

Technical Assistance Summary Report

The Centers, Inc.
Ocala, Florida
TI 024763

Dates Technical Assistance Delivered: August 1, and September 8–9, 2014

◆ Targeted Capacity Expansion, Technology-Assisted Care ◆

Prepared by JBS International, Inc., under Contract No. HHSS283200700003I/HHSS28300002T

Prepared for the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Treatment



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SAMHSA/CSAT Division of Services Improvement

**Clinical Technical Assistance Project
Technical Assistance Summary Report**

SAIS NUMBER (TA NUMBER) 4084	GRANTEE (NAME OF ORGANIZATION THAT RECEIVED THE AWARD) The Centers, Inc.	GRANTEE CSAT ID (OR TI) NUMBER TI 024763	PROJECT DIRECTOR Alma Rosario
ADDRESS 5664 SW 60th Avenue Ocala, FL 34474-5677		ADDRESS WHERE TA PROVIDED (IF DIFFERENT FROM THE AWARDEE ADDRESS) Teleconference from JBS International, Inc., headquarters	
TELEPHONE NUMBER 352-291-5428		FAX NUMBER	EMAIL ADDRESS arosario@thecenters.us
CSAT PROGRAM AREA LEAD (PAL/GPO) Dina Passman	PR OGRAM AREA Targeted Capacity Expansion, Technology-Assisted Care		RELEVANT ENQUIRY FACTOR Implementation Plan
NUMBER OF HOURS DEVOTED TO DELIVERING THIS TA 6		DATE OF SUBMISSION OF REPORT TO GPO 61T	
CHOOSE UP TO THREE TYPES OF TA AND SHOW DATE OF DELIVERY OF EACH			
Type of TA: Knowledge Dissemination		Date of TA Delivery: 8/1/2014–9/8/2014	
CHOOSE UP TO THREE MODES OF TA AND SHOW DATE OF DELIVERY OF EACH			
Mode of TA: Webinar		Date of TA Delivery: 8/1/2014	
Mode of TA: Telephone Consultation		Date of TA Delivery: 9/8/2014	
Mode of TA: Resource Dissemination		Date of TA Delivery: 9/9/2014	
CHOOSE ONE INTENSITY OF TA			
X Intensive <input type="checkbox"/> Targeted <input type="checkbox"/> Universal			
CSAT staff participating in the TA (include name[s] and title[s]) Dina Passman, SAMHSA Government Project Officer		Contractor staff participating in the TA (include contractor name[s], staff name[s], and position[s]) Dave Wanser, Technical Expert Lead Gordon Ng, Director of Web Development Leslie McElligott, Technical Assistance Manager Iris Chai, Technical Assistance Manager	

TA provider(s) participating in the TA (include name[s] and title[s])	Grantee staff participating in the TA (include name[s] and title[s]) Alan Alexander, Senior Information Specialist Alma Rosario, Quality Management Clinical Specialist, Targeted Capacity Expansion, Technology-Assisted Care Project Director Craig McKittrick, Senior Adult/Child Prevention Specialist Jennifer Wagner, Health Information Supervisor JD McFarland, Information Technology Systems Director Lew Whittiemore, Vice President of Medical Services Meghan Shay, Director of Mission Advancement Penny Napier, Director of Quality Management Robert Mann, Director of Citrus County Services Shanekia Taylor, Financial Analyst Tim Cowart, Chief Executive Officer Yvonne Hess, Vice President of Clinical Services
Other participants (include participants' names, titles, and affiliations)	
TA PURPOSE AND OBJECTIVES	
<p>A. Provide the TA purpose as extracted from the TA request (one or two sentences).</p> <p>Dave Wanser of JBS International suggested in his site visit report that The Centers upgrade or redesign its Web site to be more interactive. The grantee wanted assistance on this effort. Simultaneously, The Centers had requested TA 4085 related to guidance on developing a strategic plan for information technology needs. The two TAs are connected. A separate TA Summary Report will be submitted for TA 4085.</p> <p>B. Describe in detail the objectives as determined before and/or during the TA (identify the needs to be addressed during the TA).</p> <p>The TA requested assistance with redesigning the Web site. The TA team determined the most effective way to address the request was to conduct activities through TA 4085 to initiate efforts on the strategic plan as the first step in upgrading the Web site. The plan will seek to improve all aspects of the organization.</p> <p>C. Describe whether these objectives were met. If the objectives changed during the course of the TA, describe the outcomes that were met.</p> <p>TA 4084 initiated efforts to help clearly identify the grantee's need to first establish an information strategy and governance plan. After the grantee has a more developed strategic plan and clearer vision of what the Web site should accomplish, JBS will identify further support as needed.</p>	
ISSUES RELATED TO TA	
<p>Describe in detail the elements of TA directly provided.</p> <p>The TA team shared a marketing series available on the Ideas Exchange and informed the grantee that the scope of work for this TA request hinges on first addressing the strategies related to TA 4085. The team hosted a Webinar on strategic planning, held a conference call with the executive director, and provided information about patient portals for behavioral health organizations.</p>	

