

## **Spring Eternal Strategic Plan**

### **EXECUTIVE SUMMARY**

SPRING Eternal is a collective response to an increase in the number of citizens who feel that they are not getting a quality level of mental health and substance abuse treatment. Many individuals and families as a whole report feelings like a number of a meal ticket to some of the mental health service providers that have provided them care. Recently in the United States there has been a growing concern for people that have committed horrific crimes against innocent people when mental health needs are not properly attended to and addressed. The Executive Director and founder of SPRING Eternal has a passion for people and the need to address these growing concerns in the family unit. With research conducted on relationship issues and contributions to competence, the Director has special interest in addressing the needs of families that have a difficult time in getting the help that they need. Educating families and citizens as a whole regarding the need to decrease the negative stigma attached to receiving mental health services is also goal of this organization.

The Motto for SPRING Eternal is Setting up People to Rise In the Next Generation! The goal is to intervene with families to break some of the cycles of generational issues that tend to go from one to the next. This can be done through education, prevention, empowerment and treatment. Every client interested in SPRING Eternal will be attended to and given direction in improving their quality of life. Be it through enrollment in our program or in given the proper referrals for care.

SPRING Eternal is committed to building self-esteem, increasing competence and breaking the cycles of alcohol, drug and other forms of abuse, neglect, low education and poverty by giving families the skills that they need for success!

### ***MISSION- WHO WE ARE***

Setting up People to Rise In the Next Generation! Our desire is to assist families in breaking the cycles of dysfunction that passes down from generation to generation. We want to equip families with the skills that they need to succeed and give them new skill sets that will SPRING them forward to a more improved quality of life.

SPRING ETERNAL values an approach to accomplish this mission by a partnership between our service providers and the individual and/or family itself to insure successful outcomes.

SPRING ETERNAL is committed to assist each family with their individual needs; therefore each family will have the support needed in their chosen community and culture, ultimately within their home.

SPRING Eternal in partnership with a family system, promotes a person-centered/family-centered approach to encourage success toward goals developed jointly. With support and guidance by our professionally trained staff, the individual and family will realize and assume success by taking responsibility for their actions by empowering change within their own lives and family systems.

## ***VALUES – WHAT WE BELIEVE***

SPRING ETERNAL believes in these Core Values and Client Rights:

- All clients and staff have a right to be treated with dignity and respect.
- All clients have a right to access the services they need and achieve the highest possible outcome.
- Each client has the right to receive services suited to his or her condition in a safe, sanitary and humane treatment environment regardless of race, religion, gender, ethnicity, age, degree of disability, handicapping condition or sexual orientation.
- Each client shall be provided with prompt, competent, and appropriate treatment; and an individualized treatment plan.
- Each client has the right to appoint an advocate or family member regarding their care.
- Every client's services and record shall be treated in a confidential manner.
- A client and staff shall have the right to assert grievances with respect to an alleged infringement on his or her rights.
- No client or staff shall be retaliated against or subjected to any adverse change of conditions or treatment because the client or staff asserted his or her rights.

## ***PROGRAM – WHAT WE DO***

SPRING Eternal provides assistance to families in need. Our focus is to improve relationships while maintaining continuity in the family when possible.

SPRING ETERNAL has master level counselors, behavioral health rehabilitation specialists, case managers, and a dedicated leadership team and support staff. Service providers dedicated to the mission and values of SPRING ETERNAL have a broad background in mental health counseling, drug and alcohol counseling, extensive experiences in early childhood development as well as marriage and family therapy. Each is aligned with the SPRING ETERNAL goal to assist individuals as children, adolescents, or adults and families in a journey together toward the successes desired.

SPRING ETERNAL outpatient programs include:

- individual and family services,
- case management,
- drug/alcohol recovery counseling,
- enrichment & growth,
- education based rehabilitation,
- anger management,
- communication skills,
- conflict resolution.
- coping skills

- social skills

But this is only our beginning. SPRING ETERNAL has a dream for the future to incorporate services that will enhance our mission for helping individuals and families in the areas of Spanish speaking, hearing impaired, and other programs not yet developed to enhance the community.

