

The Strategic Plan 2015





Riverbend has a broad and straightforward mission: *To care for the mental health of our community.* To fulfill this mission, we must continually evaluate **what** we are doing, **how** we are doing it, and identify the specific methods and means we can create to do it all better and more cost effectively.

That is what strategic planning is all about. It's a puzzle with many different parts, but it all fits together to create a full picture of our mission in action.

This document presents “The Strategic Plan for Riverbend” that will guide our work and energies for the next few years. The Plan reflects a shift in how we think about mental health services — both internally as an organization, and as a community of providers, clients, and supporters. It is a Plan based upon scientific evidence: We know that improving access to mental health services — providing the right care at the right time and in the right place — enhances the overall health of the entire community.

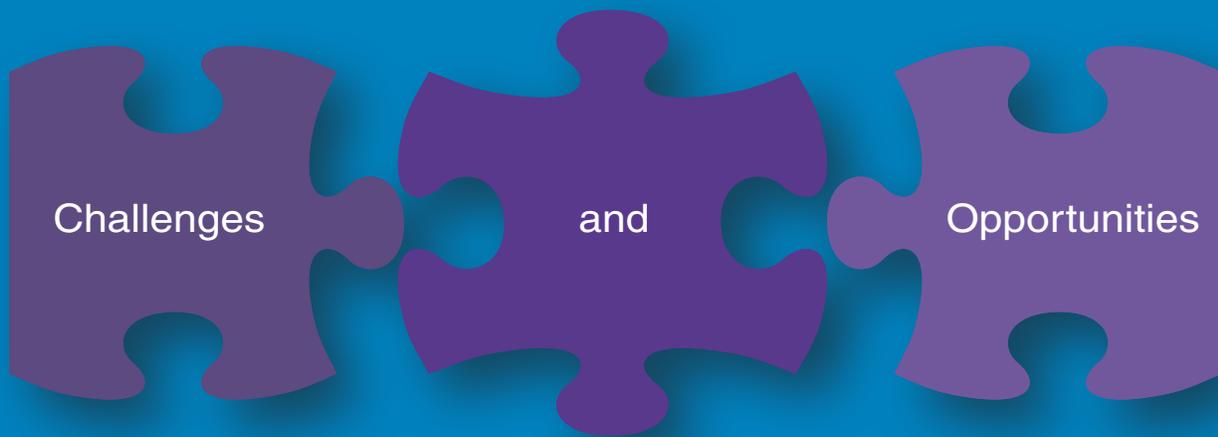
We could not have developed this Plan, nor envisioned its fulfillment, without our community of supporters. Our partners — in health care, schools, the criminal justice system, social service agencies, and philanthropic community — understand that a system of coordinated care leads to better outcomes for everyone.

If you would like to learn more about the ongoing work being done at Riverbend to care for the mental health of our community, please visit our website.

www.riverbendcmhc.org



Peter Evers, *President and CEO*



As the Strategic Plan for Riverbend took shape, several key challenges and opportunities were identified:

Challenge

Public funding for core services continues to decline

Opportunity

Increasing philanthropic support and expanding core services creates new possibilities for responding to emerging needs.

Challenge

A system of coordinated care requires technological innovation

Opportunity

Improving connectivity with providers improves the client experience and enhances the effectiveness of treatment.

Challenge

The rapid acceleration of substance misuse in our community and state, and the lack of adequate treatment resources

Opportunity

The creation of comprehensive addiction recovery services brings treatment into a coordinated system of care that improves outcomes.

Challenge

The continuing stigma attached to mental illness treatment

Opportunity

Expanding public education and provider training programs — and using traditional and emerging communication tools — will increase awareness, enhance knowledge, and facilitate access.

Resource Management

Increase support, care for employees, and improve efficiencies

- We will increase private support to maintain critical services, further develop existing programs, and fund promising new models of care.
- We will implement a talent-management plan to better support and develop our workforce.
- We will continually evaluate and explore promising emerging technologies.
- We will develop a facilities planning process to meet the needs of our clients, staff, and long-term organizational goals.

Educated Community

Increase health literacy and reduce stigma

- We will effectively and creatively utilize existing and emerging marketing tools to increase awareness, enhance knowledge, and facilitate access.
- We will provide educational programming for the community to increase behavioral health literacy, including prevention, treatment, and recovery.
- We will support mental health advocacy efforts that work to eliminate stigma and stimulate broad community engagement.

Population Health

Improve patient experience and overall health, while reducing per capita cost

- We will continually improve our electronic record connectivity with medical practices.
- We will develop a values-based contracting model with key partners to promote the highest quality outcomes that are fiscally possible.
- We will further develop our data collection and evaluation capacity to guide our work and optimally manage the changing behavioral health needs of the community.

Access

Make it easier to receive services

- We will identify the barriers to care, and work to eliminate them.
- We will review the pathways to care for specific critical need populations — particularly those living with addiction and the homeless — and improve facilitated access to care.
- We will develop a telehealth capacity to meet client and provider needs in real time.

Integrated Care

Bring together behavioral health and medical care to improve outcomes

- We will continue to develop our provider relationships, and be a catalyst for implementing integrated models of care.
- We will develop a behavioral health urgent care model with community partners.
- We will become a health care home for our most vulnerable populations.





Founded in 1963, Riverbend Community Mental Health is a private, nonprofit organization providing specialized behavioral health services in central New Hampshire. Core services include 24/7 emergency services; counseling services for children, adults, and families; addiction recovery services; and community support, vocational services, and residential programs for adults and seniors. Evidence-based models of treatment guide all our work, and we strongly believe in the power of self-directed growth and recovery.

Learn more: www.riverbendcmhc.org