Discuss in detail the issues and/or questions identified during the TA, and indicate whether these issues require additional followup.

Because the TA request was expansive, the best approach was to first assist the grantee with planning, which had previously focused exclusively on updating the layout of the current Web site without considering other uses or a patient engagement and education portal. Once the grantee has a clearer vision of what the Web site should accomplish, JBS will identify support needed for the Web site development and content. If appropriate at that time, a new TA request may be submitted.

Were any TA products/materials developed or modified to deliver this TA? If so, briefly describe each and provide copies in an attachment.

The TA team tailored a strategic planning presentation for the grantee, which provided knowledge on organizational planning and readiness (see separate attachment 2). Additional materials regarding considerations for Web portal development were also provided (the other materials are not yet approved by SAMHSA and are therefore not included with this report).

Describe the impact of the TA. This section should describe the accomplishments, changes, outcomes, new learnings or insights emerging or resulting from the TA.

The need to redesign the Web site has forced the grantee to address the critical need for a comprehensive plan and to consider related policy and financial implications. Much planning is needed to articulate strategies for addressing the core issues of the organization as they relate to the Affordable Care Act and the Health Information Technology for Economic and Clinical Health Act.

Additional comments or concerns

Additional action steps concerning Web site redesign hinge on the development of the information strategic plan (TA 4085).

Attachment 1

Technical Assistance

Action Plan: Considerations for Action

Grantee Name	The Centers, Inc.
Grantee Address	5664 SW 60th Avenue, Ocala, FL 34474-5677
Grantee Phone Number	352-291-5428
Date(s) of TA	9/8/2014–9/9/2014
SAIS Number (TA Number)	TI 024763
Grantee Contact Person	Alma Rosario
Government Project Officer	Dina Passman
TA Provider(s)	Dave Wanser, Leslie McElligott, and Iris Chai
Current TA Reality/Need <p>The JBS TA team was unable to assist with the request to redesign the Web site, but provided guidance to The Centers in developing a strategic and governance plan to help the organization take the appropriate steps toward achieving its technology goals, including reshaping the Web site into an engaging and education tool.</p>	
TA Vision/Goal <p>The goal of the TA was to help the grantee leadership understand the importance of developing a plan before executing steps for redesigning the Web site to be used as a patient engagement and education portal.</p>	
Implementation Steps¹ (Describe what needs to be done to achieve the goal) <p>The Centers will need to establish a comprehensive information plan before implementing a Web site redesign.</p>	
Responsible Person (Who will implement the steps?) <p>The information technology department and executive leadership of The Centers will work together toward achieving the goal of an updated Web site.</p>	
Timeline (When [date/month] will implementation begin? When [date/month] will it be completed?) <p>The implementation of the Web site redesign will begin once a strategic information plan has been established. The Web site development and subsequent enhancements will be ongoing to address the needs of the clients.</p>	
Resources (people, time, and materials available and needed) <p>Resources for the implementation will include the Webinars and documents the JBS team provided.</p>	
Potential challenges (What potential challenges may impede completion? How will these challenges be overcome?) <p>Potential challenges may occur with the leadership feeling pressure to complete a Web site update in advance of developing a detailed requirements analysis and strategic plan.</p>	

¹If the implementation steps, responsible person, timeline, resources, challenges, changes to look for, and evidence of success apply to more than one goal, clearly distinguish the goal(s) to which they apply.

Changes to look for (What are the benchmarks for knowing progress is being made?)

The contact at The Centers (Alma Rosario) will inform the TA team of any relevant actions the leadership has taken toward developing an information technology plan. This information will follow the completion of TA 4085 since the two requests are connected. JBS will also follow up with the grantee to inquire on progress or any issues the grantee may be experiencing.

Evidence of success (How will the grantee know the goal has been achieved?)

A smooth implementation of the Web site redesign will result from an effective plan.