

## President's Message

### Thinking Positive

*By Sue Brilliant*

The year 2006 was a challenging time for the healthcare industry. We saw rising costs in the US and more spending per capita on healthcare than in any other country, while health outcomes trailed those in other societies that spend much less.

We saw headlines flashing examples of fraud and abuse and health care executives pocketing millions of dollars in stock option profits. At the same time, studies showed patients who visit emergency rooms in California that may not be receiving some basic treatments that meet guidelines.

With news of growing budget deficits coupled with increasing demand for healthcare services, one could get quite distressed about the state this industry is in.

I'd like to suggest taking another view. There are numerous examples of good things happening in healthcare every day. We just have to look for them. Amazing medical breakthroughs are in the news. Nursing education programs in California are growing to meet demand. Organizations are collaborating on exciting new ventures in technology such as telemedicine. The public sector and financial institutions are developing new products to help manage healthcare expenditures. More and more women are being promoted and elected to positions of influence. There are loads of opportunities for us to make a difference.

The winds of change have blown across the country; voters have declared that they want new leaders to help shape our future. Opportunities for improvement in healthcare delivery abound.

Another bright spot -- we have a wealth of resources right here with WHA to promote such improvement. The WHA community consists of highly-educated professionals with creative energy and entrepreneurial spirit to burn. With teamwork, we can make small differences that can add up to big improvements over time.

So, I suggest we think positive. Look to your colleagues at WHA for inspiration. Read about us in this newsletter. Learn about ways to promote positive change, seek a new job where you can, get involved in advocacy for change.

We are health administration professionals with a very exciting future ahead. I look forward to seeing you all shine. ❄

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#### THE HOLIDAY SPIRIT

**WHA would like to thank WHA member Trudi Carter for her generous donation to the scholarship fund!**

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WHA  
wishes you

HAPPY HOLIDAYS

and

A PROSPEROUS  
NEW YEAR



## OCTOBER EVENT

# WHA 25<sup>th</sup> Anniversary Gala Celebration

By Jan Frates

The elegant Rococo Room of Santorini's Restaurant in Old Town Pasadena was the scene for this gala event celebrating 25 years of Women in Health Administration.

After introductory remarks by President Susan Brilliant, Membership Chair Diane Ung introduced the keynote speaker, Congresswoman Hilda Solis, who represents the San Gabriel Valley and East Los Angeles. Throughout her career as an elected official – beginning with the Rio Hondo Community College Board of Trustees, as a California legislator (first in the Assembly, then as the first Latina State Senator) and today as a Member of Congress – Ms. Solis has focused her committee service and advocacy efforts on issues that affect women and children. She noted that her experience as a state legislator was a great advantage when she became a Member of Congress, as she understood both the legislative process and the nuances of negotiation.

Health care – affordable, high quality, and efficient – is one of the most important of these issues. Congresswoman Solis spoke with warmth and quiet pride of her efforts to obtain federal and foundation funding for a project to train and employ community lay health workers (*promotores*) to conduct outreach and public education programs in areas of Los Angeles where many people are uninsured. With the forthcoming midterm Congressional elections, she expressed optimism that the time for change was fast approaching and that a broader public concern with access to health care would be a higher priority concern for more federal legislators. She urged members of the audience to express their views as women health administrators directly to elected representatives in Sacramento and Washington.

Congresswoman Solis also presented WHA with a U.S. House of Representatives Certificate of Special Congressional Recognition, with a commendation congratulating WHA “on celebrating 25 years of providing exceptional service for advancement of women in the healthcare industry.”

Debby Chanen moderated a panel discussion featuring six former WHA presidents, each of whom imparted words of inspiration in her own unique manner:

- Krisianna Lee Bock (2005), Project Manager III, Kaiser West Los Angeles Medical Center, noted that in the ten years she had been a member of WHA she had had five jobs, and for two of these networking with WHA members was a factor.
- Gail Margolis (1987), Vice President for Government Relations and Public Policy, Children's Hospital Los Angeles, emphasized the importance of women mentoring each other, and offered to spearhead an effort to engage more senior women healthcare executives to

- become involved in WHA and mentoring efforts.
- Amy Brotzman (1999), Special Projects Manager, Southern California Permanente Medical Group, spoke of the need for women health care managers to become involved in health issues affecting the broader community – in particular, the ongoing AIDS epidemic which is increasingly affecting minority women.
- Bobby Searcy (1983), retired hospital administrator, current substitute teacher and real estate service agent, recalled some of the challenges she faced as a minority woman hospital administrator in the county health system in the 1980s, and noted the importance of building alliances and forming teams both in the workplace setting and community organizations.
- Judy Vaccaro (2004), legal counsel with Blue Cross of California, noted that while much progress has been made for and by women health administrators in the past 25 years, the glass ceiling, pay differentials, and unequal opportunities still exist and thus so does the need for organizations like WHA.
- Rita Zwern (1988), Manager, State Programs, Kaiser Permanente Health Plan, discussed how her tenure as WHA president enhanced her professional network, increased her visibility in the community and validated her leadership abilities, thus opening up advancement opportunities for her within her organization. She ended the panel discussion by noting the challenge for women to achieve a balance between their professional and personal lives – without a wife!

