**Genesis Think Tank: Transforming Northern New England’s Mental Health Ecosystem**

**A Coalition of Leaders for Systemic Change**

The **Genesis Think Tank** is a pioneering assembly of key CEOs from diverse economic sectors, united by a shared commitment to shaping the macro ecosystem of **Northern New England**. These forward-thinking leaders are leveraging **systems thinking** and the **Baldrige Framework for Excellence** to drive meaningful, **collaborative** change.

**Led by Visionaries**

* **Tom Raffio**, CEO & President of Northeast Delta Dental, a 2024 **Malcolm Baldrige National Quality Award** winner, serves as the driving force behind Genesis.
* **Brian Hettrick**, Executive Director of **ExcellenceNorth Alliance**, and a seasoned systems expert, guides the initiative as **Chief Guide**.

**Our Mission: A Systems Approach to Mental Health**

Genesis has committed to **mapping and transforming the mental health ecosystem of Northern New England**, with a particular focus on **youth mental health**. The group is applying **system dynamics** to:  
✅ Identify **drivers, feedback loops, and interdependencies** within the mental health system.  
✅ Shift from a **siloed approach** to a **collaborative, systemic solution**.  
✅ Uncover and **address root causes**, rather than merely treating symptoms.

**Why Youth Mental Health?**

The escalating youth mental health crisis demands urgent, **system-wide intervention**. By understanding the **true dynamics** of the system, Genesis aims to **reshape policies, align resources, and drive sustainable improvements**—creating a future where **mental well-being is a cornerstone of a thriving society**.

**Join Us in Leading the Future of Excellence**

Genesis Think Tank is more than an initiative—it’s a **movement** for **real, systemic change**. We invite forward-thinking leaders, policymakers, and stakeholders to be part of this **transformational journey**.

For more information, contact **Brian Hettrick** [**brian.hettrick@excellencenorth.org**](mailto:brian.hettrick@excellencenorth.org)

***Genesis Think Tank—Shaping Excellence, Transforming Systems.***