

The Center for Therapeutic Interventions

Business &

Annual Strategic Plan for

FISCAL YEAR 2018-2019

Contributors:

Janet Cizek: Chief Executive Officer

Jennifer Wilburn: Chief Operating Officer

Executive Summary

Our mission is to assist each individual to reach his or her full potential with encouragement and empowerment and instilling hope of him or her achieving improvement in all areas of life through a holistic strengths based model of counseling and peripheral services.

The Center for Therapeutic Interventions holds the belief that all consumers have rights and seeks to provide the following:

- To ensure that all consumers retain all rights, benefits, and privileges guaranteed by the laws of state and federal government
- To promote respect and dignity for each individual
- To make available a safe, sanitary and humane environment
- To present a positive psychological atmosphere free from harm, abuse, or neglect
- To pledge that all rights afforded by The Center for Therapeutic Interventions and the Mental Health and Drug or Alcohol Abuse Services Bill of Rights are upheld
- To offer needed therapeutic services that achieve optimal outcomes with active participation from persons served
- To uphold an environment of empowerment right of informed choice.
- To maintain a level of excellence in therapeutic care to all persons served
- To seek continuous improvement of management and clinical care.

It is our belief that all people have innate strengths from which to draw in times of crisis or when problems arise, however many people will inevitably encounter concerns or difficulties in life that may require therapeutic intervention. Assistance and intervention from a professional may be beneficial or necessary by providing encouragement and empowerment to the consumer to gain insight; thereby utilizing their own strengths to resolve their issues and achieve their fullest potential. Outpatient services through a combination of behavioral health counseling and ancillary services such as psychiatric, and comprehensive wellness & health services are utilized and provided based on the individual consumer and/or family needs. Attention is given to the consumer's ethnicity, spiritual beliefs, gender and culture. Treatment is sensitive to each of these areas and the clinicians shall make every attempt to be respectful of the consumer's individuality. Consumer services are made available with the goal of increased overall functioning of the persons served, reducing symptomology, and preventing additional functional impairment. The Center for Therapeutic Interventions will ensure that sufficient funding and staffing are in place to provide the proper amount of care for the proper length of time, based on the needs of the persons served.

Industry Environment-Overview of the industry

Although a stigma still exists for seeking help for mental health or addiction issues, in the last several years utilizing behavioral health services are more widely accepted. CTI has continued to carry out the fundamental philosophy of comprehensive and holistic services. Particularly within the area of addictions, many changes have occurred in the substance abuse certification and licensure boards and the fast growing trends in treatment and awareness of gambling and other related community problems. The current industry trend is toward the integration of primary care with behavioral health. CTI has continued to achieve this goal by focusing on a wellness initiatives and attempts to assist promoting and encouraging overall health.

CTI seeks to stand out from the other counseling providers to offer comprehensive individualized personal services. CTI upholds the philosophy that consumers are people and should be treated compassion. Consumers deserve to be treated with dignity and respect and not as a file or a file number. CTI also seeks to have low turnover rates with managing partners providing service and being consistent with consumers' needs and their treatment.

Stakeholders- CTI seeks to have input from stakeholders and diversify community partners whenever possible. The leadership at CTI makes every effort to obtain information from multiple sources to actively listen to community members. CTI leadership participate in various advocacy organizations, community tasks forces, coalition groups, state profit, non-profit, and licensure boards to ensure that a breadth and depth of information is acquired on assorted topics of the healthcare field. Relationships with external stakeholders are very important and are fostered in multiple arenas around the state.

Regulatory & Legislative environments are closely watched. In addition, Janet Cizek the CEO is on a statewide organization that advocates, educates and is extremely involved in the state legislative processes. This work also includes putting forth legislative bills to increase access to care, reduce stigma, and improve healthcare practices. All this information gathered is utilized in the strategic planning process and business decisions for current and future corporate practices.

Information from the Analysis of Performance-CTI understands that funding is driven by outcomes and data that can support the performance of an organization. CTI conducts internal and external audits to increase on-going information regarding the performance of the organization. CTI is always gathering data from consumers, personnel, stakeholders, advisors, and professionals. CTI leadership reviews data on an on-going basis to determine threats and trends to ensure that the organization is as adaptable as can be in an every changing industry.

Marketing Business opportunity

The Center for Therapeutic Interventions has established many contacts and networked with many agencies and referral sources. The managing partners have collectively worked for many counseling agencies and with many other counselors and business individuals gaining knowledge for therapeutic means and management know-how. Having both counseling skills and management experience provides for the best and efficient counseling services. Our holistic strengths based philosophy has proven to outweigh any disadvantages of being a mid-sized agency. CTI through its property company CW Properties purchased 3 buildings and is fully operationally conducting MAT including methadone treatments at these new locations.

Company strategy

CTI managing partners feel that marketing research is an important part of the business planning process and seek to gain input and information in order to access consumers, effectively and efficiency satisfy consumers and in our ever expanding efforts. Currently CTI offers outreach presentations at various agencies and or places of business in order to allow others in the community to gain an understanding of the kind of services we offer. As part of our on-going marketing plan we seek to gain input from a variety of sources to better serve the community and our consumers. The input process seeks to have samples of individuals or groups complete surveys regarding the kinds of counseling services and or community needs which may need to be addressed and how CTI is doing in the process of meeting these various needs. This year CTI will market by completing more outreach presentations for mental health, substance abuse, and gambling to various doctors, schools, and other large market areas in need of counseling type services.

