



mhca's e-Newsletter

Vol. 2, Issue 7
Published January 2018

Seizing the Upside of Healthcare Disruption

A guest article from Susan Wright

The world has never changed this fast, and it will probably never change this slow again. Since 2000, over 50 percent of Fortune 500 companies have been acquired, merged, or declared bankruptcy, with no end in sight. In their wake, we are seeing a mass “speciation” of innovative corporate entities with largely new DNA, such as Amazon, Box, Facebook, Square, Twilio, Uber, WeWork, and Zappos.

A bigger, faster, more personalized business model is disrupting traditional healthcare delivery using new technologies and delivery mechanisms. The ‘big dogs’ like Amazon, Apple, and Google have been learning how to engage the healthcare market and are getting into the healthcare space in a big, yet quiet, way. They are using their intellectual capital and limitless financial assets to create new channels for delivering value-added health services to consumers. Innovation is in their DNA and disruption of a market is not the exception, it’s the rule.

CVS Health, which has stores located within 3 miles of 80% of all Americans, is acquiring Aetna to push much deeper into the healthcare space. It’s only a matter of time before CVS expands its services to offer

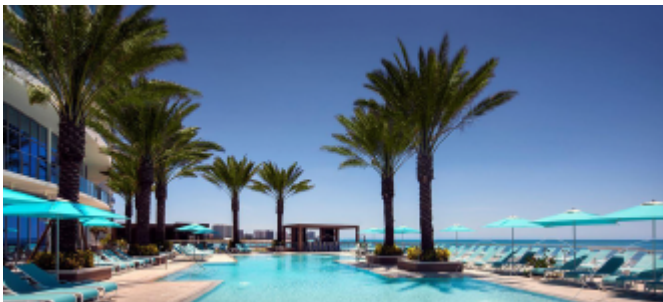
personalized coaching and individual therapy or offering private services via an on-demand telehealth delivery platform. Companies such as Talkspace.com and Betterhelp.com offer services that are private, secure, and available 24/7.

Google is piloting CityBlock, a community-based program in Brooklyn, NY, which is marketed directly to consumers as their personalized health system. New York State's Medicaid Program is increasingly requiring shared savings value-based contracts for all Medicaid providers and Google is getting in on that action. CityBlock is testing personalized service with a tech-enabled care team supported by neighborhood health hubs connecting their members to whatever resources are available to help meet the consumer's needs.

There is much to lose from ignoring the huge changes underway in health care delivery and payment methods. Don't be disrupted; disrupt yourself! Join me for **mhca's** Innovation Incubators on the **Innovation Circle™** in February and May to learn more about leveraging your organizations' current market position through innovation. I will be presenting the drivers, types of innovation, and the framework used by companies to successfully imagine, plan, create, and implement innovative changes. You will learn more about the aspects and approaches to innovation and, if desired, participate in an **Innovation360™ InnoSurvey®** that assesses your company's current capabilities to be successful innovators.

Susan Wright, MS, MBA, and Innovation Consultant and Licensed Practitioner for Innovation360 works with behavioral health and other healthcare provider organizations to enable innovative changes that meet the needs of a rapidly changing marketplace.

Save the Dates for mhca's 2018 Conferences!



Winter Conference

Join us in Clearwater Beach **February 27 - March 1** for our Winter Conference and Annual Meeting. Our room block at the Opal Sands is SOLD OUT, so if you don't already have your room reserved, email your arrival and departure dates to Glenda at gdeal@mhca.com to be added to the waiting list. For more conference and hotel information,

[Click Here](#)

Spring Conference

Experience southern hospitality at its best! Join us in Savannah, Georgia, **May 15-17**. The conference agenda and online registration will be



available in February. To make your hotel reservation now,

[Click Here](#)



Summer Conference

mhca will explore the Motor City this summer. Join us in Detroit **August 14-17**. The conference agenda and online registration will be available in May. To make your hotel reservation now,

[Click Here](#)



Fall Conference

Get your groove on in Austin **October 30 - Nov. 1!** The conference agenda and online registration will be available in August. For hotel information,

[Click Here](#)



Member News

To stay up-to-date on the latest **mhca** news, follow us on [Facebook](#) or [Twitter](#), or read the member news feed on our website.

[Read More](#)

If you are interested in submitting an article or advertisement for publication in this monthly e-newsletter, contact Lonnie Parizek at lparizek@mhca.com.

[Unsubscribe from Monthly Minute Newsletter](#)



1876 Eider Court, Suite A
Tallahassee, FL 32308

mhca

1876 Eider Court, Suite A
Tallahassee, FL 32308