Weeks of planning by a hardworking gala event committee paid off with the unqualified success of the event. Special thanks to event sponsors Foley & Lardner LLP, Fulbright and Jaworski LLP and SCAN Health Plan, as well as continuing appreciation to WHA annual sponsors Foley & Lardner LLP, Kaiser Permanente, Pricewaterhouse Coopers and the USC Executive MHA Program. Congratulations WHA!



### Last Chance!

The Special 25<sup>th</sup> Anniversary membership rate of \$50 will expire December 31, 2006. This rate is also applicable to renewals in 2006.

Renew your membership, or get a friend or colleague to join, before the special rate is gone!

## THE EVENT IN PHOTOS

*Courtesy of Michael M. Chang*



WHA President Sue Brilliant accepts commendation from Congresswoman Solis.



Congresswoman Solis receives an award from WHA.

## PAST PRESIDENTS



Krisianna Bock (2005)



Amy Brotzman (1999)



Gail Margolis (2005)



Bobby Searcy (1983)



Judy Vaccaro (2004)  
*[on the right]*



Rita Zwern (1988)  
*[on the left]*

## WHA Welcomes the 2007 Board Members

By Nan Brodsky

As WHA prepares for the new year, we are continuing our focus of meeting the needs of our members. As stated in our Mission:

*Women in Health Administration of Southern California is a non-profit professional association for women health executives. We are devoted to the professional growth and health care knowledge of our members, and the advancement of women in the health administration field.*

*We provide value for our members in the areas of:*

*-Educational forums                      -Information  
-Networking                                -Advocacy*

We are pleased to welcome our 2007 Board members, each of whom has specific responsibilities in carrying out the WHA Strategic Direction:

**President: Judy Vaccaro** is Executive Legal Counsel for Blue Cross of California in Woodland Hills. As part of her leadership of the Board, she will oversee the Board Committees, the satisfaction of the members, membership growth and retention, event quality and outcomes, advocacy results and the financial sustainability of WHA.

**Past President: Sue Brilliant**, Project Manager for Kaiser Permanente HealthConnect, focused on taking WHA to new levels as President in 2006. She will continue supporting the Board in every aspect, specifically targeting membership development.

**Secretary: Ruthie Goldberg** joins us as a new Board member. She was very supportive of WHA in 2006, especially with event planning. She is a Clinical Consultant for Cancer Care for SoCal Permanente Medical Group in Pasadena.

**Treasurer/Finance Chair: Doria Hai** continues with the WHA Board, providing valuable financial oversight and guidance as we continue our self-sustaining operations. Doria works on all aspects of WHA, to make sure we are in compliance procedurally and fiscally.

**Event Co-Chairs: Diane Ung**, Partner with the law firm of Foley and Lardner in Century city, is returning to the Board this year, and is joined by **Vicky Tai**, USC Student and Intern with Cedars-Sinai Medical Center in the PeopleSoft Department. Diane and Vicky, who have already started planning events for 2007, will lead their committee to develop educational and networking events centered on the areas identified by our members.

**Communication Co-Chairs: Nina Niu-Ok** continues with the WHA Board. She has developed and maintains the WHA Website and Newsletter. This year she is joined by **Dayna**

**Nicholson**, an Associate of the law firm of Fulbright & Jaworski in downtown LA. In addition to keeping our members informed, Nina and Dayna work to coordinate our efforts with other organizations and resources, and to keep the job line full of opportunities for our members.

**Membership Chair: Krisianna Bock** is a Project Manager III for Kaiser West LA Medical Center. She served as the WHA President in 2005 and Past President in 2006. As Membership Chair she will continue her successful efforts to increase our membership. Kris has been working with WHA for the past 10 years!

**Member-At-Large: Trudi Carter, MD** is the Executive Director for CalOptima's MediCal and Healthy Families in Orange. She has been with the WHA Board for many years serving as an advisor. This year she has taken on the additional responsibility of developing an Advocacy program to increase awareness of and opportunities for women in health administration.

**Member-At-Large: Nan Brodsky** is President and CEO of Strategic Options Inc., a healthcare consulting firm. Nan led the Board through a strategic planning process last year, where we focused our efforts in the areas mentioned in each of the above areas and in our Mission statement. She provides support to the President and each of the Committee chairs. ☒

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**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:**

**Editor:**  
**Nina Niu-Ok**  
**(818) 368-4917**  
[nina@theoks.com](mailto:nina@theoks.com)

*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!*



## What Members Are Reading



### ***Moral Intelligence: Enhancing Business Performance and Leadership Success***

by Doug Lennick and Fred Kiel

Submitted by Jan Frates

Ethical companies finish first, insist these two leadership consultants. Doug Lennick is an Executive VP at American Express Financial Services as an organizational development consultant, where he focuses on improving managers' emotional competence. Fred Kiel, one of the pioneers of executive coaching, has over 30 years experience in organizational effectiveness work, emphasizing leadership excellence and organizational-mission alignment.

