

3-Year Strategic Plan FY2022-FY2024

FOCUS AREAS	LONG-RANGE GOALS	MULTI-YEAR INITIATIVES
Business Practices	<p>1 Expand access to care, respond to Medicaid expansion, and develop managed care and private insurance relationships.</p>	<ul style="list-style-type: none"> ➤ Expand Access to Care (MMID in Eastern Jackson County) ➤ Establish HCBC as a provider of Substance Use Disorder services under Medicaid expansion. ➤ Establish insurance relationships (Managed Care Organizations) ➤ Obtain consultation in insurance billing; increase understanding of insurance.
Clinical Practices	<p>2 Increase the use of evidence-based practices by expanding staff training across multiple modalities to offer a more diverse provision of services.</p>	<ul style="list-style-type: none"> ➤ Enhance utilization of telehealth capabilities to expand services to rural areas, improve service provision and staff development. ➤ Increase co-occurring, trauma, and family services. ➤ Increase evidence-based trainings and utilizations. ➤ Invest in efforts to become a trauma-informed agency.
Community	<p>3 Expand services in the community and strengthen community relationships.</p>	<ul style="list-style-type: none"> ➤ Establish a Public Relations Plan. ➤ Increase positive exposure of HCBC by improving digital footprint and name recognition in the community. ➤ Develop HCBC staff expertise for training, outreach and advocacy. ➤ Increase awareness for community volunteer opportunities.
Finances	<p>4 Diversify funding to enhance program resources and improve financial reserves.</p>	<ul style="list-style-type: none"> ➤ Identify and pursue new contract and expansion opportunities. ➤ Improve revenue cycle management by identifying cost of services. ➤ Evaluate and modify agreements related to controllable expenses. ➤ Develop a plan to manage existing and potential mortgages. ➤ Pursue fundraising sources via grants and donations.
Human Resources	<p>5 Promote and foster a culture that values staff development, diversity and growth opportunities for all employees.</p>	<ul style="list-style-type: none"> ➤ Promote a work environment that values diversity and inclusion. ➤ Provide quality, cost-effective training which increases individual and organizational productivity and enrichment. ➤ Create professional development opportunities to stay current with industry standards. ➤ Develop succession planning through employee engagement. ➤ Foster a work environment which values cooperation and collaboration.
Infrastructure	<p>6 Update physical facilities and information technology infrastructure to support growth opportunities and enhance client services.</p>	<ul style="list-style-type: none"> ➤ Leverage user-friendly, up-to-date technology to improve staff training and development and maintain the agency's information. ➤ Maintain and improve physical plant. ➤ Update Capital Improvement Plan, budget annually and utilize updates to evaluate target projects.