



**GatewayRehab**<sup>®</sup>

Addiction Recovery & Self Renewal

## **STRATEGIC PRIORITIES 2023 - 2025**

### MISSION & PROGRAMS

#### **CONTINUUM OF CARE**

Continue to strengthen Gateway's continuum of care, focusing on discharge, recovery, aftercare, and follow-up services. Develop alumni network and other programs promoting long term sobriety.

#### **TELEHEALTH**

Determine how and where to increase the use of telehealth to expand reach and increase continuum of care services.

#### **PARTNERSHIPS**

Expand partnerships with referral sources and hospitals, to include embedding staff in these organizations.

### SUSTAINABILITY

#### **FINANCIAL**

Diversify the payor mix to maximize funding streams that can support the entirety of Gateway's continuum of care.

#### **OUTCOMES**

Measure outcomes to demonstrate efficacy of Gateway model enhancing value-based care reimbursement.

#### **BRANDING**

Establish the Gateway and Greenbriar brands to capitalize on longstanding regional presence and enhance the organization's reputation.

### TALENT

#### **STAFFING & RETENTION**

Make Gateway Rehab a great place to work. This will allow Gateway to become fully staffed, attract talented people, and increase employee retention.

#### **INTEGRATION**

Fully integrate Greenbriar into Gateway while preserving the strengths of both organizations and ensuring consistent standards across the entire organization.

#### **TRAINING & DEVELOPMENT**

Improve staff training and development, focusing on employee onboarding, Gateway's values, management development, and training in the area of mental health.

### OUTREACH

Increase opportunities for outreach and engagement that will better inform the public, funders, and potential staff about Gateway/Greenbriar and its services.