



**Wrights**  
Care Services

STRATEGIC PLAN  
2020-2022

## **WRIGHTS CARE SERVICES**

WRIGHTS CARE SERVICES understands the importance of planning and vision regarding every goal. From treatment plan to our Corporate Mission, WRIGHTS CARE SERVICES will utilize all resources available to ensure that needed services are provided and that the organization strives for excellence in all we do. To that end, WRIGHTS CARE SERVICES has developed a Mission, Philosophy and Core Values Statement:

### **MISSION**

Enhancing Lives Through Quality Mental Health

### **VISION**

Wrights Care Services is a privately-owned, full-service, behavioral healthcare agency. We are committed to providing clients with a personalized approach to behavioral health and substance abuse services. With more than 20 years of combined experience, our professional and clinical staff includes a Board-Certified Child Psychiatrist, Family Nurse Practitioner, fully Licensed Professional Counselors (LPC), Licensed Clinical Addiction Specialists (LCAS), and associate level social workers and counselors. Serving our Triad and surrounding counties since 2009 we are committed to the transformation of lives through quality services. We are here to develop a collaborative relationship and promote a positive lifestyle change

### **Purpose**

The underlying purpose and belief in providing services at WRIGHTS CARE SERVICES is that people with mental health issues have the right to live and thrive in their own communities. Our purpose for providing services are:

To teach individuals the life skills they need to become more independent and stabilize in their community.

To afford each person with the opportunity to live a self-determined life. To support individuals in discovering and achieving their goals, encouraging them to embrace their own diversity and to welcome it in others.

To enhance individuals in life skills, symptom management, medication compliance, social interactions and successful independent living.

To be a proactive force for our individuals, to respond to today's society and its associated stressors

## **SWOT ANALYSIS**

### **Strengths:**

Highly educated, competent and culturally diverse staff  
Accessibility (office location)  
Timely problem solving and crisis management  
Open to feedback from stakeholders  
Highly experienced management team  
Staff flexibility and dedication  
Staff processes that screen potential employees  
Strong electronic system within the organization  
Facility is located in the community  
Financially viable organization  
Strong referral base  
Progressive organization with vision or future growth and development

### **Weaknesses:**

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

### **Opportunities:**

Develop additional funding streams  
Network with community stakeholders  
Maintenance of qualified staff  
Raising community awareness pertaining to community services  
Need to take advantage of other funding opportunities  
Cross training of all staff throughout programing 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:**

At the time of this report, WRIGHTS CARE SERVICES reports a balanced budget. The status of assets and liabilities of the organization is excellent. The organization is financially stable and project to continue to support the chosen service continuum throughout the years to come.

Succession Planning: Key personnel include is the Program Director and CEO. In the event that the CEO is unable to serve, a Management Company will provide the services needed. Additionally, a new Program Director will be hired.



Service Area Needs: Wrights Care Services maintains an ongoing referral process. No waiting lists are kept. The company will refer to outside entities.

#### Demographics of Service Area:

| RACE            | GREENSBORO | NORTH CAROLINA | NATIONAL |
|-----------------|------------|----------------|----------|
| White           | 48.15%     | 69.24%         | 73.35%   |
| Black           | 41.85%     | 21.50%         | 12.63%   |
| Asian           | 4.34%      | 2.56%          | 5.22%    |
| American Indian | 0.38%      | 1.18%          | 0.82%    |

The organizations relationships with external stakeholders: WRIGHTS CARE SERVICES has established relationships with various community organizations. Our CEO volunteers her services throughout the community by assisting individuals and families with resources. We've conducted several community events and partnered with other organizations in an effort to provide necessary items to those in the communities we serve.

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

#### **TECHNOLOGY**

In an effort to assist with efficiency, effectiveness and performance improvement, Wrights Care Services has an electronic health record for clients served. We also will plan to implement Bamboo in the 3<sup>rd</sup> quarter of year 2021 to assist us with housing our staff records.

Online training system will be implemented for all of our new staff onboarding and training

#### **SOCIAL DETERMINANTS OF HEALTH**

Social determinants of Health (SDOH) are the root causes of many health disparities. They are avoidable differences in people's health across a community.

These are the top 7 social determinants of health:

- Smoking
- Inactivity
- Uninsured populations
- Diabetes
- Opioid Related ER Visits
- Suicides

## **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 2020-2022**

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## **STRATEGIES AND IMPLEMENTATION TASKS**