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# PRESS RELEASE

## National Innovation Incubator to Focus on Transition to Value-Based Purchasing

**Gettysburg, Pa. (February 7, 2016)** — On February 16, Mental Health Corporations of America (**mhca**) will host an Innovation Incubator focused on the shift from fee-for-service to pay-for-value reimbursement models and how organizations prepared to adapt can seize this opportunity to gain market share in the increasingly-competitive behavioral healthcare marketplace. During the half-day think-tank, four executives with experience in successfully managing this transition as either payers with pay-for-value initiatives, or providers who are utilizing them, will make presentations and participate in discussions covering reimbursement systems, alternative payment structures, and value-based payment requirements.

To kick off the meeting, participants will receive an update on the move to value-based purchasing across the health and human services field from *OPEN MINDS* CEO Monica E. Oss. Featured speakers for this session include Amy Rice, Director of Network Services, SE Region, at Optum Health; Monica Collins, MA, MBA, Director of Provider Engagement, Behavioral Health, at Magellan HealthCare; Mary Ruiz, President/CEO of Centerstone of Florida; and James Gaynor, CEO/President of Grafton Integrated Health Network.

**mhca** launched what has become a series of quarterly Innovation Incubator think-tanks back in August of 2014. "Our intent was to provide a national forum where our members, an elite group of leaders in the behavioral healthcare industry, could learn innovative strategies and techniques to help them stay on the cutting edge in a rapidly-evolving industry," said **mhca** CEO Dale Shreve. "These think-tanks are also designed to provide C-suite executives with a unique opportunity to collaborate with their peers from throughout the U.S. to identify emerging trends and develop new and improved products and services," Shreve added.

Over the past year, Innovation Incubator topics have included finding capital for innovation, tools and techniques for fostering innovation, incorporating digital medicine in new services, coordinating behavioral health services with Medicaid accountable care organizations, and a case study on one organization's development and implementation of tech-enabled service lines, including an award-winning smartphone application supporting young adults with mental illness. Innovation Incubator topics for 2016 will include managing primary care practices, merger and acquisition brokers, and delivering services across state (or international) boundaries.

Join **mhca** and *OPEN MINDS* at the next Innovation Incubator to give your organization the tools, tips, and tricks you need to not only survive, but thrive in the changing health and human services environment.

**mhca's** mission is to advance innovation and entrepreneurship in behavioral healthcare by enhancing leadership and strategic connections. To learn more about **mhca** and its upcoming events, visit: [www.mhca.com](http://www.mhca.com) or contact: Dale Shreve at 850-942-4900 or [dshreve@mhca.com](mailto:dshreve@mhca.com); or Monica E. Oss at 717-334-1329 or [openminds@openminds.com](mailto:openminds@openminds.com).