



Strategic Plan 2021-2025

Our Vision

Here's Help, Inc. believes clients can recover their lives and deserve a chance to succeed. To this end, our vision is to provide high-quality programs and services to help clients meet their treatment goals and objectives, and to provide a work environment that will retain qualified and competent staff.

Our Mission

Here's Help, Inc.'s mission is to maintain a high standard of care and provide quality services to people who need substance abuse treatment. We recognize the need for integrated approaches that address co-occurring disorders. We strive to maintain excellence in providing services that meet the needs of those served, during and after treatment.

Who We Serve

Here's Help, Inc. is a non-profit substance abuse rehabilitation agency providing a complete continuum of care, including residential treatment for adults and juveniles ages 13 – 35 and outpatient (or In-Home) treatment for persons 13 years and older (primarily indigent individuals experiencing financial barriers to recovery).

Our Programs and Services

Founded in 1969, Here's Help, Inc. is a 501(c)(3) non-profit organization, which has become South Florida's premiere provider of residential and outpatient substance abuse treatment. Serving hundreds of clients annually, Here's Help,

Inc. is a campus style environment with a unique approach to substance abuse recovery, incorporating traditional methods of drug rehabilitation with alternative therapy programs and education.

Here's Help operates under a self-help behavior modification treatment philosophy that is specifically designed to meet the varied and complex needs that arise in dealing with substance abuse issues. The 24 hour a day residential program offers group and individual counseling, full-time schooling, vocational assistance, medical and psychological testing, alternative therapies, dental care and social and recreational activities. Here's Help also offers a structured Outpatient program that provides group and individual counseling. In the last few years, Here's Help has added In-Home therapy.

Core Programs

- A 24 hour a day residential program which offers group and individual counseling, educational and vocational programming, linkage to medical and psychological services, alternative therapies, case management services, as well as social and recreational activities.
- A structured outpatient program that provides group and individual counseling, advocacy and case management services.
- In home/on-site therapy to clients who exhibit mild to moderate alcohol abuse, drug abuse and/or co-occurring problems and for those that are unable to attend one of our outpatient offices due to transportation of other barriers. The program is a family focused intervention. Services provided through in-home/on-site therapy include comprehensive assessment, service and treatment planning, case management, individual and family therapy, and random drug tests.

Key Strategic Areas

We have identified the following key strategic areas of emphasis for the period of 2021-2025.

1. To continuously enhance program services to meet the needs of the community.
2. To achieve financial stability.
3. To transition to paperless environment.
4. To prepare for the future- including fundraising changes and succession planning.

Within these four key strategic areas, we have identified several goals, which are outlined below.

Our Goals 2021 - 2025

1. Regenerate Residential and Outpatient referral
2. To make periodic upgrades to our South Campus facility
3. To Balance the budget by achieving permanent and adequate funding
4. Implement EHR
5. To plan for fundraising post John (Footy) Kross.
6. To further outline our succession planning.

Goal 1: Regenerate Residential and Outpatient referral

Due to the pandemic, there has been a serious decline in referrals for Residential and Outpatient treatment. Most significant decline is with juvenile referrals.

Strategies:

Outreach to community to inform them of services we offer (include Marchman Court)

Progress:

Outreach to community to inform them of services we offer (include Marchman Court).

1. Distribute flyers.
2. Research how to get more referrals.
3. Will consider offering more adult groups and less juvenile in Outpatient if the trend continues.
4. Offer additional Telehealth.
5. Consider specialized training for Outpatient therapist to meet community demand (example – more Trauma Specialist Therapists).
6. A Newsletter is being developed (August 2021)

Goal 2: Periodic South Facility Upgrades

Based on feedback from clients and the community, we have identified the need to make periodic upgrades to our South facility.

Strategies:

- a) New Flooring – still needed
- b) Air quality check – still needed
- c) Interior painting
- d) Tile bathrooms walls – upstairs tile needed.
- e) Eliminate hand blowers and replace with paper towels.

