

# **Blue Water Counseling**

## **Strategic Plan**

### **Abbreviated Executive Summary**

#### **Introduction**

Blue Water Counseling is a private non-profit 501(c) (3) outpatient mental health organization that provides counseling services for persons of all ages and their families. The services are provided at facilities in Fort Gratiot, Lexington, Rochester Hills and Yale, Michigan. The overall goal is to be a viable source of counseling services for the local community and beyond. The strategy employed by the organization is growth oriented. The greater the volume of service provided the greater the financial resources to, not only, support the organization but to help it thrive and thus enhance the value of the business to the community. The achievement of growth can only continue over time if the service provided is of the highest quality possible given the resources available or the probability that repeat and new patients would seek service from the organization would diminish. This commitment to the quality of service requires that special attention be given to recruiting and maintaining a highly productive, talented staff of dedicated professionals.

#### **Organization History and Description**

Blue Water Counseling is a private non-profit 501(c) (3) outpatient mental health organization that provides counseling services for persons of all ages and their families. There was a nationwide child guidance movement in the first half of the twentieth century that generated interest in the concept of developing guidance service centers. In 1942 a group of interested members of the community developed the idea of establishing a local child guidance clinic. The organization, originally named the Port Huron Guidance Clinic, opened for business on September 18, 1950. Incorporated in 1951, it was the eleventh child guidance clinic the Michigan State Department of Mental Health established in cooperation with local communities. The organization has evolved since inception. Originally, the purpose of the corporation was stated as follows:

- a. To provide psychiatric, psychological and social work facilities for the diagnosis and treatment of habit, personality and behavior disorders of children who find it difficult to adjust themselves to school, home or community.
- b. To counsel with the parents of such children.
- c. To work for the prevention of maladjustments of children by offering consultant and educational service to courts, schools and other health and welfare agencies whose primary concern is the welfare of children.

- d. To receive, purchase, own and maintain real and personal property of all kinds and to sell, mortgage or dispose of the same for the above purpose.

The organization has also been known as the Mental Health and Child Guidance Clinic of St. Clair and Sanilac Counties (1960), the Blue Water Mental Health and Child Guidance Clinic (1969), the Blue Water Clinic (1981), BWC Counseling (2004) and Blue Water Counseling (2006). Funding for the services provided has also evolved over time. Early funding was acquired through donations and directly from the state. With the establishment of County Community Mental Health organizations in the mid 1960's, funding became available through contracts with the county. Additionally, funding has been acquired from other sources such as United Way and fundraising activities as well as from the collection of fees from patients and their insurance companies. Currently, while donations continue to be accepted, the vast majority of collections are secured from patients and their insurance companies.

### **Mission, Vision and Values Statements**

The mission statement currently in effect is as follows:

Blue Water Counseling's mission is to provide the highest standard of services for children and adults seeking to change and improve the quality of their lives.

We believe that our success begins with our ability to secure the most talented, dedicated and experienced employees. Blue Water Counseling is a growth oriented, inspiring and team based work environment.

In concert with caring members of the community, we sustain a commitment to the betterment of society.

Our continued success and growth is founded on a proactive philosophy of accommodating evolving needs.

The vision is to assist the community in achieving psychological and social health through the provision of competent, high quality counseling services. This endeavor is undertaken with an effort to promote a professional image that inspires confidence in the employee, patients and other stakeholders in the community. Financial responsibility is central to the achievement of the vision because without it the organization would fall out of existence. Growth is essential if the vision is to be achieved in a fiscally viable fashion.

### **Goals and Strategies**

The general goals and strategies for achieving them are outlined in this section. The overall goal is to exist in the community as a small professional business with a charitable component. This existence depends upon service delivery that results in

collections that exceed expenses. In order to generate collections service must be provided that can be reimbursed. Referrals must be secured in order to provide service. The persons receiving counseling services must be satisfied that they are achieving desired outcomes. Satisfied patients are more likely to recommend counseling services to people they know. Historically, the greatest source of referrals for counseling services has been from current or previous patients and their families. Key areas of functioning have been identified as essential for survival. They are human resources and marketing.

### **Human Resources**

One way to inspire confidence and help assure patient satisfaction is to provide service in a productive, competent and professional manner. This begins with both support and employees that possess the qualities, either innately or through education and training, necessary to provide such service. Growth will require more employees, therefore recruiting and maintaining productive, professional, dedicated employees that are able to understand and behave in the best interest of the business is of paramount importance.

### **Marketing**

Another way to inspire confidence and help assure patient satisfaction is to advertise the organization in a manner that accomplishes that end. Professional appearance of the facilities and personnel is important as well as timely ads and information disseminated in the media. Additionally, tactful information dispensing and contact must be appropriately bestowed upon others in a manner that results in significant numbers of referrals. One such group of persons is the primary care physicians operating in the geographic area.