

*INCREASE ADMISSIONS, REVENUE, AND  
REFERRALS WITH GROUP SERVICES*

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*07/13/11  
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**Holy Family Memorial**

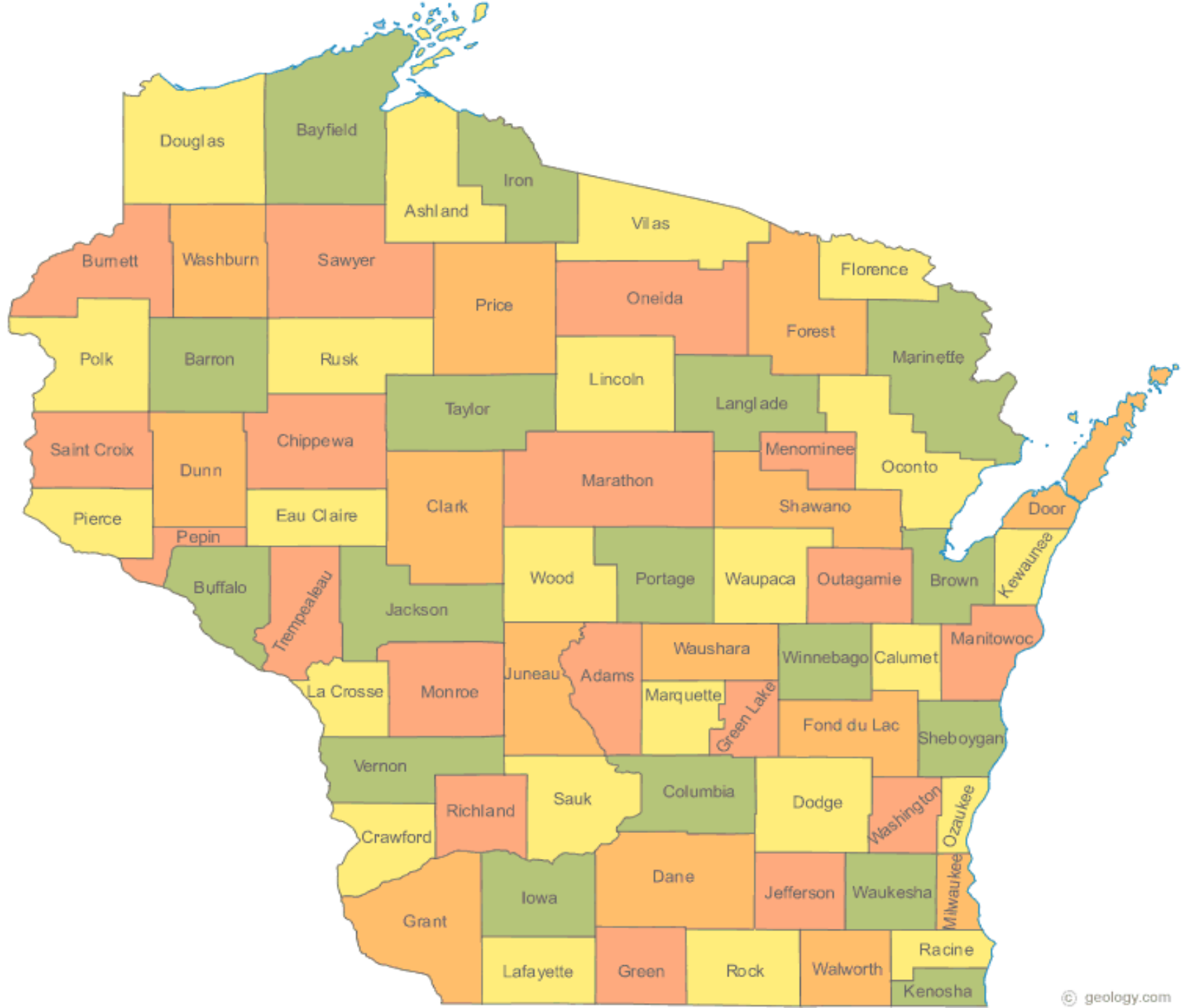
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# OBJECTIVES

- RECOGNIZE IMPORTANCE OF OBTAINING STAKEHOLDERS' BUY-IN
- IDENTIFY POSITIVE ASPECTS OF GROUP COUNSELING
  - CUSTOMER SATISFACTION
  - STAFF SATISFACTION
  - EVIDENCE-BASED IMPLEMENTATION
  - INCREASED REVENUE
- UNDERSTAND IMPORTANCE OF THE BUSINESS CASE
  - COMMUNITY
  - MISSION OF ORGANIZATION





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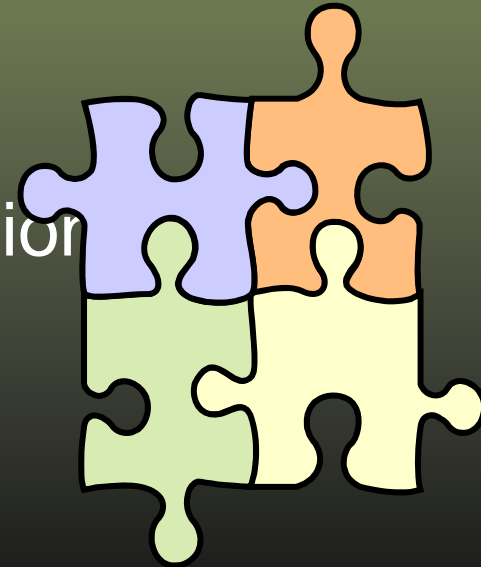
## Problems



