

### BestCare Treatment Services



Through proven motivational techniques, BestCare professionals help clients identify the outcomes that are most important to them. We want our clients to be comfortable with their choice because choosing the right treatment facility is key to achieving a successful, long-term recovery. We offer detoxification services, outpatient, intensive outpatient, and residential substance abuse treatment, as well as mental health services and special services for Spanish language clients, women, and inmates.

#### Aims

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Before this change project, only about 50 percent of the clients attending the weekly orientation signed up for services the night of the orientation. Of the remaining 50 percent, 15 percent eventually sign up, but 35 percent are never seen again.

This Change Project aimed to increase admissions by increasing the number of clients that sign up for intakes during orientation by 20 percent.

#### Changes

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Before making changes, we surveyed the clients to determine why they were not signing up for intake on the night of the orientation. They consistently answered that lack of money to pay for initial appointments prevented them from signing up.

As a result of this information, we decided to waive the fee for the initial intake appointment for one month at each of our facilities.

#### Results

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After we waived the fee for the initial intake appointment, we saw substantial increases in the number of clients scheduling intake appointments: 30 percent in the Bend office and 18 percent in the Redmond office.

In addition, the no-show rate for the initial intake appointment decreased from approximately 40 percent to 25 percent in both offices.

#### Lessons Learned

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We quickly reached – and exceeded – our capacity for group size and for conducting assessments in a timely fashion. As such, removing the financial barrier to scheduling an initial intake appointment proved cost-effective as well as clinically sound.

We are forecasting an additional 60 percent in revenue in the outpatient program from clients that come for a free initial intake appointment and continue in treatment. We will monitor our revenue as we continue to test this change in order to compare the actual results with this forecast.

## Next Steps

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As a result of this Change Project, our next steps are two-fold:

- We plan to implement the free initial intake appointments as our standard intake protocol while also monitoring our revenue to make sure that this process is financially sound.
- We can now also turn to the opportunities presented by the need for increased capacity to meet the needs of additional clients who continue treatment after the free initial intake.