

He studied comparative religions and the history of religions in undergraduate and graduate school at Baylor University in Waco, Texas, returned to undergraduate work at the University of Texas in Arlington to complete premedical sciences, and then attended Medical School at Tulane University in New Orleans.

Dr. Tennison stays involved in a number of community, national, and professional organizations and enjoys his role as advocate and educator. He has served as Staff Psychiatrist, Assistant Medical Director, Medical Director, and Chief Clinical Officer since coming to the Helen Ross McNabb Center in 1983. Several years ago, he changed his focus from national public psychiatry policy and professional advocacy to local and state community mental health and public health improvements. His primary professional roles include community-based treatment, rehabilitation, and recovery efforts for severe and persistent mental illnesses and substance abuse disorders; the dual diagnoses of mental illness and mental retardation; the interface of mental health and criminal justice/forensics; sports psychiatry; public and community education and advocacy; and clinical administration.

Bill Murrah, panelist

Bill Murrah is a native of Scottsboro, Alabama and attended Samford University. After graduation, he attended Union Theological Seminary in New York and then Bossey Institute in Switzerland. He returned to his native South, moving to Knoxville in 1972 where he worked with the 4th and Gill Neighborhood Organization for 10 years and for Legal Aid of East Tennessee for the last 28 years.



Bill was reared in what could be called an "apartheid" environment and attended segregated schools all the way through college. While his church denomination was a defender of the status quo, Bill was taught early that God supports those who make a stand for what is right, no matter how strong the opposition. After moving to New York, he began working in East Harlem and was exposed to struggles for racial justice as well as the anti-war movement. He was strongly influenced by the Young Lords Party, a group of Puerto Rican young adults for whom he, and a group of students, did support work.

In Knoxville, Bill became immersed with community organizations and their issues in the inner-city. He has helped found numerous community-based organizations including the 4th and Gill Neighborhood Organization, Tennesseans for Fair Taxation, Solutions, Economic Ventures, Knox Housing Partnership, the UAW union at Legal Aid, the Partnership for Neighborhood Improvement and the Hispanic Chamber of Commerce of East Tennessee. He organized the Community Economic Development Network of East Tennessee (CEDnet), a network of community organizations. With CEDnet organizations, he has worked to revive the recognition of the 8th of August as Emancipation Day and to establish Centro Hispano, a center for Hispanics in the Knoxville area. He has provided organizational assistance to scores of organizations based in low income communities in East Tennessee. His most prized awards have been the Advocacy Award from the Martin Luther King Commemoration Commission, the Latino Heroes Award from the Latino Task Force and the Heart of Change Award from Community Shares and from groups like the Knoxville Tenants' Council, the League of Women Voters, Phillip Moore Outreach Center, the Community Housing Resource Board and the National Association of Black Social Workers, UT Chapter.

Bill has spent his adult work life committed to social, economic and racial justice and is guided by the belief that "justice is love that has gone public."

Bill is married to Betty Henault, a teacher at Powell Elementary. They have two adult children. Bill's favorite past-times are hiking, woodturning and reading.



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10TH ANNUAL ETHICS WORKSHOP
**DEFINING ETHICS IN
BEHAVIORAL HEALTHCARE**
November 11, 2010



**DEFINING ETHICS IN
BEHAVIORAL HEALTHCARE**

November 11, 2010
4 p.m. – 8 p.m.

Bearden Banquet Hall
5806 Kingston Pike in Knoxville

3.0 Contact Hours in Ethics Available

Workshop cost \$45
(dinner included)

\$20 additional cost for APA CEs
\$20 additional cost for CEUs from U.T. College of
Social Work

To register:

Reservations can be made by calling the Covenant Health Call Center at (865) 541-4500 and making payment* with a major credit card, or by sending a check made payable to

Peninsula Ethics Workshop

Covenant Health Call Center
1921 Topside Road Suite 201-A
Louisville, TN 37777

**Please RSVP by Monday,
Nov. 1, 2010**

**Individuals with disabilities who require special accommodations, such as an interpreter, must specify the need when registering with the Covenant Call Center at (865) 541-4500. It is suggested that participants with special needs register by Oct. 25, 2010, to allow for the provision of services.*

In the unlikely event this workshop is cancelled, payment will be refunded in full. Otherwise, refunds will not be given. If you have prepaid, but cannot attend, another representative may attend in your place. A courtesy call is appreciated.

Please join Peninsula's tenth annual ethics workshop Thursday, Nov. 11. Covenant Health Integrity and Compliance Officer Tish Breeding will give a keynote speech on "Defining Ethics in Behavioral Healthcare" followed by a panel discussion with a question and answer session at Bearden Banquet Hall in Knoxville.