Progress:

1. New hurricane shutters have been installed (5/2018)
2. New video security entry system was installed (3/2018)
3. Painting has been completed (March 2021)

4. More upgrades are needed. Difficult to coordinate North Campus maintenance crew to travel to South. (3/2020)
5. Flooring (4/2021)
6. Hand blowers removed (4/2021)
7. New furniture (6/2021)

Goal 3: Balance the Budget by Achieving Permanent and Adequate Funding

Due to our desire to continually improve / upgrade our programming and to stay competitive in the marketplace (salaries), we seek new sources of funding that will meet this objective.

Strategies:

- a) Seek out and apply for grants/foundations.
- b) Explore new funders for residential services

Progress:

2017 and ongoing - Broward Behavioral Health Coalition has been purchasing residential beds. Broward increased funding (October 2018).

Grants / Foundations has been very minimal focus. Private patients was explored but is not a good fit for us. Medicaid can't be for Residential (unless laws change...there's something called the IMD rule...if you have 16 beds or more you can't bill Medicaid for Res). So any Medicaid expansion would need to be OP / IHOS, and we discussed that challenge in goal. #1. BBHC increased funding is our greatest potential for additional funding. Also, for the final four months of this fiscal year we're going to receive some SOR Grant funding. There is a possibility that could continue into the 2020-2021 FY. (3/2020)

Added additional SOR funding (7/2021)

Goal 4: Implement EHR.

Based on feedback from other agencies, an EHR can be of great benefit to us by:

-Entering client information one time and it will automatically populate all forms, notes and plans throughout the episode of care.

-Automatically prevent errors. Software will have built in safeguards to ensure no field or signature is missed.

-Data and insurance billing is simplified.

-Provides customized reports that are currently compiled manually.

-Here's Help has received a grant from HFSF to purchase KIS EHR.

This has been dragging on for years without a finished product. The reason stated (FASAMS) is legit and has caused many delays. Hopefully it will happen one day. (3/2020).

Strategies:

a) To continue to work with KIS in the implementation of the E.H.R.

b) Report progress to the HFSF

Progress:

-2018 – DCF's state mandated FASAMS (Financial and Services Accountability Management System) has severely altered the EHR process. All EHR vendors must modify their software to comply with this mandate. A new target date for implementation is March 2019.

-2019- FASAMS still delaying progress. New target date is September 2019_

-Still delayed. Hopefully will launch by end of 2021.

Goal 5: To plan for fundraising post John (Footy) Kross.

Here's Help has been very fortunate to have John (Footy)Kross raise millions of dollars for the organization over the years, but after almost 50 years with Here's

Help, we need to start to plan for the day his fundraising efforts will start to slow down.

Strategies:

- a) Meet with Board President to establish a tentative timeline for transitioning from our current fundraising projects.
- b) Determine what fundraising projects are realistic without John Kross.
- c) Charitybuzz – online auction.
- d) Professional fundraising.

Progress:

-Some planning meetings, nothing concrete yet (late 2017, early 2018)

Goal 6: To further outline our succession planning.

As the upper management team has been with the organization close to 50 years and may want to retire or semi-retire sometime in the foreseeable future, we'd like to further outline our succession planning.

Strategies:

- a) Meetings with CEO and Board Members to prepare a future organizational executive structure.
- b) Initial plans for how the transition will work.

Progress:

-No definite timeline...Liz and Jenny are being groomed.

-Nothing additional to report, ongoing item. (3/2020)

Goal 7: Build plumbing School.

With the funds obtained through a Florida Legislation Protect, Here's Help is building a plumbing School that will provide clients in our Residential Program to learn a skill that is in high demand.

Strategies:

- a) Finalize agreement with contractor.
- b) Obtain all permits.
- c) Construct building.

Progress:

The building is 2/3rds complete with a target date for completion December 2021.