- Community Needs (MH/AODA)
- Community Economic Climate
- Clinic Financial Issues

# Parts to the puzzle

- Economy
- Medicaid Reimbursement (waitlist)
- Reduced Governmental Spending
  - State
  - County
    - ✓ Lay-Offs
- Sponsorship Mission
- Capacity



## STAKEHOLDERS

- CLIENTS
- STAFF
- HEALTH NETWORK
- SPONSORS OF NETWORK
- COMMUNITY
- UNITED WAY
- OTHER COMMUNITY ORGANIZATIONS

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Staff to Change Team:

“What about  
groups?”



# Goal:

DEVELOP COPING SKILLS GROUP TO  
TAKE CLIENTS OFF WAITLIST.  
INCREASE NUMBER OF GROUP  
SESSION CHARGES EACH MONTH  
FROM 92 TO 101.


**FAIL**



[failblog.org](http://failblog.org)

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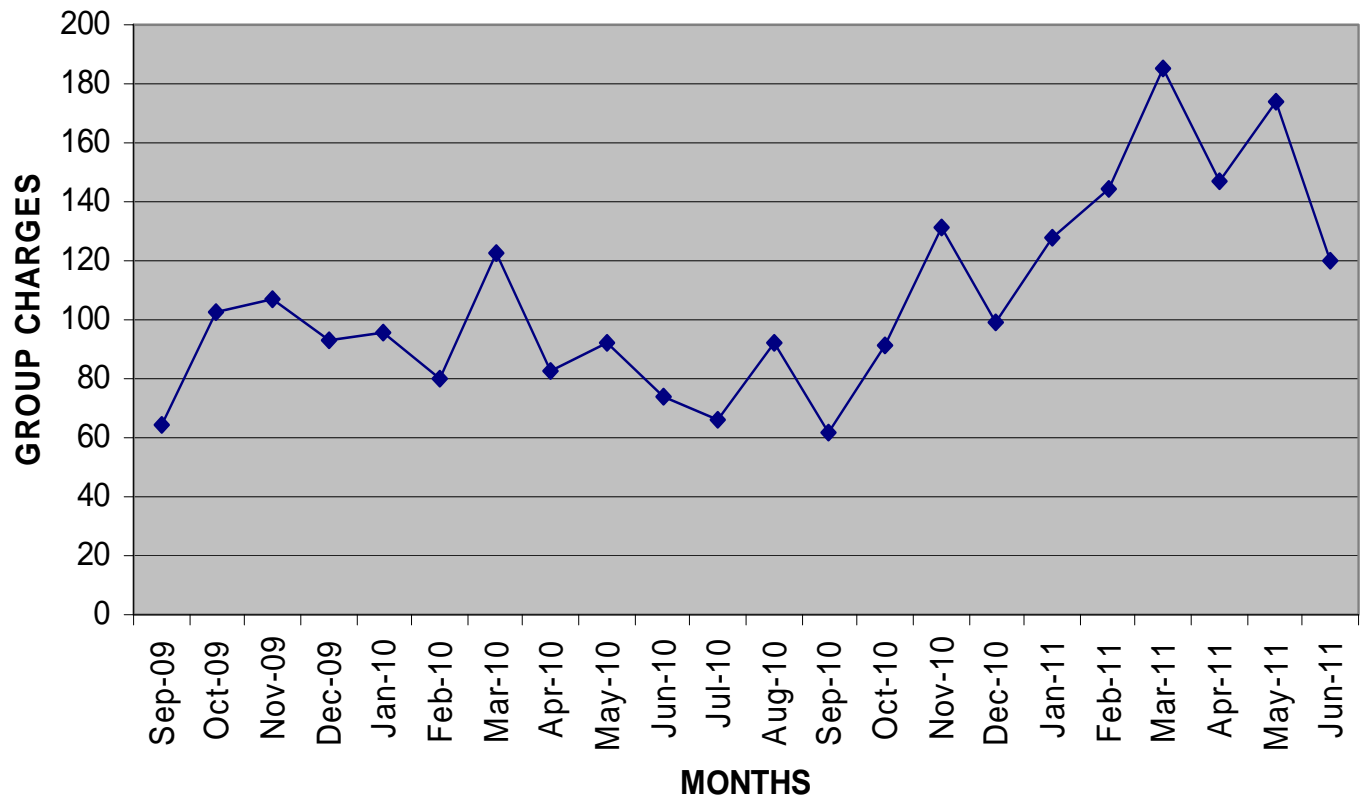
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1. Market via Accent TV for AODA and Women's Issues Groups
  2. Market AODA Treatment to DA's Office
  3. Use Hospital Information Center
  4. Nurse Practitioner to do Med Group
  5. Cross Train Receptionists
  6. Psychiatrist to Recommend



