



WESTCARE FLORIDA LOGIC MODEL

What Do You Want to Sustain?	How Will You Measure Your Progress?
<p>MISSION WestCare empowers everyone with whom we come into contact to engage in a process of healing, growth and change benefiting themselves, co-workers and communities.</p> <p>VISION WestCare will devote its best collective and individual efforts toward “uplifting the human spirit” by consistently improving, expanding and strengthening the quality, efficacy and cost-effectiveness of everything we do in building for the future.</p> <hr/> <p>DESIRED RESULTS</p> <ul style="list-style-type: none"> • Sustainable Funding • Innovative Practices • Positive Image and Reputation • Client Outcomes • Superior Staff Relations <hr/> <p>CONDITIONS AND CAUSES</p> <ul style="list-style-type: none"> • Contract compliance • Funding priorities • Customer relations • Less funds, more competition • Marketing ability • Adequate resources & qualified staff • Innovation • Market demand • Best practices/evidence based • Recognition and awards • Staff performance & reward systems • Media coverage • Consistent, defined standards • Documentation & QI • Staff retention & performance review • Staff morale, supervision & support 	<ul style="list-style-type: none"> • INDICATORS • Total # of grants submitted; increased revenue from grants • Identification of prospective donors; financial contributions and donations • Client:staff ratios are maintained for quality care • Adequate administrative infrastructure (indirect) • Readmission rates, return to work, LOS • Establishment of alternative program models • Client & stakeholder satisfaction survey results • Agency recognition and contract audits • Media advisories and focus group results • Client outcome measures: urinalysis, self report, law enforcement involvement, housing and jobs • Staff retention, worker’s compensation claims, staff feedback and performance evaluations <hr/> <p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Grant development data base, Donor Perfect • Program specific data base for client:staff ratios • Medicaid manual and position control report • HR assessment; comparative time study • Timely and monthly financial statements • Admission/discharge & drug court data bases • External reporting systems (GPRA, SISAR) • Program data base (excel) • Hard copy audit reports • Stakeholder surveys, media database, recognition measures (new) and focus group reports • Outcome database and evaluation reports • HR database, worker’s comp carrier claims, staff meeting minutes, staff survey (blinded) and performance evaluation average scores



<p>STRATEGIES</p> <ul style="list-style-type: none"> • Meet funder goals and expectations; identify and understand funding priorities • Practice excellent customer relations • Establish new, innovative fund seeking strategies • Market program accomplishments and availability • Maintain adequate levels of personnel and resources to do the job; recruit highly qualified staff • Come up with innovative concepts and practices based on what is being done in the field • Research and know what customers and vendors want • Research, understand and implement best practices that are evidence based • Achieve and enhance recognition for image and reputation by prioritizing, rewarding staff, increasing media coverage and participating in award programs • Develop program specific definitions of successful outcomes, document them and practice quality improvement. • Improve staff retention using annual performance and continuous feedback • Focus on communicating with staff and supporting them on a personal and professional/supervisory level to increase staff morale 		<p>ACTIVITIES (continued)</p> <ul style="list-style-type: none"> •Apply for flexible and unrestrictive funding •Respond to funders using data-based, innovative and evidence based approaches •Develop new funding strategies beyond grant funding •Be proactive using political advocacy activities; expand amongst more staff •Publish corporate newsletter, annual report, fact sheets and targeted materials •Promote positive media coverage and community presentations •Hire qualified staff and analyze appropriate resources to support activities •Brainstorm innovative concepts, analyze service gaps, encourage risk taking and respond to funder needs in cutting edge ways •Conduct quarterly QI meetings •Conduct literature review, attend conferences, contact model programs and replicate •Offer training using certified trainers and a published list of best practices •Implement evidence-based practices and seek planning grants for flexible funding •Accomplish agency branding using unrestricted funds •Prioritize image and reputation activities throughout WC system using a marketing plan and marketing team •Use billboards to promote WC image •Implement employee recognition and reward program; involve more clients and appropriate staff in image building with Speaker's Bureau •Establish media policy for WC using case studies, improved media relationships, exploitation of media "hot issues", WC experts, pro bono advertising and WC-sponsored conferences and awards •Increase self promotion activities (i.e., submit applications for recognition awards) •Establish comprehensive program by program outcome measures and evaluation plans •Increase evaluation resources including personnel, consultation and documentation systems and QI processes. •Create a staff retention plan, use management consultation, hold staff retreats and solicit staff feedback, implement meaningful benefits process Provide supervisor training and increase regular meetings and informal opportunities for discussion and interaction with top management, promoting support for staff both professionally and at a personal level
<p>ACTIVITIES</p> <ul style="list-style-type: none"> •Contract compliance using compliance tools, ongoing review, funder satisfaction surveys, funder contact & policies and procedures •Engage in research, conferences, contact with key experts and reading to know hot topics and priority, emerging issues •Implement training, audits, follow up activities and surveys for customer relations 		