



The Checklist for Behavioral Health Growth

If you're thinking about starting on a growth journey, or are already pursuing expansion, we've put together the checklist below to help you at every turn.

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You'll likely have more questions you need to be asking yourself based on the unique needs and positioning of your behavioral health organization. But, these questions offer you reminders and checks to prevent you from having your successful growth undermined by something you could have addressed before it becomes problematic.

Strategy

- Why do you want to grow?
- How does business growth align with your mission and values?
- Do you have the necessary technology, processes, and people in place to accomplish growth?
- What's your motivation for expansion? Waiting list, new LOS, new demographic (military), higher finance gain?
- How quickly do you want to grow, and why?
- What are your current strengths and weaknesses, and what mitigation do you have in place to address weaknesses?
- Do you have a clear idea of your budget, and do you have the funds and cash flow to support growth?
- Are you considering private equity investment?
- What type of growth will help you achieve your goals—service, de novo, or mergers and acquisitions—and why? If you're not familiar with those terms, check out our white paper, *The Growth Challenge*.
- How will you manage your brand and marketing strategy in any new areas?
- Is there buy in from the appropriate stakeholders, such as your business development team, clinical team, and administration? If not, why isn't there?
- Is it worth finding and hiring a consultant to help?
- Do you have a time-bound roadmap with quantifiable goals?
- What programs are available to provide special financing or grants?



Operations and Administration

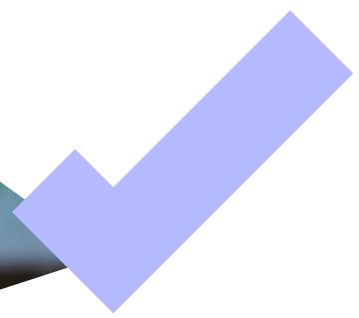
- Will you be able to provide continuous, quality care to patients through growth?
- Are you going to build a new building or occupy an existing space?
- What's your organization's current bandwidth, and what will it be in the expansion?
- How mature is your behavioral health business model?
- Do you want to add specialties, such as intensive outpatient programs, detox, and medication-assisted treatment?
- Do you have standard operating procedures (SOPs) for admissions, operations, training, compliance, billing, outcomes, and any other relevant areas?
- Are you talking to your payers about your growth?
- How are you deciding your programming? Are you using data, or going on a "gut feeling"?
- How do we create a program that meets the needs of our expected client base?



Market dynamics



- Do you know the location you want to open in?
 - Why do you want to open in that location?
- Who are the competitors, and how is your organization different from them?
- What's the reimbursement and licensure process like in the new area?
- Do you understand what the market looks like—demographics, municipalities (neighborhood/business associations)?
- Is the community welcoming?
- Are there organizations and potential partnerships to be aware of and open ties with?
- Is there detox available?
- What's the cost for marketing?
- Have you been getting referrals from operators at the desired location?
- Do you understand the culture in the market?
- Do you understand how to bill here, and is there anything that can interrupt cash flow?
- Is the payer mix in that market different from your current one?



Technology

- Are you currently making the most of the technology you have?
- Can your technology stack scale?
- Do you have the right technology for multiple locations?
- Does your technology support centralized operations?
- How does your technology seamlessly collect disparate data into one reporting channel and do you have a plan for analyzing it?

Staff

- Do you have the management and leadership to support your staff?
- What's your plan for preventing staff burnout during growth?
- How do you find staff to begin with?
- What's the local candidate pool like?
- How do you filter out the best therapists and direct care staff?
- Do you have the right training programs in place to educate staff on tech, processes, and more?

Compliance

- Do you understand regional/state compliance regulations?
- What is your plan for conducting internal audits to ensure compliance?
- If you're not already joint commission certified, does it make sense to do it prior to expanding?
- If you lose a key employee or function, what is your continuity plan?
- Are you trying to obtain or keep a license or accreditation, or are you looking to create actionable data for quality improvement?



Ready to start—or continue—your growth journey?

Reach out to us today to schedule your growth assessment and learn how Kipu can help you scale.

kipuhealth.com

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