SPRING ETERNAL will actively seek referrals from Child Welfare/DHS, Criminal and Drug Courts step down care from inpatient treatment, Attorney's, Daycare facilities, self-referrals and walk-ins. Services will not be refused to anyone for inability to pay. When SPRING ETERNAL cannot meet the clients need, every effort will be made to link, refer, connect, and advocate in order insuring appropriate help is available to all that come to us for help.

SPRING ETERNAL operates on an open schedule, as service providers will either come to the client's location or the offices are made available for group program services. The office maintains regular office hours of 9:00am to 5pm Monday to Friday, with 24 hour emergency crisis services directed to the Executive Director and Clinical Director.

### ***TOMORROW – WHERE WE ARE GOING***

Knowing who we are and what we do is only the beginning of our strategy. The leadership of SPRING ETERNAL knows instinctively that to achieve our mission, future dreams of a strong array of service offerings, and a powerful, committed team of professionals, a firm foundation for a efficient and effective system is essential.

SPRING ETERNAL shall operate our business and program practices in a culture of compliance to standards.

- Accreditation shall be pursued, National and State;
- Accreditation achieved shall be practiced as a business and program model as a systems function;
- A Corporate Compliance Plan is developed and trained to all staff;
- A Code of Professional Ethics will be implemented and trained to all staff;
- An Advisory Board with a stake in the success of SPRING ETERNAL will be recruited;
- The Leadership Team will meet regularly to insure corporate compliance;
- Program descriptions and staffing requirements will be implemented;
- Person centered philosophy to address co-occurring issues will be evident in the development and delivery of services, systems, approaches, and interventions;
- Plans for various aspects of business and program practices will be developed, implemented, and monitored on an ongoing basis; and additional safety information disclosed to all our clients

### ***THE JOURNEY – HOW WILL WE GET TO WHERE WE WANT TO GO***

The practices that arise from seeking accreditation shall set into motion the structure of how the agency will operate and be productive. Daily, weekly, monthly, and quarterly plans and goals

for business and program practices will be put into place to insure the overall operations of the agency. In respect to the day-to-day agency operations, SPRING Eternal leadership will support the culture of compliance within its flow of services. Leadership shall also communicate to all stakeholders in a meaningful delivery, the design and direction the agency seeks to travel. Performance improvement will be an active pursuit. Doing things right will be a professional responsibility. Developing, implementing, and following a system will be the assurance that chaos will not rule nor disrupt the finances, design, and goals of the agency we seek to benefit.

SPRING ETERNAL shall set appropriate goals on an ongoing basis in the course of daily operations. However, to truly gain an initial picture of what we are capable of achieving, SPRING ETERNAL sets the following:

*GOAL FOR EFFECTIVENESS = means that services or systems work.*

SPRING ETERNAL shall participate in the Client Data Core (CDC) information gathering system as required by Medicaid for the purposes of reporting first contact, admissions, updates, discharge, and follow-up care for all clients receiving services at SPRING Eternal.

To measure the effectiveness of our services, SPRING ETERNAL shall review quarterly and annually the level of functioning for each client using the CDC system for a 5% improvement across all clients reporting.

*SPRING will also evaluate the providers to insure that co-occurring, culturally competent and trauma informed services are being delivered.* Upon evaluation, additional training will be provided on an on-going basis, minimally of once per 12 months and documented in such personnel files.

*GOAL FOR EFFICIENCY = means that services or systems work well.*

To measure efficiency, SPRING ETERNAL shall set a goal that all clinical staff shall document all services the same week they occur and render in for billing and record inclusion by the following Monday at noon. Results shall be reviewed quarterly and annually.

*GOAL FOR SERVICE ACCESS = means the time it takes for services or systems to be accessed.*

To measure service access, SPRING ETERNAL shall set a goal of 30 days or fewer from first contact (CDC 21) to admission (CDC 23) for each client using the CDC system. Results will be reviewed quarterly and annually.

*GOAL FOR CLIENT SATISFACTION = means how satisfied your clients are with your services or systems.*

SPRING ETERNAL shall utilize client satisfaction surveys. This survey shall be offered at various stages of service delivery such as treatment planning, ongoing assessment, updating, and discharge.

To measure client satisfaction of our services, SPRING ETERNAL shall set a goal of

clients being 90% satisfied with services. Results shall be reviewed quarterly and annually.

