over ten years in the hospital administration sector, holding Director Positions in Physician Relations, Marketing and Business Development throughout southern California and a Master's degree in Healthcare Administration from California State University at Long Beach, Camille's professional accomplishments are impressive. Soon after the WHA Getty event, she made a successful career move into outpatient center business development and since then her star has been rising. Miss Hoheb is now Vice President for Business Development and Director, Real Estate for Solana Medspas, a turnkey med spa developer that provides integrated spa services and medical practice, run under supervision of a licensed healthcare professional.

Camille now maintains a busy travel schedule meeting clients to help set up med spa facilities nationwide and -- amazingly -- found time last year to serve as a disaster relief worker serving Katrina evacuees. Recently, she shared her experience as a Katrina volunteer for this newsletter.

When the hurricane hit and the media carried news of the

calamity around the world, Camille decided that she needed to do something to help *immediately*. She contacted the Red Cross national office to offer her time as a volunteer and they told her she would need to complete a two-week training course before she could receive an assignment. Undeterred, Camille phoned a local Red Cross chapter in San Antonio, Texas, and was told they desperately needed volunteers.

With moral support from her boss at work, Camille boarded a plane to Texas and arrived very early in the morning as the San Antonio chapter was just opening a

(story continued on page 2)

SAVE THE DATE

WHA SPRING EVENT

"Brunch with the Board"

**Celebrate spring with a "nosh and network" event:
Come talk with the WHA Board about your needs and goals so we can target our work for you most effectively**

SATURDAY, MARCH 25, 2006

11:30AM – 1:00PM

HOME OF JAN FRATES

NEWPORT BEACH

No Charge for the event
(donation to scholarship fund suggested)

RSVP by March 21. Watch for email announcement or contact mtui@comcast.net for more details

PRESIDENT'S MESSAGE (CONT'D)**....Friendship and Inspiration in WHA**

(continued from page 1)

shelter in a former Montgomery Wards store. "At the break of dawn, a chain link perimeter fence was being built around the shelter with a strong police presence... and I wondered, 'what was I getting into?'..."

Inside the shelter, she saw rows and rows of cots of sleeping evacuees, the sick mixed in with able-bodied people. Soon, a medical triage was set up. Along with roughly thirty volunteers and a small Red Cross staff, Camille helped serve food that morning to three to four thousand evacuees who had arrived from New Orleans by bus, and were irritable and disoriented. After helping one elderly woman make a phone call to notify a relative that she was safe, Camille started walking around with her personal cell phone to help those who hadn't been able to make an out-bound call. "To hear them make contact with a loved one to let them know they were alive was just incredible." Camille's other volunteer duties ranged from distributing donated clothing and toiletry kits to assisting safety staff measure food temperature. Over the next three days, she and the other workers secured support from various community agencies to create an infrastructure and expand services at the shelter. They built showers, a registration system, computer communication centers, a hair salon, child play areas, basketball courts and expanded cafeteria services.

At the shelter, Camille came in contact with a Vietnamese family and linked them up with unemployment benefits, a job bank, public assistance/food stamps, and school/transportation. By the time she left the shelter, "I knew that I left the family in good stead with the young daughter and son going to school the day after my departure."



Camille Hoheb (right) and Sue Brilliant

When I asked her about the good versus bad aspects of serving as a relief worker, Camille responded: "It was bad initially to receive discouragement from the relief organization." On the upside, "I was welcomed with open arms by the local chapter. The improvement in the overall spirit of the evacuees and in the efficiency of the shelter [was] nothing short of a miracle." Camille saw it as an opportunity to minister to others in need and to help fix a broken system. "Being hands-on was rewarding." I could sense her happiness in being able to make a significant difference in just a few days.

For many of us who are short on time and consider the prospect of volunteer work formidable, we might learn from Camille's experience. In just a small amount of time, a lot of talent can go a long way. ✦

**WHA is celebrating its
25th Anniversary in 2006!**

In addition to WHA's traditional offerings of exciting and topical speaker events and distinctive social outings, watch for a special celebratory event!

WHA is also offering a special anniversary rate for membership—\$50.00, instead of \$75.00. Get a colleague to join WHA today!

Executive Forum is published four times a year by Women In Health Administration of Southern California. We welcome your comments, suggestions and article submissions. Please contact:

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WHA would love to hear from you! Please let us know of any important news in your lives, ideas for events and activities, book reviews, articles, etc. Better yet, get involved and lend your talent and ideas by joining one of the WHA committees!

FEATURE ARTICLE**Deloitte and Touche – Mentorship Program*****An Interview with Diane Davies, Healthcare Practice Leader – West Region, Deloitte Consulting LLP****By Jan Frates*

In 1993, Deloitte and Touche LLP launched the Initiative for the Retention and Advancement of Women, a program designed to help build the intellectual capital needed to serve clients and grow its business. Today, the Women's Initiative (WIN) continues to help drive market growth for Deloitte, and provide an environment that supports female talent (a constituency that will comprise nearly 50% of the U.S. workforce by 2008). Among the cornerstones of WIN's success are its innovative mentoring programs, some of which have been expanded and adapted to benefit both the women *and* men.

