



CHANGING LIVES
— MATTER, LLC —
BREAKING FREE

STRATEGIC PLAN

2023-2024



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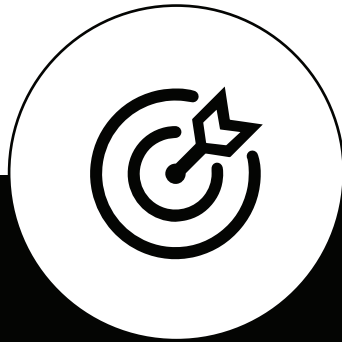
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CHANGING LIVES MATTER, LLC



MISSION STATEMENT

To provide quality behavioral health care services through a cooperative partnership between our clients, staff of caring professionals and community resources. Services are driven by a belief in the power of recovery through an individual's personal strength and ability to change. Our mission is to assist county clients in achieving and maintaining their highest level of functioning.

To accomplish this mission we will:

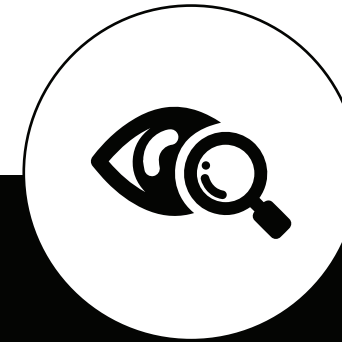
Respect the dignity and worth of all individuals.

Provide quality services in a caring, non-judgmental manner.

Encourage the development of full potential and individual responsibility in the areas of living, learning, working, parenting, and socializing.

Work cooperatively with other community resources.

Promote a positive working environment for all staff.



VISION STATEMENT

Changing Lives Matter, LLC offers an array of quality rehabilitation services serving adults, and adolescents with a diagnosis of Substance Use Disorder and/or Mental Health Disorder. Services are driven by a belief in the power of recovery through an individual's personal strength and ability to change.

For people with mental illness and addictions to recover in order to achieve their hopes, dreams and receive opportunities to learn, work, and contribute to their community.

PHILOSOPHY.

The philosophy of **Changing Lives Matter, LLC** is based on the belief that all of our clients are unique individuals who hold the ability to live successful and fulfilling lives. Recovery from years of abuse requires time. Clients must create new support systems, learn to live in a drug or alcohol free world, and gain a true sense of the possibilities the future holds for them.

An ethical approach that supports the individual and family throughout each stage of the **substance abuse treatment** and recovery process is the foundation of our treatment programs.



SWOT ANALYSIS.



STRENGTHS

- Highly educated, competent and culturally diverse staff
- Community Collaborations
- Timely problem solving and crisis management
- Open to feedback from stakeholders
- Highly experienced CEO
- Staff flexibility and dedication
- Strong referral base
- Progressive organization with vision or future growth and development



WEAKNESSES

- Market concentration - Lack of variety in revenue sources and vendor base
- Keeping up with technology
- More marketing of program



OPPORTUNITIES

- Develop additional funding streams
- Raising community awareness pertaining to community services
- Need to take advantage of other funding opportunities
- Cross training of all staff throughout programming and administrative department



THREATS

- State regulatory changes
- Continuing high unemployment contributing to higher levels of individual and family stress and increased need for mental health services

REFLECTIONS.

Information from the analysis of performance:

Leadership uses this information to make changes to better the overall organization.

Financial: Changing Lives Matter reports a balanced budget and exceeds in projected revenue. The status of assets and liabilities of the organization is good and growing. The organization is financially stable and able to continue to support the chosen service continuum with the current and future finances.

Succession Planning: Key personnel include is the CEO and Licensed Professional. In the event either position becomes vacant, the CEO will have its consultant group serve as the leader of the company and licensed professional will be outsourced.

Service Area Needs: Changing Lives Matter maintains an ongoing referral process. No waiting lists are kept. The company will refer to outside entities.

Lincolnton Demographics:

According to the most recent ACS, the racial composition of Lincolnton: 2022

- White: 73.35%
- Black or African American: 16.22%
- Two or more races: 7.33%
- Other race: 2.35%
- Native American: 0.39%
- Native Hawaiian or Pacific Islander: 0.27%
- Asian: 0.09%

The organizations relationships with external stakeholders: Changing Lives Matter has established relationships with various community organizations in an effort to assist their clients with housing, food and community groups.

Legislative environment: Changing Lives Matter Is committed to improving the quality of life in the city by strengthening neighborhoods, delivering superior services and embracing the diversity of the citizens.

TECHNOLOGY.

- The use of technology to support organization
- Efficient operations: EHR & Personnel Onboarding
- Efficient & Effective Training Program



GOALS: WHERE WE ARE GOING.

STRATEGIC GOALS

The purpose of establishing the strategic goals below is to provide individualized, measurable objectives. These objectives will provide a means for determining the success of the company as well as guiding its leaders as they prepare for the upcoming fiscal year.

STRATEGIC GOALS

GOAL #1

Expand services
within contract

GOAL #2

Implement electronic
online system for HR

GOAL #3

Provide staff with an
online training system

STRATEGIES AND IMPLEMENTATION TASKS.

The following key strategies and implementation tasks will be pursued by the organization over the next year:

Goal #1:
Expand services

Strategy:
To apply for additional services within continuum of care

Tasks:
Contact MCO

Goal #2:
Open account with Bamboo (HR system)

Strategy:
Maximize electronic systems to help with the efficiency of service delivery and guidelines from State

Tasks:
Contact bamboo to schedule demo

Goal #3:
Obtain an online training system

Strategy:
The current training process is beneficial; however, the system itself can be more efficient. An online portal is suggested

Tasks:
Research Relias to schedule demo

The strategic plan was formalized as a leadership team and the information obtained from the staff, clients and other stakeholders were used in its creation. The strategic plan shall be shared with staff and other stakeholders as appropriate. In addition, the plan shall be reviewed for additions yearly.

The signature below denotes that the Strategic Plan was reviewed for updates

Signature  _____ Date 12-16-2023 _____