Organizational structure-Capabilities

CTI is currently owned and managed by two managing partners who have a variety of experience and tasks. The managing partners have a superb leadership team in place who direct and supervise staff, coordinate programs, and provide direct services to consumers. Janet Cizek- Managing Partner and CEO and Jennifer Wilburn – Managing Partner and COO. The partners are equal financially, obligatorily and managerially. The Managing partners are required to provide direct services to consumers as are the directors and coordinators. Dustin Bryan as the MAT Program Coordinator, Tara Hurst as the Children’s & DHS Program Coordinator, Kelsee Reeves, the Family Drug Court Program Coordinator, Erika Engelman, and Felony Drug Court Program Coordinator. CTI is always seeking to hire full time counselors to fill a variety of positions as well as other professionals to provide the full array of services to meet the needs of CTI consumers and their families.

Company strategic plan for January 2018-January 2019

Leadership & Management Business

1. Improve On-Boarding Process
2. Continue-Improve funding by increasing third party payers (get on insurance panels and have eligible employees complete CAQH process) –in-process and on-going
3. Continue-Improve funding by increasing billing opportunities with community partners

Managing partners are charged with the above objectives at the direction of Janet Cizek

Clinical

1. Structuring of leadership roles within Programs-grow and foster independence with leadership
 - a. Encourage & enhance skill development for newly appointed leaders
 - b. Hold monthly coordinator meetings
2. Create a new client orientation video with updated information
3. Increase client’s approved PA’s
4. Improve the team approach to assist clinicians to catch errors and documentation issues

Managing partners are charged with the above objectives at the direction of Jennifer Wilburn

Programming

1. Utilize the most advanced evidenced based curriculum
2. Increase voice in FDC-Jennifer Wilburn is charged with this task
3. Provide educational opportunities for referral sources-Jennifer

Managing partners are charged with the above objectives at the direction of Jennifer Wilburn

Financial

1. Increase Revenue and expand opportunities for new revenue streams
2. Reduce Non-billable services
3. Work toward and maintain 95% reconciliation on EHR
4. Continue-Increase third party insurance payers(CAQH-for eligible clinicians)

Managing partners are charged with the above objectives at the direction of Janet Cizek

Legislative

1. Attend at least 10 lobbying activities to increase awareness of need for funding
2. Accommodate and adapt to Federal changes with SA and BH treatment
3. Increase presence in legislative bodies
4. Participate and promote positive holistic health by providing community outreach wellness

Managing partners are charged with the above objectives at the direction of Janet Cizek

Human Resources

1. Utilize MIS to full extent by inputting all employee documents and information in MIS
2. Create a new employee orientation video for new hire process
3. Ensure employee evaluation are meaningful and employees are adhering to job descriptions & employment status
4. Streamline new employee/ongoing training add steps to the process to ensure employee understanding
5. Improve recruitment and retention efforts-ON-GOING

Managing partners are charged with the above objectives at the direction of Jennifer Wilburn

Quality Improvement

1. Increase documented Relapse prevention plans
2. Utilize and increase the use of the Personal Safety Plan for consumers

Managing partners are charged with the above objectives at the direction of Jennifer Wilburn

Walk Through

1. Continue-Improve the “Welcoming Environment”
2. Improve the Communication about the assessment process
3. Continue-Decrease No-show rates-Confirmation of appointment
4. Continue-Secret Shopper check ups

Managing partners are charged with the above objectives with the assistance of office managers and leaders

Federal & State Changes in Health Care

1. Continue-Move towards trend for integrating medical and behavioral health care
2. Meet with identify a mentor(s) at the department and community to access information to ensure fidelity of CTI with the federal changes

All managing partners are charged with the above objectives at the direction of Janet Cizek

Goals Created by Program Coordinators January 2018-January 2019

Drug Court Program Goals

1. Complete all discharge paperwork (ASI and Discharge Summary) by specified time lines.-continue
2. Ensure proper documentation is completed for DC consumers while they are in IP or other community programs to be allowed to provide CM and coordinate care -completed
3. Increase voice in felony drug court program by attending all scheduled meetings-completed
4. Increase state funded slots by at least 10 in Tulsa to account for new "special needs" consumers.
5. Increase advocacy for best practices as defined by the National Association for Drug Court Professionals in the felony drug court program in all locations by attending all scheduled team meetings and by educating drug court staff on the previously mentioned best practices

All managing partners are charged with the above objectives at the direction of Jennifer Wilburn at the delegation to Erika Engelman

Family Drug Court Program Goals

1. Facilitate/Educate family drug court team regarding evidenced based treatment, outcomes for court, process of DC system by hosting 2 trainings
2. Enhance family drug court team collaboration/relationships by hosting 2 team building events

All managing partners are charged with the above objectives at the direction of Jennifer Wilburn at the delegation to Kelsee Reeves

Bartlesville Program Goals

- 1) Implement monthly management meeting with Jennifer/Janet/Maureen to go over the status of the Bartlesville location and expectations.
- 2) Implement bi weekly or monthly Bartlesville staff meeting including all Bartlesville staff.
- 3) Sustain IOP groups
- 4) Implement opioid group/curriculum
- 5) Increase billing numbers to a position where Bartlesville is no longer costing money.
- 6) Recruit local RSS
- 7) Maintain excellent documentation in charting and complete in compliance with CTI policy.
- 8) Increase Gambling clients by 100%
- 9) Increase community awareness by outreach

All managing partners are charged with the above objectives at the direction of Jennifer Wilburn

Opiate Recovery Program Goals

1. Coordinate and support Treatment Team meetings for participants in MAT.I
2. Provide in-service for CTI Clinicians/Staff on Opiate Abuse/Dependence and Pain Management.
3. Increase program retention by 5%.
4. Reduce no-show rate for program specific services, and related medical service referrals by 10%.

All managing partners are charged with the above objectives at the direction of Jennifer Wilburn at the delegation to Dustin Bryan with input from the Medical Director, Ray Denny