



mhca's e-Newsletter

Vol. 3, Issue 7
Published January 2019

Buckle Up - We're Experiencing Turbulence!

On our journey to the future of behavioral healthcare, the only thing that is certain is uncertainty – and according to the late management guru Peter Drucker, that may be a good thing. In his book *Innovation and Entrepreneurship*, Drucker claims that experiencing the unexpected fuels innovation among alert entrepreneurs who recognize and embrace changes as they unfold.

In the midst of the 4th industrial revolution, as technology bridges the physical, digital, and biological spheres, we are sure to encounter surprising twists and unimaginable turns. As we learned from Mark Thompson's session in Austin, the more quickly we can observe, orient, decide and act, the more successful we will be in these turbulent times. As leaders, we must consider many different possibilities of what the future will be and build organizational cultures adapted to uncertainty and accustomed to moving quickly and taking risks.

In behavioral healthcare, we are investing in a new paradigm of holistic, integrated, patient-centered care which requires us rethink everything we've been doing, step out of our comfort zones and collaborate with a variety of other players in the broader healthcare ecosystem. In this challenging new environment where rapid technological advancements are providing a blinding array of innovative new possibilities for improving patient outcomes and reducing costs, from using AI to enhance the delivery of telepsychiatry to employing 3D printers to affordably produce small batches customized pharmaceuticals, your leadership, your team, and your network are still more essential to your organization's success than anything else, including technology.

While technology is now integrated into every aspect of strategy, it can't compensate for a poor strategy – which is why leaders must examine the purpose, processes and performance of their

organizations before seeking technological solutions to problems. Though technology can link people, activities, and information in new ways, people are still better at connecting new or previously unrelated ideas in innovative ways that will propel organizations forward – which is why you need to invest in developing members of your leadership team and creating an environment that fosters communication and collaboration. And finally, though technology can analyze data and identify patterns to answer important questions, it can't engage in meaningful conversation with industry peers to determine if you are asking the right questions.

With the acceleration of innovation and the velocity of disruption occurring in our industry, even well-informed and extensively connected individuals can be caught by surprise; but as Mark Thompson said, while we can't plan for an adaptive challenge, we can design for resilience and plan for growth and innovation.

As you grapple with the complexity and uncertainty of providing behavioral healthcare during this time of industry transformation, remember that **mhca** exists to help leaders like you understand the changing environment, challenge assumptions, and relentlessly pursue innovative solutions that will turn disruptions into opportunities. We hope you will make the time to engage with us and your peers during our quarterly conferences this year so we can continue to bring out the best in one another.

No More Transcribing Notes After Hours

carelogic | **MOBILE™**



**MAINTAIN PRODUCTIVITY
EVEN WITHOUT INTERNET ACCESS**

[Request a Demo](#)

Winter Conference & Annual Meeting in Clearwater Beach!



Informative Sessions

In our general sessions, we'll examine the major growth areas of the Metaspaces Economy, hear how some **mhca** members have taken innovative ideas and developed them into marketable products, and discuss how you can replicate and scale some real-world, field-based successes for improving care and driving value-based or higher-rate reimbursement.

[See the Full Agenda](#)



Valuable Connections

All conference attendees and their traveling companions are invited to join us for nightly receptions, sponsored by Valant, Genoa Healthcare and MHRRG/Negley. Take advantage of these opportunities to connect with your peers and learn something new.

[Read More](#)



Rest & Relaxation

Clearwater Beach boasts one of the top 10 beaches in the world. It's the perfect place to take a morning run or an evening stroll. The Opal Sands Resort also features a full-service spa with a tantalizing menu of treatments and salon services designed to leave you feeling revitalized from head to toe.

[Read More](#)



Save the Dates!

Check out the dates and locations of quarterly conferences through May of 2020, and book your rooms now!

[Read More](#)

We'd love to hear about what's going on at your organization. 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

TEL: (850) 942-4900

If you don't want to get similar messages from us in the future, you can Unsubscribe here:

<https://mhca.com/index.php?>

[option=com_civicrm&task=civicrm/mailling/unsubscribe&reset=1&jid=&qid=&h=](https://mhca.com/index.php?option=com_civicrm&task=civicrm/mailling/unsubscribe&reset=1&jid=&qid=&h=)