



mhca's e-Newsletter

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The Behavioral Health Trifecta: Serve Communities, Support Staff Resilience, and Secure Financial Stability

A Guest Article from Anne Collier

“Never let a good crisis go to waste,” is often ascribed to Winston Churchill. The sentiment being that even in the face of adversity, life affords opportunities to do things that you could not otherwise accomplish. Twenty-twenty has been a difficult year. The stress brought about by social distancing, juggling responsibilities, and fears about health and job security have strained us all. People in professions and fields notorious for pushing their people hard, and dismissive of concerns over wellbeing, are now concerned about their people.

These concerns have served to heighten recognition that wellbeing is important. These concerns have also reduced the stigma associated with behavioral health. Leaders, executives, and the everyday “Joe” are looking for solutions to behavioral health challenges. Therein lies the opportunity for Community Behavioral Health.

The opportunity is to improve your market penetration by providing modern wellness services to both current and new clients. This would create additional revenue streams, leading to greater name recognition, partnerships, and ultimately a larger client base coming to you for all behavioral health needs. Untapped markets may include law enforcement, the criminal justice system, hospitals, healthcare providers, and people with insurance. You may be serving these markets in some capacities but not others. Because it's easier to sell different services to current clients than to find new clients, you could offer wellness services to the very same referral sources that send clients your way. Wellness services include virtual classes on smoking cessation, dealing with normal life changes, better relationships with in-laws, and developing life-affirming habits.

Offering wellness services is both a means and an end. While you charge minimal fees for these services – and these fees will add up because you are scaling your offerings using low-cost technology and then offering an on-demand library of resources -- you build relationships with different communities making you a familiar resource when people have traditional behavioral health challenges. This is how you fortify your financial stability by reaching previously untapped markets with services that aren't dependent on Medicaid or other reimbursement. CFOs - I know we're speaking your language!

Let's talk about staff. You need a resilient and energized workforce to serve your communities. While we're all teetering precariously close to burnout at times, your front-line staff are suffering the most. They are conflicted as they balance their own and family needs with providing services to people who may not be taking the appropriate safety precautions. Although your highest performers proceed as though failure is not an option, they are the most stressed. By diversifying work with "light duty" wellness classes, staff will rebound with resilience, as they enjoy greater diversity in their work, a break from the toughest cases, and no paperwork. Best of all, the classes can be taught by unlicensed clinicians.

Arudia has been working with behavioral health direct care staff, managers, and executives for over a decade. Everyone works hard. However, front-line managers' lack of management and resilience training often hinders both the ability to provide services and retention. Arudia can help you invest in your staff directly through resilience-based management training that cascades to all staff.

Sydney Blair, an MHCA member and CEO of the Center of Mental Health says:

"Our leadership team loved participating in Arudia's Learning Collaborative Management Academy Core Managerial Excellence Training and are eager to continue with the additional monthly webinars. I personally know from working with Arudia for the last few years that our leaders will learn more than just tactical skills; they will also gain personal professional growth. I am excited in how Arudia's supportive coaching will support them in learning how to face our field's ongoing challenges with resilience, creativity and innovation."

If you want to find out more, we invite you to [watch our December 17 Webinar](#) on the Behavioral Health Trifecta. And, whether you want to discuss challenges with culture, accountability, and staff burnout, or how to fortify your financial security as you better service your communities, please reach out. We'd love to talk!

Arudia
STEP INTO POWER



The Learning Collaborative Management Academy: High-End Leadership and Management Training for a Fractional Cost

During these times of scarcity and stress, it's important to recognize that training managers serves to shore up your financial security and stability by creating a more able and resilient workforce who solves problems more readily.

Support your staff with training that will:

- Re-energize your workforce
- Impart c-suite managerial skills
- Provide training that sticks
- Cascade training to staff
- Shore up financial security

Find out why **mhca** members like Sydney Blair, Center for Mental Health CEO, say great things about Arudia - Call Anne Collier at 202.449.9751, ext. 1, or [CLICK HERE!](#)

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