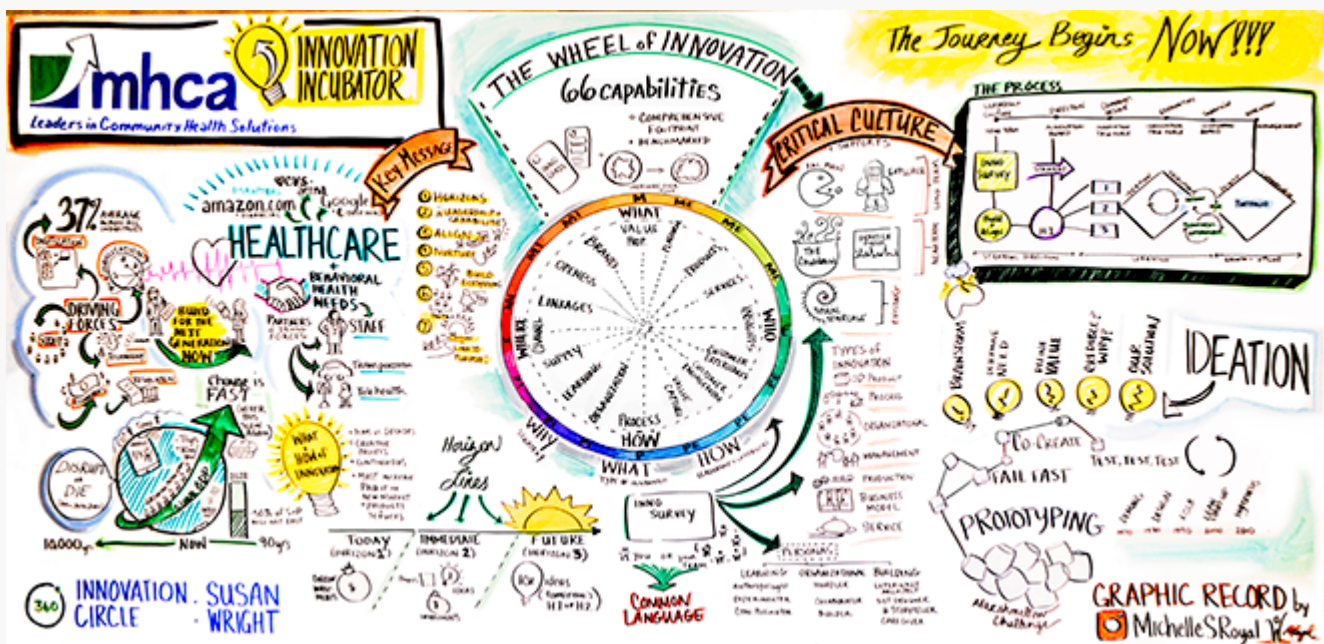


monthly MINUTE

mhca's e-Newsletter

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Creating a Culture of Innovation Starts with an Effective 360° Assessment



Today's turbulent behavioral healthcare marketplace provides innovative organizations with the opportunity to secure market gains as their conservative counterparts struggle to adapt. Measuring, analyzing and

benchmarking your organization's ability to take adequate, concrete actions to become more effective can make the difference between having your services disrupted, or being the one disrupting your market.

As we learned during our Innovation Incubator in Clearwater Beach last month, even truly revolutionary innovations rarely survive on their own; the ones that do survive are those supported by existing organizational culture. [Innovation 360](#) is a process created to boost the odds in favor of innovators by creating a sustainable, repeatable process for executing new ideas; it's a proven process for fostering innovation and maximizing organizational strengths.

The first step in implementing Innovation 360 is the InnoSurvey™ – an innovation assessment to help you better understand the capabilities, competencies, leadership and culture in every area of your organization. The InnoSurvey™ tool, based on a combination of Innovation360's underlying innovation framework and the world's largest innovation database (over 6,000 companies in over 62 countries), assesses over 27,720 ways to manage business growth.

The Wheel of Innovation is a visual representation of the data emerging from the InnoSurvey™. It helps crystallize specific organizational strengths and weaknesses across 67 core capabilities in 16 aspects that drive successful innovation.

mhca is offering member CEOs the opportunity to take a FREE InnoSurvey™ assessment valued at \$300. The survey takes 15-20 minutes to complete and ALL data is confidential.

If you want to know your organization's strengths and weaknesses when it comes to innovation, use the following link to request your free mhca InnoSurvey today!

<https://www.surveymonkey.com/r/mhcaInnoSurvey>

Once you complete the survey, you will receive a customized report with up to 40 pages of detailed recommendations on what your organization can do to provide optimal support for innovative projects. You'll get specific insights based on a holistic, comprehensive view of what works for innovation projects.

Only you will receive your confidential report. No other organization's data will be included (one survey per organization please). After completing your survey, join us in Savannah on May 15 for our Innovation Incubator with Susan Wright. We'll review the InnoSurvey and learn how to apply new insights to align strategy, culture, and capabilities to set priorities, become more innovative and expand market share.

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Spring Conference

Experience southern hospitality at its best! Join us in Savannah, Georgia, **May 15-17**. To review the conference agenda and complete online registration,

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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, but you can book your room now. For hotel information,

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Fall Conference

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

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