



Bi-Weekly Bulletin for January 21, 2021

If you have news to share, please send a link to lparizek@mhca.com!

MEMBER NEWS

The Harris Center for Mental Health and IDD and the Texas Health and Human Services Continues to Offer the COVID-19 Mental Health Support Line

“Approximately 53% of adults reported that the stress of COVID-19 has negatively impacted their mental health. As we begin to see another wave of cases, we understand that this could be a very difficult time for individuals during the holidays,” said Wayne Young, CEO, of the Harris Center. “We want Houstonians to know that while things may be different during the holidays, they are not alone, and it can be helpful to talk to someone. Needing help is normal; and trained and caring responders are one call away to listen and help, 24 hours a day.”

<https://www.woodlandsonline.com/npps/story.cfm?nppage=68910>

AspenPointe is Now Diversus Health

On January 20th, AspenPointe transitioned its brand, naming identity and image to Diversus Health. We have launched a new website (www.diversushealth.org) designed to deliver a more streamlined experience for learning about our core service offerings.

<https://diversushealth.org/update-for-our-community-partners/>

INDUSTRY NEWS

Innovation, value among top trends for health care marketing

Marketing Week compiled a list in December of seven key trends expected to shape the marketing industry in 2021.

<https://www.beckershospitalreview.com/digital-marketing/7-key-trends-shaping-marketing-in-2021.html>

Digital health meets value-based care: It's time for a new chapter

The next chapter of value-based care should measure engagement like our lives depend on it. We should unleash the power and convenience of digital tools to move the needle on value-based care.

<https://medcitynews.com/2021/01/digital-health-meets-value-based-care-its-time-for-a-new-chapter/>

BUSINESS NEWS & LEADERSHIP ARTICLES

When and How to Speak Up: How Companies Can Communicate their Corporate Purpose

Few of today's CEOs earned their jobs because they were socially responsible and spoke out on hot topics. Yet now more than ever, key stakeholders want to know where companies and CEOs stand on critical social issues. Speaking out is a 21st-century requirement for the leaders of major companies.

<https://cecp.co/when-and-how-to-speak-up-how-companies-can-communicate-their-corporate-purpose/>

THE THREE BIG THINGS YOUR TEAM WILL NEED FROM YOU THIS YEAR

One of the big themes I'm already working on with my leader clients this year is how to keep their teams energized and engaged as we all push through this pandemic. Here are the big three followed by some resource recommendations that can help you as a leader to give your team what it needs.

<https://eblingroup.com/blog/three-big-things-your-team-will-need-from-you/>

Past issues of this publication are available online at: <https://mhca.com/about-us/member-news>

NOTE: If we missed a recent (past 2 weeks) news article about your organization, please send the [link](#) to Lonnie Parizek at lparizek@mhca.com to be included in our next issue. Have something to report that wasn't covered in your local news? We'd love to hear all about it and link to the news on your website! If you can't wait to read the latest news, follow [@mhca](#) on Twitter where we post these articles and many others daily.

We try to find articles and opinion pieces we think will be of interest to our members. Sometimes those who receive these e-mails may feel an article or opinion is not accurate based on its use of data or because it is not aligned with their views. mhca does not endorse any article it sends out as we try to rapidly share relevant industry information.

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