

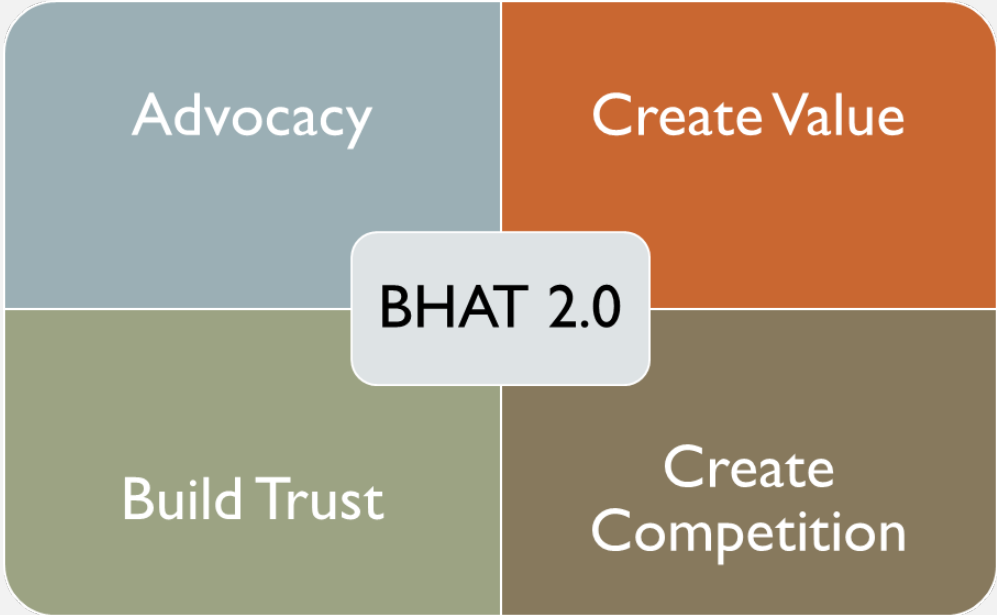


Strategic Plan




GOAL STATEMENT

- Advocate for expanded exceptional and cost-effective services AND to empower private providers to deliver quality services.



HOW WILL WE ACHIEVE
OUR GOAL?


ADVOCACY

- 
- Develop and adopt a legislative platform.
 - Share platform with stakeholders (i.e. in person visits with key stakeholders; email; social media).
 - Prepare and share regular updates with the membership.
 - Ongoing: Representation before policymakers and participation in appropriate workgroups.

- Promote platform throughout the legislative session (i.e. in person visits with key stakeholders; email; social media).
- Prepare and share regular updates with the membership.
- Ongoing: Representation before policymakers and participation in appropriate workgroups..

- Deliver on platform.
- Prepare and share regular updates with the membership.
- Conduct an after session in-person debrief for members and interested private providers; this can include HHSC staff and/or members of the legislature.
- Ongoing: Representation before policymakers and participation in appropriate workgroups.

CREATE VALUE

- 
- Expand social media presence.
 - Compile, format, and promote data that proves the value of exceptional private behavioral health services.
 - Create a catalogue of seminar topics with identified experts/presenters, establish a calendar for conducting seminars
 - Create curriculum and conduct Seminar #1 to introduce seminar series; begin with a topic that will ensure a high attendance.

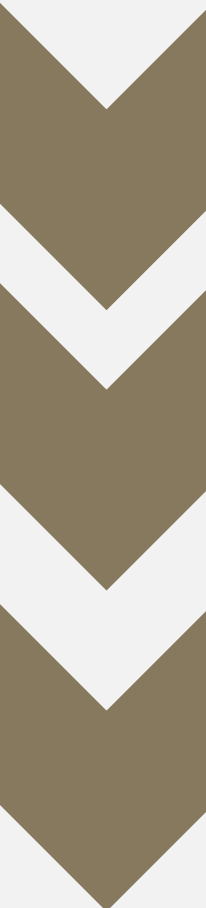
- 
- Ongoing: Develop social media presence.
 - Create curriculum and conduct Seminar #2.

- 
- Ongoing: Develop social media presence.
 - Create curriculum and conduct Seminar #3.

BUILD TRUST

- Continue to develop BHAT's relationship with HHSC
- Continue to develop BHAT's relationship with the Texas Legislature
- Continue to develop BHAT's relationship with Advocacy organizations with shared interests

CREATE AND SUPPORT COMPETITION

- 
- Expand BHAT's membership
 - Identify interested organizations that have an interest in SB 58 services and becoming a provider
 - How can BHAT become a high fidelity wrap training entity?
- Promote targeted case management and mental health rehabilitation providers/services by working with managed care organizations and health plans including the Texas Association of Health Plans.
- Monitor and advocate for regulatory and legislative activities that support and expand targeted case management and mental health rehabilitation services/providers.