Among Deloitte's latest mentoring innovations is a pilot program launched last year for its consulting practice. This vision based program has two primary objectives—to enable mentees to manage their careers more proactively and to help senior leaders feel more confident mentoring women and minorities. Mentors focus helping mentees answer and act upon three basic questions:

1. Where do you want to go?
2. What do you need to do to get there?
3. What are the immediate next steps you need to take?

This structured program is a year long, with an emphasis on face to face time. Mentees develop 90-day action plans, and meet with mentors once in person for half a day and confer once by phone each quarter to discuss progress. Mentors and mentees are matched mainly within industry groups, but are usually not in the same regional office.

Mentors are senior leaders, mostly men; mentees are high talent women and minorities (male and female). Mentees were invited to participate based on their past strong performance and perceived future potential with the organization. Each mentor agreed to work with three mentees and to commit a total of 100 hours to mentoring throughout the year. Mentees selected their mentors.

Mentors were required to attend an up-front training session which lasted 2.5 days and covered content, methods, requirements and expectations. Deloitte used an external facilitator to train the mentors and monitor progress. Over

the course of the year, the mentors will spend a total of 40 hours in group and individual educational sessions. One example is mentor participation in small group “master classes” with other mentors to share best practices and enhance their coaching skills. Mentees went through a briefer training session. An initial structured exercise involved exchanging life stories to help mentors and mentees get to know and understand each other.

Diane Davies is a principal in Deloitte Consulting's health care consulting practice in Los Angeles, working primarily with health plans on strategic and operational business improvement projects. As Deloitte Consulting's WIN leader, Diane has found the mentoring program helps senior leaders understand the struggles younger women go through, especially to achieve work/life balance, and breaks down perceived barriers in a unique way. For example, many women tend to be perfectionists; she has helped her mentees learn to set boundaries and to communicate them firmly but pleasantly by questioning the necessity of a client site visit or weekend work. She was personally gratified that one of her mentees who was ready to quit when she started the mentoring program is now more committed to the firm than ever.

Deloitte concludes its description of the Women's Initiative by stating: “WIN is not a spectator sport. Advancing women is the right thing to do. And in building more flexibility into the workplace, we not only drive the advancement of women, we also build better client relationships and attract higher-quality recruits.”

Deloitte's WIN and mentoring program is an example of a “best practice” that has earned this firm many awards as an employer of choice for women and minorities. As Women in Health Administration celebrates its 25th anniversary this year, we seek to launch a mentoring program that will provide members with varying levels of experience opportunities to learn from more experienced members.

Our first challenge is to recruit a pool of mentors. Please contact Janice Frates, jefrates@adelphia.net, or 949-515-0181 to request more information or to nominate yourself or a colleague as a mentor. ☒

MEMBER SPOTLIGHT**Nan Brodsky, WHA Member at Large***By Yao Zhang*

Nan Brodsky's career in healthcare is extensive and comprehensive. Currently she is the President of Strategic Options, Inc., a consulting firm based in Encino. Nan specializes in positioning health care corporations, physicians and medical groups, hospitals, and insurance companies for optimal success in a dynamic industry. Prior to launching her own consulting practice, Nan held several executive positions in hospitals, with a physician management firm, and with a national medical supply group purchasing organization.

After receiving her Master's Degree in Health Service Administration from the University of Michigan in Ann Arbor, Nan began her post-graduate career as a hospital administrator for a large Catholic hospital system in Detroit. She was the first female administrator in a non-clinical capacity in that system.

Nan believes executives are challenged by both internal and external environments. Meeting these challenges requires focusing on value-based solutions incorporating both the needs and unique attributes of an organization and its competitive landscape. Nan enjoys helping her

clients position themselves for long-term success through carefully selecting optimal alternatives and solutions. Her consulting firm is named "Strategic Options" to precisely reflect that professional philosophy. She is particularly interested in expansion opportunities for her clients, including business and market strategies. She works with her clients to develop their leadership to prepare today's executives, and those in succession, for tomorrow's challenges.

Nan has the following suggestions for women early careerists. She believes a woman can succeed through the use of leadership, well-honed skills, and acquired industry and technical knowledge. Publications from noted managers/authors such as John Wooden, Jack Welch, Michael Lewis are among many that help to expand one's knowledge base. Skills such as networking, reading, industry research, and on-going education are instrumental. Nan offered a last word of advice on how to deal with professional challenges – "Maintain proper perspective, remember successes, and learn from mistakes. It's important to keep in mind that growth and best practices don't happen overnight". ❖

Past President Profile: Margaret Farwell Smith*By Jan Frates*

Margaret Farwell Smith served as WHA president twice—first in 1995 and again in 1998. An independent consultant since 1992, her firm, Farwell Associates, works with pharmaceutical companies, academic centers and physician groups on governance, business development and strategic planning projects, building on her experience as an executive in hospitals and as a consultant for McKinsey & Co.