***GOAL FOR PROGRAMS DEVELOPMENT = means what do we want to see in services in the coming year.***

SPRING Eternal, in order to meet the needs of persons served with the least ability to pay, shall goal to develop 1 new program this annual year that is funded by a grant.

## **CAPABILITIES AND CONSIDERATIONS**

### **1. Expectations of persons served & Expectations of other stakeholders**

SPRING ETERNAL will utilize relationships with input/feedback from clients or stakeholders, referral sources, marketing efforts, experiences from the seasoned clinical staff, and other resources not yet identified to gain information and knowledge on how best to service persons served or integrate the expectations of the stakeholders.

### **2. The competitive environment**

SPRING ETERNAL will access the competition by remaining connected to the industry with marketing efforts and training opportunities, such as tabletops, seminars, trainings regarding industry changes, state and federal relationships.

### **3. Financial opportunities & Financial threats**

In the same vein as staying connected to the events and happenings, financial opportunities and threats can be addressed when key staff members are apprised of the goings on in the industry atmosphere. Also, managing resources within the business using budgeting, risk management, and corporate compliance policies as well as billing and record reviews will help to manage the opportunities and threats.

### **4. SPRING ETERNAL capabilities**

SPRING ETERNAL Leadership is active in setting business and program goals, recruiting licensed staff for service delivery that will support the mission of the agency, training and communicating with all team members on pertinent areas of development and growth potential as well as incorporating a competent marketing team to maximize referrals, professional skills, and revenue growth.

### **5. Service area needs**

Outpatient Services will be utilized to the service areas of Child Welfare/DHS, Criminal and Drug Courts, step down care from inpatient treatment, attorneys, daycare facilities, self-referrals and walk-ins.

SPRING Eternal will also pursue specialty programs that service the Spanish speaking and hearing-impaired culture.

### **6. Demographics of the service area**

SPRING ETERNAL services the Oklahoma City Metropolitan area, primarily lower income and Medicaid population; at risk families.

### **7. SPRING ETERNAL relationships with external stakeholders**

Marketing efforts and community outreach are extremely important to how SPRING ETERNAL will thrive and survive as an agency. By design, SPRING ETERNAL will contact seek out and maintain contact with referral sources and other stakeholders to explain our goals, discuss our mutual goals, then implement them into our program plans.

SPRING ETERNAL will maintain a “no wrong door” welcome approach to clients and stakeholders of all cultures that expresses the belief that if SPRING ETERNAL cannot help you, then we will do what is necessary to link, refer, or advocate for those who come to us for help

8. The regulatory environment & The legislative environment

The primary pay source for the SPRING ETERNAL agency is Medicaid, a federal benefit source too low to no income recipients and other State Agency Funding Sources. In order to meet legal requirements, national accreditation and potentially state certification is required. SPRING ETERNAL seeks both in this current annual year. The plan is to follow regulations and standards that govern agency providers.

SPRING ETERNAL has incorporated policies into their systems on professional license verification for clinical privileging to insure appropriate service provision inside the standards and regulations.

The legislative environment at its current state is most favorable to the federal and state regulatory departments; therefore, providers are experiencing many shifts in processes to accommodate regulations.

SPRING ETERNAL will continue to maintain relationships with key persons in these areas to insure compliance to regulations. Additionally, involvement to enhance the ability of providers to increase “face time” over “chart time” will be an important investment of leadership’s time in this next year.

9. The use of technology to support efficient and effective operations

Technology is necessary in agency business to manage most aspects of the business and program practices. The use of websites, email, computers, communication devices, etc. will be incorporated into daily operations. Policies on technology and its uses shall be written and trained, where appropriate, to all staff and contractors.

At the time of Strategic planning development, operating systems are in the process of being decided and implemented. All will be reflected in policies and procedures.

## **DO THE RIGHT THING – CORPORATE RESPONSIBILITY**

SPRING ETERNAL defines its leadership with an organizational chart and all staff/contractor positions are defined using job descriptions.

SPRING ETERNAL Leadership is charged with insuring the development, implementation and monitoring of all of the following:

- Policies and procedures
- A professional code of conduct
- A plan for cultural competency and diversity
- Community outreach
- Prohibition of waste, fraud, abuse, and other wrongdoing
- Corporate compliance plan with a no reprisal approach for personnel reporting
- Advocacy of the persons served
- Actively seek feedback and input from persons served, staff, and other stakeholders