PLAN:

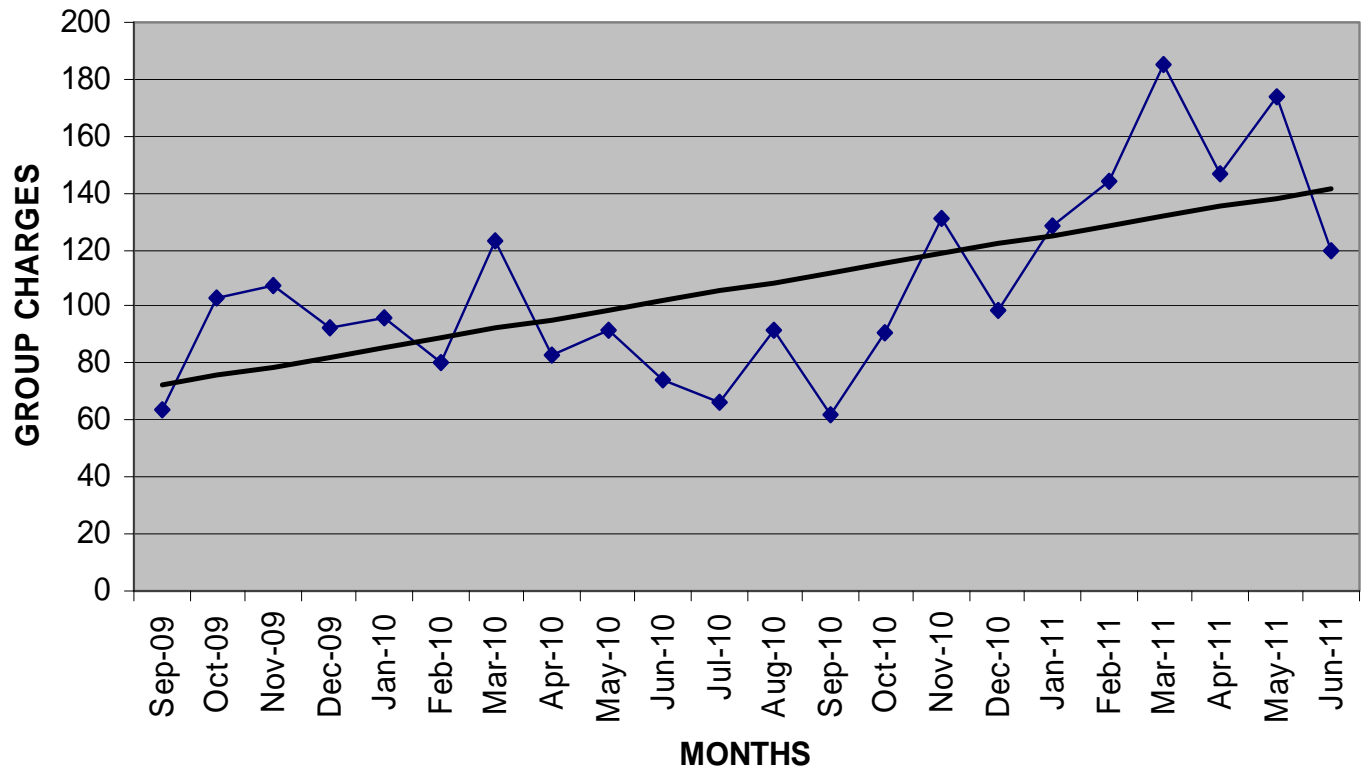
Develop a coping skills  
group to take clients off  
of our waitlist.

## GROUP CHARGES BY MONTH



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## GROUP CHARGES BY MONTH



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# BUSINESS CASE

\$61 EACH ADDITIONAL GROUP MEMBER

GOAL: 9 PER MONTH = \$549 PER MONTH  
-\$6588 PER YEAR



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2011 THUS FAR...

ON AVERAGE 62% OVER  
BASELINE

=

\$3,477 PER MONTH

\$41,724 PER YEAR



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## Other Positive Effects on Change Project

- Community Corrections (law change)
- Word of Mouth (Referrals from PCPs, Community Agencies, Family members, Friends)

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## OTHER POSITIVES

- Customer Service
- Customer Satisfaction (WYR 87-100%)
- Staff Satisfaction
  - (Use of EHR, Enjoy group work)
- Evidence-informed implementation

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# RURAL V. URBAN? COMMUNITY DYNAMICS



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# ETHICS IN CHANGE PROJECTS

Has it been a factor in yours?

How so?

What did you do?

How do you make the decision?

How did you justify your decision?

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## More Groups Due to Increased Assessments

– Clients would not have presented for treatment

- Multiple ACPA
- Women's



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PR

"As you can see, we have thought carefully about ways of improving staff productivity in this company."

## Increased Counselor Productivity

- Our Expectations
- Our Capacity
- Your Expectations
- Your Capacity

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# SUSTAINING CHANGE

- GROUP MINDSET
- VARIED INTERESTS
- ROLLING WITH RESISTANCE

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# *QUESTIONS?*

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