Margaret serves on the Women's Health Policy Council, an advisory body to the Los Angeles County Office of Women's Health and on the California Health Manpower Commission, a state advisory body on primary care access for the Department of Health Services. Appointed to that post by Senate Majority Leader John Burton, she chaired that body for two years. She also served on the Board of Las Encinas Hospital in Pasadena from 1996 to 2003 (2 years as Chair) and as President of the Board of Westside Women's Health Center for 4 years.

Her most recent community service activity is as a

founding Board member of Charity Checks, a non profit organization whose giving certificates are changing the way people donate to charitable organizations. The organization is also implementing a charitable literacy program in secondary schools across the country—see www.charity-checks.org.

Margaret has recently moved to Belmont Heights in Long Beach to be closer to her 85 year old mother. In her spare time she loves the Long Beach Symphony and LA Phil concerts and traveling (Florence, Prague and London are favorite cities).

Margaret noted: "WHA was a wonderful source of support, advice, friendship and fun in those days when I sometimes felt overwhelmed and unsure of myself and my career--a soft place to fall, professionally speaking. Many of the contacts I made through WHA have been extremely valuable in my consulting work. Most important, several of the friendships I established through WHA continue today!" ❖

SPONSOR SPOTLIGHT

Platinum Sponsor: Kaiser Permanente

Submitted by Patricia Cordova Vellanoweth, MHA, Grants Compliance Officer, Southern California Region, Community Benefits

At Kaiser Permanente our goal is to help our members, community, and staff live well. We believe there is an art to medicine as well as science. And that health isn't an industry, it's a cause.

We've brought an innovative approach to health care for nearly 60 years. It's been distinguished by physician dedication to high-quality clinical care, a strong social purpose, and an enduring partnership between our integrated health care model and the communities we serve.

In Southern California, nearly 50,000 technical, administrative, clerical employees, and caregivers work with 5,500 physicians representing all specialties to help serve the health care needs of our 3.1 million members.

We honor our tradition of diversity and commitment to fairness and equity by actively recruiting people who are committed to making lives better.

Hiring and retaining an engaged workforce is an important way Kaiser Permanente advances its ability to understand the health beliefs and practices of our diverse membership and provide the best possible care. A practice we refer to as providing culturally competent care.

Our affirmative approach to create a diverse workforce promotes opportunities for upward mobility based on results and accomplishments, not gender or race. Women have benefited from this course of action. They serve in seven of our eight regional president positions, comprise 80 percent of our total workforce, and make up 45 percent

of our executives.

We invest in the future health care workforce through education programs and encourage young people to pursue health care careers by extending internships and fellowships. We also support a variety of professional trade organizations, such as Women in Health Administration, who include among their goals improving world diversity.

In addition to fostering a favorable work environment for women, Kaiser Permanente makes strides toward improving women's health. Our Center of Excellence for Culturally Competent Care in Women's Health is devoted to specific female health care needs including multilingual women's health, baby friendly care, and Latina breast cancer.

Improving the health and well-being of women and young girls throughout Southern California is also important to Kaiser Permanente. Over the past three years we've pledged \$914,000 to support community organizations aimed at serving females.

We believe people are one of our greatest assets. Diversity is who we are as an organization from the boardroom to the hospital room. Providing culturally competent care, supporting our community, and attracting and retaining a diverse workforce are priorities that help make Kaiser Permanente a recognized leader in health.

We are pleased to support Women in Health Administration of Southern California (WHA) and welcome any of its members who share our beliefs to explore a career within Kaiser Permanente. To learn more about our current openings, visit www.kaiserpermanentejobs.org. ☒

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MEMBERS ON THE MOVE & NEW MEMBERS**New Members:****Megan Bioletto** is an Associate Consultant at Kaiser Permanente.**Cheryl A. Cross** is the owner of Cheryl A. Cross Health and Financial Services Recruiting.**Catherine Duda** is a Director at COPE**Lisa Levitt** is a Project Manager Marketing/ Product Management at Blue Cross and Blue Shield of Massachusetts.**Mary S. Maish, MD** is an Assistant Professor of Surgery at UCLA, Thoracic Surgery**Yalda Rahimi** is a student at Cal State Northridge and works at Functional Restoration Medical Centers, Inc.**Ericka Waidley** is the Preident at EKW & Associates.**Members on the Move:****Ann Marie Feistman** is now an Associate Medical Center Director at VA Southern Nevada Healthcare System.**Simran Sahny** is now at Glendale Memorial Hospital.**Laura DiConti** is now a senior healthcare consultant at HDR ONE COMPANY | Many Solutions.**Kim Athmann King** is now the President & CEO at Strategy Advantage.