Agenda

3:30 - 4 p.m.	Registration and Networking
4 - 5:15 p.m.	Keynote Address
5:15-6:15 p.m.	Dinner and Networking
6:15 - 7:30 p.m.	Panel Address and Discussion
7:30 - 8 p.m.	Panel Question and Discussion



Who Should Attend

Among those who should attend are case managers, therapists, social workers, nurses, psychologists, psychiatrists, counselors, marriage and family therapists, and drug and alcohol counselors who work in a variety of settings. Depending upon the accreditation preference selected during registration, certificates will be awarded for 3.0 Contact Hours, .3 CEUs, and/or .3 CEUs following the completion of the presentation at 8 p.m. To earn certificates, participants must be present for the entire workshop. The University of Tennessee, Division of Outreach and Continuing

Education will award .3 CEUs to participants who complete the workshop and who wish to receive CEUs. Upon written request to UT, a transcript of this record will be made available as designated by the participant.

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A Look At The Topic

This intermediate level workshop* addresses ethical considerations across a variety of behavioral healthcare disciplines, the benefit of maintaining ethical standards, developing models of ethical decision making for managed care, and confronting ethical challenges created by the use of electronic communication. Healthcare workers in medical, social services, mental health or substance abuse settings will find this presentation beneficial.

Educational Objectives

Participants will explore the ethical implications involved behavioral healthcare. This workshop is designed to help participants:

- Identify the common principles of ethical practice across different professional disciplines.
- Develop models of ethical decision making to utilize when ethics meet the realities of managed care.
- Establish the benefit of ethical standards and virtues in a changing environment.
- Explore the ethical challenges of electronic communication, including e-mail and social networking.

*Covenant Health is approved by the American Psychological Association to sponsor continuing education for psychologists. Covenant Health maintains responsibility for this program and its content.

About the Presenters

Patricia Breeding, Covenant Health Integrity and Compliance Officer, keynote speaker

Patricia "Tish" Breeding joined Covenant Health (then Fort Sanders Health System) in 1991, following her retirement after 23 years from the Navy at the rank of Commander. She became manager of nursing at what was then Fort Sanders Loudon Medical Center in Loudon, Tenn. (now Fort Loudoun Medical Center in Lenoir City). In 1994, she became director of patient care services at the hospital.



From 1995 to 1999 she served as assistant administrator, chief operating officer and chief nursing officer at Fort Sanders Loudon Medical Center. Her focus on quality and customer service helped Fort Sanders Loudon receive a Tennessee Quality Award of Commitment, along with other accolades in quality improvement and staff development.

Following her years at the Loudon hospital, Breeding served as vice president of operations for Covenant Health, involved in nurse recruiting/retention, integrity-compliance projects, and development of customer service modules.

In 2000 she was named Integrity-Compliance Officer for Covenant Health, with systemwide responsibilities for compliance, reporting, and employee education in areas related to integrity, ethics, and patient privacy. During her tenure as I-C Officer, Covenant Health's compliance program has won several Best Practice Awards from Health Ethics Trust, a division of the Council of Ethical Organizations. In 2009 Breeding was one of two chief compliance officers in the nation to be recognized as a Fellow of the Health Ethics Trust, the highest award given by the organization.

While continuing her leadership role in Integrity-Compliance at Covenant Health, Breeding has chaired local multi-hospital collaborations related to compliance initiatives and patient privacy. She frequently speaks to community groups about privacy and preventing identity theft, and she has been interviewed for national compliance publications on topics related to patient privacy, HIPAA regulations, and securing healthcare

data. According to the Health Ethics Trust, Breeding "has provided immeasurable service to the compliance community, not only in Tennessee but also nationally. She is widely recognized as one of the most powerful and motivational speakers on healthcare compliance."

Rebecca F. Jackson, ACSW, MSSW, panelist

Rebecca "Becky" Jackson is the Coordinator of Field Services, MSSW Program, for the University of Tennessee—Knoxville College of Social Work, where she has served since 2004. In this role, she is responsible for development, coordination and supervision of field placements for all MSSW students, teaching field seminar, student advisement, and supervision of field liaisons.



Prior, Becky was Volunteer Coordinator for John Tarleton Home for Children, Knox County Department of Community Services in Knoxville. In this position, she was responsible for recruitment, screening, orientation, and supervision of all agency volunteers, donor contacts, public speaking, and grant-writing. Becky has also served in other capacities at John Tarleton Home including Administrator, Director of the Centennial Project, and Social Worker.

Becky holds a Master of Science in Social Work, from the University of Tennessee College of Social Work, Knoxville, where she also received the Hilton A. Smith Fellowship, the Chancellor's Citation for Extraordinary Professional Promise, and was a member of Phi Kappa Phi. Her undergraduate degree is a Bachelor of Arts in Foreign Affairs and Religious Studies, from the University of Virginia-Charlottesville, Virginia. She is a member of Academy of Certified Social Workers, Licensed Master Social Worker, Tennessee, the National Association of Social Workers, the Tennessee Conference on Social Welfare where she served on the Middle East Region Steering Committee and the Conference Program Committee.

Cliff Tennison, MD, panelist

Dr. Tennison is a native Texan, transplanted 27 years ago to the mountains of East Tennessee by way of Smoky Mountain vacations since childhood and residency training at the University of North Carolina.

