



Chapter News | Q3

2019

The South Florida Healthcare Executive Forum



8/23/2019

Message from the President



Charles Felix
2019 Chapter President

Dear Colleague:

In keeping with all of 2019, our 3rd quarter of the year has and will continue to be a busy one despite our extremely hot summer and everyone's different vacation schedules. In lieu of our usual educational/networking meeting in July, the Board has been planning the 2nd half of 2019 to include several informative educational events and stimulating networking meetings. A highlight of the 2nd quarter was the awarding of 2 SFHEF scholarships – one for an undergraduate and one for a graduate student.

Both our Networking and Educational Committees have been working tirelessly to put together our late August and mid-September events. On Thursday, August 29th, our SFHEF Networking Event will be held at the DAS Beer Garden in Jupiter, FL. On Saturday, September 7th, our Educational Committee will be offering 2 programs for the price of one (\$25) on the *Management and Prevention of Hospital Acquired Infections*. This program to be held at Jackson Memorial will run from 10:30 a.m. – 2:30 p.m. and offer 3 ACHE Face-to-Face Credits. And just to keep September even more interesting, on Thursday, September 19 at Good Samaritan Medical Center, West Palm Beach, SFHEF will hold a 2nd educational meeting on *Technology & Innovation*, offering 1.5 ACHE Face-to-Face credits.

A totally voluntary organization, SFHEF Board duties aren't just "in name only" and necessitate experience and dedication, only really learned through prior service on committees and at events. With that being said, now is the time to think about serving on a committee, as a committee chair or Board position for 2020. Please feel free to contact me for more information.

For more information on any of our events or SFHEF membership, visit www.sfhef.com.



Ashley R. Vertuno, FACHE
Regent for Florida – Eastern

Summer 2019

Dear Colleague:

Have you ever wondered how world athletes continue to perform at the top of their games season after season? I know I have. As an athlete myself having played sports my entire life it is something that consistently goes through my mind on how do I consistently perform at my best and not become burned out. These athletes are resilient. They may lose a game, but they bounce back quickly to win in the future. What exactly is resilience? It is a measure of how much you want something and how much you are willing, and able, to overcome obstacles to get it.

I recently re-read an article from 2001 Harvard Business Review called “The Making of a Corporate Athlete.” It is an oldie, however one of those articles you can pick up again and learn something from it even after reading it once or twice. The article’s main focus is on resilience and the steps all of us should take to bounce back quickly from pressures by building systematic multi-level ways to balance mental, physical, emotional, and spiritual states to achieve our ideal performance every day at the office. Have you ever suddenly found the solution to something you have been working on while jogging, singing in the shower, listening to music? Training to be a corporate athlete takes routine and allows more of these great solutions to occur when you are free minded. This all stems from daily rituals (i.e., daily meditation, running, painting, etc.). Jim Loerh said it best “if executives are to perform at high levels over the long haul, they have to train at a systematic multilevel way that world class athletes do.”

Here are the 5 quick tips from the article:

- 1) Actually, do all those healthy things you know you ought to do (i.e., eat a balanced diet)
- 2) Go to bed early and wake up early
- 3) Maintain a consistent bedtime and wake up time
- 4) Seek Recovery every 90-120 minutes (essentially get out of your chair and walk)
- 5) Do at least two weightlifting workouts per week

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2019 Spring SFHEF Scholarship Award Recipients

The 2019 South Florida Health Executive Forum (SFHEF) Board of Directors presented the 2019 Spring SFHEF Scholarship Awards to two students with promising futures in healthcare management and leadership.

Charles Felix, 2019 SFHEF president said, "The 2019 Spring Scholarship applications were exceptional. The applications and letters of recommendation for all the candidates demonstrated excellent leadership, and professional healthcare qualities which made choosing the winners difficult. On behalf of the 2019 SFHEF Board of Directors, I would like to congratulate the both Olubukola Durojaiye and Fernando Rabel as the recipients of the 2019 Spring SFHEF Scholarship Awards."



Olubukola Durojaiye developed an early interest in technology, operations and health service delivery as a result of her exposure to health management, technological advancements and patient care from her home country. Born and raised in Nigeria, where affordable health care delivery and quality education continues to be a luxury for the average citizen, she was determined to rise above this limitation.

