

Strategic Business Plan for ASFC Outreach Therapeutic Counseling Services, LLC. 2016

This document comprises a strategic plan for ASFC Outreach Therapeutic Counseling Services, LLC. It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to ASFC Outreach Therapeutic Counseling Services, LLC.'s vision, mission, values and objectives; and sets out ASFC Outreach Therapeutic Counseling Services, LLC.'s proposed strategies, goals and action programs.

Strengths, Weaknesses, Threats & Opportunities

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities which apply to ASFC Outreach Therapeutic Counseling Services, LLC. now and in the foreseeable future:

Strengths:

- Stakeholder Collaboration
- Experienced Staff
- Handicap accessible location
- Great Leadership
- Service hours
- Multiple location and services
- Incentive plans vs mileage
- 2 RN/3 Psychiatrist – weekly Medical Clinics
- Working Capital
- New Programs

Weaknesses:

- Staff retention
- No health insurance
- No mileage pay

Threats:

- ASO Changes

Opportunities:

- Panned with all Payor Sources

- Leadership staff turnover
- Health and Dental Benefits
- ICD10 from DSM5
- Billing transition
- Starting a GA Domestic Violence
- County Expansion
- Apply for more grants
- Partnership with other agencies servicing Latinos
- Assist with Obama care or offer our own group policy
- New EMR – Prime Suites

Vision

The promoters' vision of ASFC Outreach Therapeutic Counseling Services, LLC. in 3-4 year's time is:

Vision Our vision is that the community we serve understands the coordination of behavioral healthcare, is essential to achieve their full potential through meaningful social inclusion and overall health, and that our quality, consumer-driven services will assist them in achieving holistic wellness and recovery.

Mission Statement

The central purpose and role of ASFC Outreach Therapeutic Counseling Services, LLC. is defined as:

MISSION STATEMENT ASFC (Achieving Skills for Change) OUTREACH THERAPEUTIC COUNSELING SERVICES, LLC provides a variety of Behavioral Health Services that are effective, linguistically-appropriate, fully understandable by the client, and respectful of the client's cultural beliefs for the purpose of enriching the lives of individuals and families in the region; to provide leadership and support to help each individual find the hope, vision, courage and will to succeed by providing stability, opportunity and security; to encourage growth and offer a chance to develop confidence, independence, esteem and respect, to teach values, responsibility and self-discipline in an honest and caring environment.

Corporate Values

The corporate values governing ASFC Outreach Therapeutic Counseling Services, LLC.'s development will include the following:

- Strength-based Approaches that Promote Hope Community Inclusion, Partnership and Collaboration Person- and family centered approaches Holistic Approaches toward Care Development of Partnership
- Peer Culture, Support and Leadership creating environments in which peers can support one another in formal and informal ways and providing opportunities for that support

Business Objectives

Longer term business objectives of ASFC Outreach Therapeutic Counseling Services, LLC. are summarized as:

- SBA Loan for working capital and growth Continue to build *Achieved 12/14
- Cultural Development opportunities to diversity ASFC Services
- Apply for 501C-3 * achieved 12/14
- ASFC will hire a grant writer to set forth funding to launch additional diversified service delivery

Key Strategies

The following critical strategies will be pursued by ASFC Outreach Therapeutic Counseling Services, LLC.:

1. Increase visibility * Achieved 2015 and continuing
2. Network
3. Increase weekly payor Clients
4. Internship program affiliations * Achieved 2015-2016
5. School partnerships
6. Additional service location * Achieved 2014 – 2016
7. Business Credit Card with ample limit

The following important strategies will also be followed:

1. Marketing
2. Membership with other organizations
3. Increase self-pay clients
4. Sub-office service locations * Achieved and growing currently

Major Goals

The following key targets will be achieved by ASFC Outreach Therapeutic Counseling Services, LLC. over the next 1-2 years:

- Provide our customers with access to online registration and appointment ability. * Achieved fall 2016 with Prime Suites
- In order to increase our staff retention, ASFC will offer health benefits vacation bonus and other incentive programs to its staff
- ASFC will offer a summer/after-school program to its Child and Adolescent consumers.

Strategic Action Programs

The following strategic action programs will be implemented:

1. Grow working space by leasing neighboring Sylvan Learning space while increasing visibility to our CORE service. * Achieved March 2016 to current
2. Operate a full substance abuse program * Achieved 2015
3. Partnering with DJJ will also increase our community visibility and open us to a referral data base and location in which to deliver services.
4. We have already secured Independent Juvenile court system in Gwinnett as referral base
5. ASFC will set up satellite stations to decrease the need for traveling for staff. *July 2016 we have the ability to utilize Decatur and Gwinnett. ASFC will have the MD and RN go to each site in the evening once monthly which will address the consumers' needs regarding travel as well as removing children from school in each particular station.
6. As ASFC develop its partnerships with Stakeholders in the communities in which we service, we will open doors to new horizons as a connected family.

7. Equine Therapy Program review and Partnership
8. Partnership/ownership with Boys Group Home in 2017
9. DFAC application 2016-2017
10. Fee for Service application 2016-2017