Strategic Planning for HCBHC

Name:

Institution:

**Introduction**

HCHC is a behavioral health center that is committed to providing comprehensive mental health care and services to individual persons and families. The center envisions itself to be a preeminent behavioral health care provider in the city to ensure prevention and recovery from substance use and mental disorders. The center and its partners are dedicated to achieving this vision through team-based, patient-centered, and coordinated care. These strategies, while powerful, are not enough as there are daily reminders across the city of the impact of mental illness on individuals and families. The recent HCBHC’s organizational assessment identified the need to enhance a collaborative culture through leadership, improve organizational workforce, appropriately align finances, and comply with HIPPA regulations. This strategic plan aims to address these issues by providing a roadmap regarding how HCBHC and its partners can align their efforts with their vision to become the leading behavioral health provider.

**Objectives**

The objectives of Harbor Behavioral organization are centered on its goal of transforming the health system through leadership, well-coordinated care, and early intervention. The first objective is to increase community awareness of mental health and substance abuse through education. The second objective is to tackle the problems of substance abuse and mental disorders in their early stages to minimize adverse outcomes. The third objective is to protect patient information through electronic health records. The fourth objective is to endorse a strong and working workforce. The fifth objective is to improve performance management system through outcome monitoring, system planning, and accountability. The sixth objective is to ease barriers to coordination and collaboration to ensure effective integration of services. The potential key performance indicators to measure this objectives include; patient readmission to hospital, change in mental health outcomes, length of a patient’s stay in the hospital, and also average cost of patient admission per day (Henderson et al., 2014).

**Goals**

Following the above objectives, HCBHC will have to deliver goals that are both short-term and long-term. This goals should align with the recent organizational assessment, which identified the need to enhance a collaborative culture through leadership, improve organizational workforce, appropriately align finances, and comply with HIPPA regulations. The short term-goals should be to educate the community to create awareness of mental health, maintain compliance with HIPPA rules, recruit competent workforce, and also solicit for funds through donations, grants, and federal funding. Long-term goals that HCHC should focus on is first to create a healthier Harbor City community through prevention and early intervention. The second goals is to transform the Center’s behavioral health system through leadership, innovation, and compliance. The third goals is to establish a comprehensive service delivery system that is well-coordinated and responsive to the needs of clients.

**The Process of Marketing, Implementing, and Assessing the Strategic Plan**

After setting the objective for the organization, one should market the plan to help people familiarize with it. The process of marketing and implementing a plan requires one to set clear objectives and goals that are attainable. One should inform the organization members about the plan through meetings or memos. Then, one should outline the action plans to achieve those objectives and identify who will be responsible for each task. Following this step, one should allocate each task a time frame for completion. The last step is to track progress of the activities. During assessment of the plan, one should engage the stakeholders to assess resources and working processes. One should then prepare the terms of reference to determine if the plan is working or if it is failing (Burns et al., 2012). The baseline for this evaluation are the key performance indicators, which an individual can evaluate the progress of the plan.

References

Burns, L., Bradley, E., Weiner, B., Shortell, S., & Kaluzny, A. (2012). *Shortell and Kaluzny's healthcare management*. Delmar

Henderson, C., Klimas, J., Dunne, C., Leddin, D., Meagher, D., O'Toole, T., & Cullen, W. (2014). Key performance indicators for mental health and substance use disorders: a literature review and discussion paper. *Mental Health and Substance Use*, *7*(4), 407-419. https://doi.org/10.1080/17523281.2014.901402