

More Than a Consultant: How Hickory Recovery Network Found a True Partner in Behavioral Health

A behind-the-scenes look at how one behavioral health organization turned to SimiTree for hands-on support — from the hospital floor to the revenue cycle.



When Hickory Recovery Network set out to strengthen operations across its psychiatric and substance use disorder (SUD) facilities, they knew a traditional consulting engagement would not be enough. Consulting firms are plentiful, what Hickory needed was a partner that truly understood behavioral healthcare and could step in with practical, hands-on support. They found that partner in SimiTree, drawing on SimiTree Behavioral Consulting, SimiTree Talent, and SimiTree's revenue cycle management (RCM) team.

For Anthony Motsinger, VP of Field Operations at Hickory Recovery Network, the relationship has redefined what an outside partner can be. *"From the beginning, it felt less like working with a consultant and more like adding experienced people to our own team,"* Anthony shared. *"They mesh so well with our corporate culture that it's often difficult to tell whether someone is a Hickory employee or a SimiTree employee."*

MOVING FROM ADVICE TO EXECUTION

Like many growing behavioral health organizations, Hickory faced challenges that could not be solved with a set of recommendations alone. They needed answers to pressing questions:

- Who can we call when a facility needs experienced support onsite — fast?
- How do we fill critical leadership roles that have been open for weeks?
- How do we build a successful revenue cycle partnership while continuing to grow?

SimiTree's integrated model allowed Hickory to address each of these with a single partner. One that doesn't just advise but helps execute. As Anthony put it, *"They do not just give you recommendations and walk away. They help you execute."*

HANDS-ON SUPPORT, WHEN AND WHERE IT'S NEEDED

SimiTree has supported Hickory across multiple operations at its SUD and psychiatric hospitals, providing onsite facility support, day-to-day operational assistance, and help working through operational and financial challenges.

“We’ve been able to call and say, ‘We need someone there in 24 hours. Can you get there?’ And they show up,” Anthony explained.

One particularly impactful example came from SimiTree Talent. Hickory had a key position to fill in rural Iowa, a role its internal team had worked on for many, many weeks. Polly and the SimiTree recruiting team sourced a qualified candidate within a single week.

It was one of several hard-to-fill key positions SimiTree Talent has helped Hickory recruit for, strengthening leadership at the facility level.

“Whether that has been onsite support, operational assistance at our facilities, or recruiting for a difficult position, they have consistently been there when we needed them,” Anthony said.

That combination of onsite operational help and specialized recruiting means Hickory can respond to challenges as they arise, rather than waiting on lengthy engagements to get started.

1 WEEK

to source a candidate for a rural Iowa position that had been open for many weeks

IMPACT AND MEASURABLE RESULTS

Since partnering with SimiTree, Hickory has seen tangible gains:

- **Faster Access to Expertise** with experienced onsite support available within 24 hours when a facility needs it.
- **Stronger Leadership Pipelines** through SimiTree Talent filling hard-to-recruit key positions, including a long-open rural role placed within one week.
- **An Integrated Revenue Cycle Partnership** with reports produced on request and a shared approach to making outsourced RCM successful.
- **Clinically Grounded Guidance** from a consulting team of clinicians and operators who understand the intersection of clinical quality and operational needs.

“You are so much more than a consulting firm. You’re a true partner in our business success.”

HICKORY & SIMITREE BY THE NUMBERS

24 HRS

to get experienced SimiTree support onsite at a Hickory facility*

1 WEEK

to source a candidate for a key rural Iowa role open for many weeks*

15 MIN

response time to a question texted at nearly 9 PM*

**Results reflect Hickory’s specific experience. Individual results may vary based on location, scope of engagement, and resource availability.*

BRINGING CONSULTING, OPERATIONS, AND REVENUE CYCLE TOGETHER

Hickory's relationship with SimiTree extends into revenue cycle management, and working with an outsourced RCM partner was a new experience for the organization. SimiTree has helped Hickory:

- Request the reports and data its leadership needs and receive them in a reasonable amount of time.
- Learn, alongside SimiTree, how to structure an outsourced RCM partnership for success.
- Connect consulting, operational, and RCM efforts into one coordinated team.

"This is a learning experience for our organization in having an RCM partner," Anthony noted. "We've been able to learn with SimiTree how to partner with an RCM outsource to make it successful."

TaKeshia Dozier, SimiTree's VP of Behavioral Consulting, has been central to that coordination, serving as the connective tissue between SimiTree's consulting, operational, and revenue cycle teams.

"TaKeshia has been able to help coordinate this effort with us and bring the consulting and operational arms, and the RCM arm, together into one team," Anthony explained. "She's been a great bridge to ensuring the success of that partnership."

ONE PARTNER, ONE COORDINATED TEAM



Behavioral Consulting

Clinicians and operators providing onsite and operational support



SimiTree Talent

Recruiting for key, hard-to-fill leadership positions



Revenue Cycle

An outsourced RCM partnership with reporting on request

A BROADER PARTNER THAN EXPECTED

Beyond any single engagement, Hickory discovered just how broad SimiTree's capabilities are. What Anthony initially viewed as a consulting relationship has grown to include:

- Onsite support at Hickory's psychiatric and SUD facilities.
- Help addressing operational and financial challenges.
- Recruiting assistance for key positions through SimiTree Talent.
- Connections to specialized expertise whenever it's needed.

"I was honestly surprised by how broad SimiTree's capabilities are," Anthony said. "I initially thought of them primarily as a consulting firm, but they can do so much more. Having one partner that can support so many different areas has been incredibly valuable."

Just as important is who is doing the work. SimiTree's Behavioral Consulting team is made up of clinicians and operators rather than finance generalists, a distinction that matters in behavioral healthcare.

"They get our business," Anthony noted. "They understand the intersection of clinical quality and operational needs."

UNMATCHED RESPONSIVENESS AND SUPPORT

Anthony also credits SimiTree's team, particularly TaKeshia Dozier, for being accessible and responsive, and for digging into the details to solve problems quickly. *"She understands operations, finance, and the realities of behavioral healthcare,"* Anthony said. *"She is practical, responsive, and focused on getting things done."*

That responsiveness extends well beyond business hours. *"I had a question at almost 9 p.m. one night, and I texted a SimiTree employee,"* Anthony recalled. *"I had a response 15 minutes later."*

LOOKING AHEAD: A PARTNERSHIP BUILT FOR GROWTH

Hickory's focus is continuing to grow while maintaining clinical quality, consistency, and strong leadership across every facility. *"Growth creates opportunity, but it also creates complexity,"* Anthony said. *"Whether we need someone onsite, have a regulatory question at 9 p.m., need leadership mentoring, recruiting assistance, or help from TaKeshia and her team, we know we have a partner we can call any time of day."*

With revenue cycle, operational, and recruiting challenges inherent to any growing organization, Hickory sees the partnership remaining fruitful for many years to come.

SEE WHAT SIMITREE CAN DO

SimiTree empowers behavioral health organizations with clinically grounded consulting, hands-on operational support, specialized recruiting through SimiTree Talent, and revenue cycle expertise, all from a single partner. It's more than a consulting firm; it's a strategic partner.

Ready to see how
SimiTree can support
your organization?
[Contact us](#) today to
start the conversation.



