

STRATEGIC PLAN 2023 - 2025



Strategy 1:
Navigating Auto
No-Fault Reform

Goal: Long Term Financial Sustainability.

1.1 Increase involvement with advocacy organizations. Including CPAN, BIAMI, MBIPC.

1.2 Aligning practice with industry billing model to maintain and increase financial growth.

1.3 Explore additional payer sources to expand and optimize service delivery



Strategy 2:
Improve Program
Model

Goal: Reduce inefficiencies and maintain peak performance outcomes.

2.1 Increase use of technology to promote efficient business practices and reporting.

2.2 Continue to monitor and respond to feedback from personnel, persons served, and external stakeholders regarding organizational performance

2.3 Continue to support employee education opportunities to enhance services delivered.

2.4 Maintain CARF accreditation.



Strategy 3:
Build Internal Growth
Practices

Goal: Recruit and retain highly qualified talent.

3.1 Refine internal organization chart to establish better internal communication and performance.

3.2 Continue to build upon existing and seek out additional relationships with surrounding educational institutions.

3.3 Continue to align wages and benefits to remain competitive in our market.

3.4 Explore opportunities for professional advancement within organization.



Strategy 4:
Evaluate Performance
Improvements

Goal: Strengthen analytical methods to improve programming model.

4.1 Conduct ongoing evaluations of technology used to promote more efficient business practices.

4.2 Collect and analyze clinical data to optimize services delivered.

4.3 Remain current on CARF standards to deliver quality and measurable results.

4.4 Explore opportunities for research in clinical interventions and develop protocol for best practices.



Strategy 5:
Business Expansion

Goal: Expand service delivery sites to increase program opportunities to underrepresented areas.

5.1 Conduct market analysis for programming needs of TBI Survivors.

5.2 Establish additional relationships with external stakeholders to promote lead generation.

5.3 Replicate existing business and programming model throughout Michigan.