The authors show how leaders of high performing companies promote "moral intelligence" throughout their organizations, and to make this a part of the overall corporate culture. Building on the concept of emotional intelligence that began to be recognized in the 1990s as a valuable business skill, Lennick and Kiel posit that moral intelligence is another distinct mental capacity: the ability to apply universal human principles to personal values and behaviors.

Moral intelligence has four key principles that the authors consider the foundation for both personal and organizational success:


- *Integrity*, or acting consistently with principles, values and beliefs. "Say what you stand for and stand for what you say." Integrity also means telling the truth and keeping promises.
- *Responsibility*, or taking responsibility for one's actions, and their consequences. It also involves admitting mistakes, and stepping forward to help when things go wrong.

- *Compassion* means actively caring about others, and actively supporting their personal choices. As well as communicating respect, compassion creates a climate in which people help each other – often without being explicitly asked. However, compassion does not mean ignoring or denying bad behavior.
- *Forgiveness* means letting go of mistakes—our own and others, to allow people to move forward, continue to work together, and do better.

The authors note that without a moral anchor, charismatic leaders can be destructive. They liken moral intelligence to a Global Positioning System for personal and corporate behavior--basic equipment for business leaders who want to capture the best efforts of their workforce. They note that corporate moral dysfunction not only hurts a company's stock performance; it generates longstanding consumer distrust and product avoidance. Enron and Arthur Anderson were highly prestigious companies before their moral lapses resulted in their collapse. While Richard Scrushy was found innocent of many charges of accounting fraud, HealthSouth is still in negotiations with investors and bondholders who are suing the company.

Included in the book is a Moral Competency Inventory, a sort of moral IQ test to help individuals assess where they and their companies currently stand. The authors also provide several exercises to help readers strengthen their moral competence. ☒

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*Congratulates*  
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*On its 25<sup>th</sup> Anniversary*




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**MEMBERS ON THE MOVE & NEW MEMBERS***REMINDER: Please keep WHA updated on your current information—email or call us with any changes in your information.***New Members****Emelda Acosta** is Dept Personnel/HR at PTM, Inc.**Mojgan Bina** is a new WHA member.**Kymblyn Brown** is a Contract Manager with Citrus Valley Health Partners.**Ada Cheng** is a Student at UCLA and a Research Assistant Health Services at the VA of Greater Los Angeles.**Fivi Dinut** is a Project Manager at Kaiser Permanente.**Bonnie Edwards** is Engagement Manager at Kaiser Permanente.**Margaret S. Fitzhugh** is a self employed attorney.**Ana Fradkin** is Project Manager at Accordis, Inc.**Misti Gist** is a student at Cal State Northridge and works at Labor & Delivery/AV Hospital.**Susan Green** is President at Green Management Consulting Group, Inc.**Liana Hans** is Principal at Triage Consulting Group.**Lena Lor** is a student at Cal State Long Beach.**Eleanor Morales** is Analytical Project Manager at Kaiser Permanente.**Brandy Oliver** is a Student at USC and work as a Senior Business Analyst at WellPoint, Inc.**Kavita Ratan** is Director of Operations at Ambulatory Care Associates.**Lisa Saldaña** is a Consultant at Green Management Consulting Group, Inc.**Martha Shenkenberg BSN MBA** works at Green Consulting.**Mona Snyder** is a Coordinator, Managed Care at White Memorial Medical Center.**Karen Stoeffler** is a Senior Project Director at Kaiser Permanente.**Victoria Wong** is a student at Cal State Long Beach and works at Volt Information Sciences.**Members on the Move****Carol Berry** is President at PCG Software, Inc.**Trudi Carter** is now Chief Medical Officer at CalOptima.**Paula Ricketts Chism** is now a Senior Risk Adjustment Trainer PacifiCare - Secure Horizons UnitedHealth Group.**Ruthie Goldberg** is now Clinical Consultant for Cancer Care at Southern California Permanente Medical Group (Kaiser).**Grace Jimenez-Hennessy** is now a Staff Healthcare Service Law Analyst at DMHC**Deborah Salas** is now Director, Claims Projects and Initiatives at Molina Healthcare, Inc.**Zan Dubin Scott** is now Marketing Manager at Centinela Freeman Regional Medical Center.**Teresa Spence** is now Manager, Managed Care at Pediatrix Medical Group.**Judy D. Vaccaro Esq.** is now Executive Counsel at Blue Cross of California.

P.O. Box 77932  
Corona, CA 92877-0131

**Correction**

The Jul-Sep 2006 issue incorrectly stated that Lisa Levitt, WHA Member and Senior Program Manager at Blue Shield of California, found her job through the WHA Jobline. Ms. Levitt found her job through connections within the WHA network.