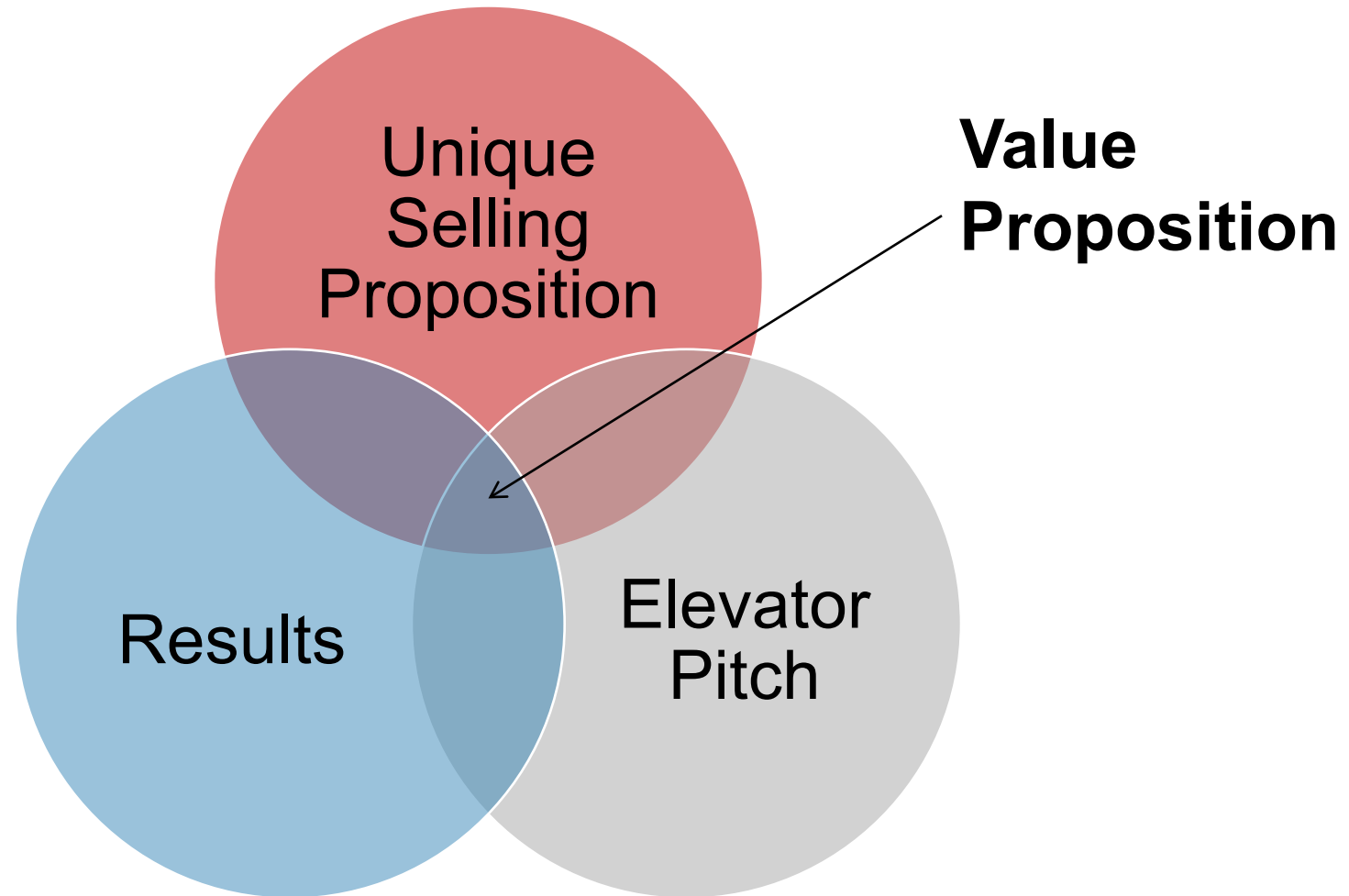


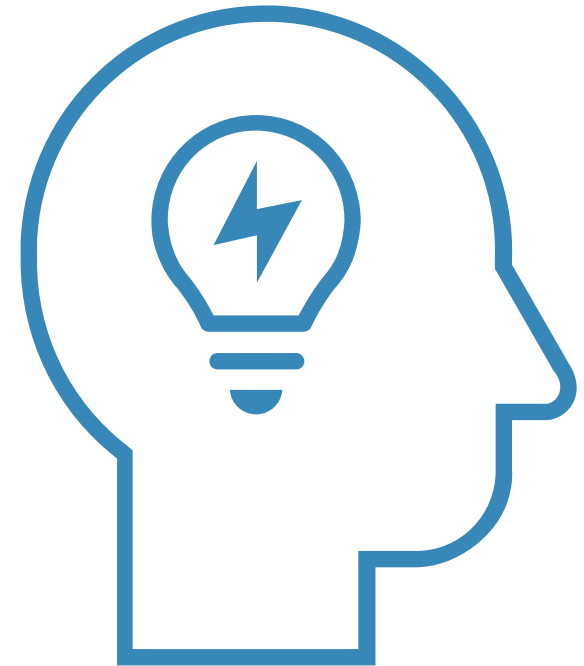
GROUP EXERCISE
CREATE A VALUE PROPOSITION FOR
BEHAVIORAL HEALTH

10:30 – 10:45



*“A problem well stated is a problem half solved.”
– Charles Kettering, Inventor*

- » Is the problem unworkable?
- » Is fixing the problem unavoidable?
- » Is the problem urgent?
- » Is the problem under-addressed?



DEMONSTRATING YOUR VALUE PROPOSITION IN FOUR BASIC STEPS:



- 1** Define the problem/need
- 2** Evaluate
 - a) Unique?
 - b) Compelling?
 - c) Innovative?
- 3** Measure
 - a) Cost/benefit of services to customers
- 4** Build