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Johns Creek health care organizes Group branding for quality

by Bob Pepalis

[write the author](#)

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Johns Creek medical professionals want to brand their services and have formed the Johns Creek Healthcare Association to do just that.



Dr. Michelle L. Mallard of Back to Basics Health Care Center and Rita Grayson, LCSW, of Johns Creek Counseling chat at the first membership meeting for the Johns Creek Healthcare Association.

"We want to let them know that they don't have to go anywhere else other than Johns Creek for all their medical needs," Charles Benson, president of the new group, said during a membership meeting Aug. 29 at St. Marlo Country Club.

Benson's goal at the meeting was to outline what the Johns Creek Healthcare Association is – its mission, vision and benefits of being a member. The group is open to all health care professionals and is not limited to just physicians.

The vision for the JCHA is to strive to enhance the quality of human life by supporting an environment in which all specialists can provide the highest quality of life and product," Benson said.

Its mission is to promote that standard, further education of its members and the community, promote health care and patient access to quality care, to organize legislatively to ensure the highest quality care remains available and to organize logistically to help its members.

As patients start seeing the JCHA logo appear, the leadership of the group wants them to equate that to a level of care they can't get anywhere else.

Training already is being put on the calendar by the JCHA, and not just for medical professionals. Carol Clark from the state Insurance Commissioner's office offered to present a practice management program for JCHA members.

"She offered to come out and do a whole program for us," said Brian Hudes of Advanced Gastroenterology Associates, an original founder of the JCHA from its morning coffee roots. And that Hudes said the Insurance Commissioner's office wants to help health care providers.

Insurance Commissioner John Oxendine will have a dinner meeting with the JCHA, which is being sponsored by Aetna, probably in October. Hudes said all JCHA members need to be aware that Oxendine, like all elected officials, needs a war chest for re-election. The political reality is that those who back candidates have easier access to them to solve their problems, Hudes said. State Sen. David Shafer also will be asked to meet with members.

"If we can show that we can have a significant amount of influence to raise money for them to meet their goals" then we will get more access to solve problems, Hudes said.

The JCHA founders see two perspectives on the need for the organization. From a medical practice or business perspective, branding of the JCHA image will help emphasize meeting and exceeding a higher standard of excellence than other practices. The group will enable members "to continually train and stay up to date in your chosen profession," Benson said.

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"We feel that there is going to be strength in numbers," he said.

From the patient's perspective, Johns Creek will be shown to be a full service medical hub that builds and promotes lasting relationships. Patients will have no need to go anywhere else.

A full set of committees will enable members to get involved, such as the technology committee.

"Any technology out there now that can help you be more efficient in your business every day" will help a medical practice, Benson said.

Medical school didn't teach doctors how to run a multi-million dollar business, nor did it prepare them to get insurance issues resolved. That is something the JCHA hopes to help its members do, by partnering its efforts.

As part of that plan, the organization is allying itself with both the Johns Creek Business Association and ForsythCare.

"We want Johns Creek to be the place to do business. That includes your health care needs and your business needs," said Mike Beckman, president of the Johns Creek Business Association.

A Web site (www.johnscreekhealthcare.org) and quarterly newsletter will be among the means the group will use to communicate with members and the community.

"Hopefully once Johns Creek evolves and becomes bigger and bigger, they'll be driven directly to this Web site," Benson said.

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