

Centerstone of Tennessee Strategic Plan

The Centerstone Tennessee Leadership Team approved the revised Strategic Plan on November 11, 2009. In basic terms, a strategic plan outlines where an organization stands, where it wants to go and how it will get there; in other words, it charts the future direction of the company. The Centerstone of Tennessee Plan sets priorities by outlining goals and objectives in several key areas, based upon an assessment of the current business and environmental factors we face and with the input of key stakeholders. We believe this strategic plan sets our course for achieving important performance targets to sustain and advance Centerstone as a significant provider of exceptional mental health services.

I. Goal: Centerstone will be the provider of choice for consumers of mental health services in the communities we serve.

Objectives

1. Improve Client Satisfaction Ratings

Client Satisfaction scores will meet or exceed relevant benchmarks

2. Improve Quality of Care

Centerstone's clinical outcomes (TOMS/NOMS) will meet or exceed those of participating state CMHCs

Annual increase in the percent of clients receiving research / evidence based supported services

Annual percentage increase in the retention of clients from intake to second appointment

3. Increase Service Access

Annual increase in the percent of clients accepting an initial appointment within 5 business days

Annual increase in the percent of clients receiving same day services

4. Increase Number of Clients Served

Annual percentage increase in the total number of clients served

Annual increase in percentage of full fee clients

Annual increase in percentage of commercial, contracts and grant funded clients

Increase of unduplicated clients seen per month

Increase in the number of services provided in a month

5. Demonstrate Ability To Prevent and Cure Mental Illness

Percentage increase in the number of clients completing standardized outcome measures during their course of treatment.

Annual percentage increase in the total number of clients who are identified as being at risk to develop schizophrenia using research-based protocols to identify prodromal phase symptoms

6. Facilitate Research that will Advance Clinical Practice

Increased research partnerships that contribute to advancements in delivery of mental health services.

Increased publishing of research articles or professional presentations to disseminate findings.

7. Maintain CARF Accreditation

Meet all Business Standards ("ASPIRE To Excellence")

Meet all General Program Standards

Meet all Behavioral Health Core Program Standards

II. Goal: Centerstone will be the Employer of Choice for mental health services in the communities we serve.

1. Provide Competitive Salary & Benefits

Compensation offered will meet or exceed market relevant benchmarks (by position classification)

2. Increase Staff Retention Rates

Staff retention rates meet or exceed relevant benchmarks

3. Increase staff satisfaction scores

Annual increase in staff satisfaction scores

III. Centerstone will be the Partner Of Choice for mental health services in the communities we serve.

1. Increase in referrals to Centerstone Services

Annual increase in the number of clients referred by friend or family member

Increase in the number of community partners referring to Centerstone services

Increase in the number of community partners who have increased their referrals to Centerstone

2. Increase in referrals from Primary Care Physicians

Annual increase in the number of referrals from primary care or specialty practices

3. Increase in school based mental health services

Number of school locations

Total volume of services

VI. Centerstone will be the Philanthropy of Choice in the communities we serve.

1. Community Participation

Annual increase in individual donor renewal rate

Dollars raised will exceed previous year's level

Annual giving will meet or exceed budget targets