

Executive summary

Live Healthy Counseling is a multidisciplinary behavioral health care practice that offers mental health and substance abuse services to Orange County, CA. Our focus is to provide cost-effective, quality treatment, and our mission is to create, promote, and maintain a positive customer relationship with our clients, associates, staff, and community.

Our work helps people across Orange County to understand, protect and sustain their mental well-being, no matter what life throws at them. We offer a site for psychology traineeships, internships, and volunteer hours for high school students interested in going into psychology.

Prevention is at the heart of what we do because the best way to deal with a crisis is to prevent it from happening in the first place. For example, by providing the correct information, guidance, and support in childhood and adolescence, the chances of developing mental health problems can be reduced for millions of people over a lifetime, with enormous benefits to the individuals directly affected, along with their families, friends and the communities they live in.

What the data says:

- Nearly 1 in 6 people in Orange County report needing help with mental, emotional, or substance abuse problems
- Orange County has higher hospitalizations rates due to alcohol or substance use compared to 75% of California counties
- There has been an increase in suicide rates in Orange County in the past ten years

Suicides in Orange County spiked to the highest level in 100 years in 2019 and, while slightly down in 2020 so far, calls to help hotlines and reports of mental health issues are on the rise.

Data shows that 48 of the 80 Orange County zip codes report higher rates of self-harm hospitalizations and deaths than most counties in the entire state between 2016 and 2018.

Mental health is greatly suffering during the Coronavirus Pandemic. 2-1-1, Orange County's 24/7 hotline for those struggling with mental health, has seen a profound increase in calls during this past year, most likely due to the Coronavirus pandemic.

As of August, the Orange County Health Care Agency has reported 177 deaths by suicide this year. Suicide is the tenth leading cause of death in the United States and affects people of all ages, genders, religions, and ethnicities.

We specialize in treating trauma, and we are trained in the ACES study, which proved that adverse childhood experiences are linked to higher rates of health issues, substance abuse, homelessness, domestic violence, and mental illness later in life. We administer the ACES questionnaire during our intake process and focus treatment on cultivating the client's strengths and protective factors. Our work means a lot to us. We also incorporate ecotherapy and animal-assisted therapy, which are burgeoning fields gaining credibility through research in healing the brain and body from trauma. We hope to increase the practice to reach more communities and hire more clinicians that make an impact.

The key to success for this turnkey project includes:

1. An ability to transfer existing hospital behavioral health contracts to the Center.
2. Credentialing clinicians promptly.
3. Training clinicians with policies and procedures.
4. Contracting with clinicians using reasonable rates.
5. Developing and implementing a successful billing and collection system.
6. Listening to all customers and attempting to meet their needs.
7. Obtaining a Medi-Cal provider number.

Objectives

Goal 1: To continuously develop, strengthen, and improve services offered by the Center.

1. Strengthen the current payor mix by developing and maintaining strategic alliances with five significant behavioral health managed care companies.
2. Identify and develop strategic alliances with three community human service and addiction agencies.
3. Identify and foster strategic alliances and networks with eight community medical group practices.
4. Increase all services offered through the Center by 80% over the previous year.

Goal 2: To strengthen the Center's commitment to excellence.

1. Enhance customer service by offering three in-service pieces of training related to client satisfaction with treatment, accessibility, and staff-client interactions.
2. Continuously assess referral base satisfaction through the use of a referral base satisfaction survey.
3. Continuously assess client satisfaction from three perspectives: accessibility, environmental factors, and treatment-related factors.

Mission

Our mission is to provide accessible mental health services to underserved or disadvantaged communities without financial barriers. Insurance is accepted for those who opt to use it. Our mini farm is an eco-oasis with chickens, rabbits, a goat, coy pond, butterfly sanctuary, and flower greenhouse. It is a haven for those who seek trauma recovery and healing. Our therapists utilize evidence-based practices and are trained in the ACES study, which proved that adverse childhood experiences later predicted higher incidences of retraumatization, substance abuse, homelessness, physical health conditions, and mental illness. We work to cultivate the clients' protective factors and strengths to promote healing.

To promote the well-being of the individuals and families in the Orange County, CA community by providing accessible, quality mental health and substance abuse/addiction care for children, adolescents, adults, and their families, utilizing a service system that emphasizes trust, respect,

confidentiality, and compassion. We are committed to quality mental health care provided in a collaborative effort with consumers' overall health strategies and an array of medical services. We are further committed to the philosophy that we exist for the customer/client.

Keys to Success

- Secure funding for our projects
- Being affiliated with a well-respected community acute-care hospital
- Managed Care friendliness through cooperation, accessibility, and clinical focus
- Community awareness of services provided by the Center
- Ascertain a Medicaid provider number and developing an interim plan to function during the application phase
- Staff commitment to excellence as evidenced by the Center's growth and customer satisfaction
- Accessibility and responsiveness to the needs of the Center's customers
- Functioning as an organization that is fluid, responsive, and willing to change to meet the frequent shifts of the behavioral health industry