The health challenges faced by her family and the type of care they received spurred her interest in what an ideal health care delivery system should look like hence her motivation to switch from a background in computer science to pursuing a degree in health sciences.

She is a member of the American College of Healthcare Executive (ACHE), Women's Healthcare Executive Network (WHEN) and she currently volunteers as a program committee member of South Florida Health Executive Forum (SFHEF) where she is responsible for helping with program organization and registration. She is passionate about helping people and believes in formulating healthcare policies that are truly people centric. In her spare time, she enjoys travelling, spending time with her family, and watching documentaries.

Olubukola is currently enrolled in a dual master's degree program in Health Service Administration and Public Health at Barry University, Miami Florida and will be graduating in May of 2020.

2019 Spring SFHEF Scholarship Award Recipients

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Fernando Rabel was afforded the opportunity to attend the American College of Healthcare Executives Congress in Chicago with the help of Florida International University this year. He found the event to be beyond motivational, and was blessed to be able to exchange ideas with so many other brilliant students, professionals, and leaders. He believes that he will point to this event as a turning point in his career after looking back several years from now.

A few months later and using what he had learned, he secured the opportunity to speak at the Nursing Empowerment Summit on the importance of nurses in leadership, and policies that will shape the future of healthcare. Going forward, he hopes to develop ideas and tools that assist physicians, administrators, and patients in navigating our complex healthcare system. He truly believes that with a collaborative approach between all three parties, and a commitment to evidence-based decision making we can make healthcare far more efficient, and errors far less frequent in the future.

He earned his undergraduate degree in finance at the University of Central Florida in Orlando, Florida and flipped houses outside of the classroom. Upon his return to Miami, he had the opportunity to work alongside other young professionals in a small and growing medical center where he fell in love with the forward-thinking business models in healthcare. At Palm Medical Centers, his boss, whom he also considers his mentor, emphasized learning about the business beyond his field of specialty -finance. As a result, his knowledge about Medicare and Medicaid value-based risk models is vast. After working through the rapid expansion of the medical group, seeing it triple in size during his tenure, he moved on to a managed care organization –based medical group. At Community Medical Group, he was empowered to apply what he had learned in his career, and in the classroom to assist leadership in their commitment to evidence based management.

Fernando is currently enrolled in the Healthcare MBA program at Florida International University and is slated to graduate in May of 2020.

Oyinkansola “Bukky” Ogunrinde, 2019 SFHEF Student Services Chair said, “it was quite fulfilling to learn about the ambitious and intelligent students in the healthcare administration and management programs in the South Florida area. SFHEF, by way of this scholarship and other initiatives, is proud to support local talents and help to foster future healthcare leaders.”

Upcoming Events



presents...



Summer Networking Event



Thurs., Aug. 29, 2019 | DAS Beer Garden | Jupiter



presents



3.0 ACHE Face-to-Face Credits

Sat., Sept. 7 | Jackson Memorial Hospital



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MEMBER SPOTLIGHT - *Let's Connect*

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.

One of the most unique and challenging facets of healthcare is that it is ever changing. This means that healthcare administrators need to stay up to date on the latest trends and news affecting the industry. One of the ways to do this is through the South Florida Healthcare Executives Forum (SFHEF), which provides a wide range of educational opportunities to its members.

"While there are many benefits of membership, the one that is most important to me is the education that it provides because the presentations are extremely relevant to today's healthcare industry," explained Jenna Merlucci, director of clinical business operations for the Cardiac and Vascular Institute at Memorial Healthcare System (MHS). "I've attended presentations focused on finance, diversity, quality metrics and patient care, and it really helps to get different executives' perspectives. I've found it very helpful in my day-to-day work, as well as in looking at ways to improve services to Florida's very diverse patient community."

Merlucci plays many roles in her position, which includes taking care of financials and budgeting for the Cardiac and Vascular Institute, as well as leading marketing and business development. She also has oversight of the Echo, Cardiac Rehab and Data Registry departments, and is responsible for inventory management.

Merlucci joined MHS in 2013 after earning her undergraduate degree and her master's degree in Healthcare Administration at the University of Central Florida. She previously served as an administrative intern and then administrative fellow before beginning her career as the business manager of the Cardiac and Vascular Institute. She was promoted to her present position in 2016.

[*Read More*>>](#)



Jenna Merlucci

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

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