

Revitalizing a Legacy Institution

How SimiTree Helped Bournewood Health Systems Navigate Modern Healthcare Challenges



CLIENT OVERVIEW

Organization:

Bournewood Health Systems

Industry:

Healthcare (Psychiatric Services)

Established:

140+ years ago

Services:

Inpatient psychiatric care for adults and adolescents, partial hospitalization programs, specialized LGBTQ and Dialectical Behavior Therapy (DBT) programs, and co-occurring disorder treatment

THE CHALLENGE

Bournewood Health Systems, a psychiatric hospital with a rich 140-year history, found itself facing several modern healthcare challenges:

Increasing Competition:

Multiple competing partial hospital programs were emerging in their area

Stagnant Growth:

Their partial hospitalization programs weren't growing as projected

Evolving Regulatory Standards:

As a longstanding institution, they wanted to ensure they kept pace with evolving healthcare standards and procedures

Revenue Optimization:

They experienced difficulties with proper medical coding and billing practices

Need for Modernization:

Their established programs required a comprehensive "reboot" to meet current best practices

THE SEARCH FOR SOLUTIONS

Before partnering with SimiTree, Bournewood's CEO Maria Jackson interviewed several consulting firms. However, most consultants lacked specialized knowledge in behavioral health partial programs, particularly regarding programming and financial aspects specific to psychiatric services.

What distinguished SimiTree during the selection process was:

1. SPECIALIZED EXPERTISE

SimiTree demonstrated deep knowledge of behavioral health partial hospitalization programs

3. FLEXIBLE ENGAGEMENT

As a smaller organization, SimiTree worked within Bournewood's budget constraints

2. CONSULTATIVE APPROACH

Instead of simply selling services, they showcased their expertise, knowledge, and desire to be a real partnership.

4. AUTHENTIC PRESENTATION

Their initial meeting impressed the CEO with genuine expertise rather than sales tactics

IMPLEMENTATION EXPERIENCE

The implementation process with SimiTree was described as seamless. Maria noted that she *"sometimes forgot that SimiTree is [made up of] consultants"* because their integration was so natural. The process was well-explained and outlined, with SimiTree maintaining exceptional responsiveness to questions and concerns.

While cost considerations were present, open dialogue between the organizations helped manage these challenges effectively.

STRATEGIC PIVOT

What began as a targeted engagement to improve partial hospitalization programs evolved into a broader strategic transformation. SimiTree helped Bournewood:

1. RESTRUCTURE OPERATIONS

Identifying opportunities for organizational redesign

2. RIGHT-SIZE TO GROW

Strategic downsizing to enable future expansion

3. EXPAND SERVICE LINES

Launching Intensive Outpatient Programs (IOP)

4. OPTIMIZE HEALTH INFORMATION SYSTEMS

Enhancing efficiency while reducing costs

5. IMPROVE REVENUE CYCLE MANAGEMENT

Identifying missed revenue opportunities through better coding practices

6. MODERNIZE ELECTRONIC HEALTH RECORDS

Completing an EHR assessment and implementing improvements



RESULTS AND IMPACT

While still in the early stages of implementation, Bournewood has already experienced:

- ✔ **Increased Operational Efficiency:** Streamlined processes across departments
- ✔ **Cost Savings:** Particularly in Health Information Systems
- ✔ **Improved Communication:** Better interdepartmental coordination and less waste
- ✔ **Enhanced Regulatory Compliance:** Updated standards and procedures

The partnership has also positively impacted Bournewood's team:

- ✔ **Executive Support:** The Chief Nursing Officer and Chief Medical Officer appreciate SimiTree's data-backed recommendations
- ✔ **Staff Confidence:** Team members have responded positively to SimiTree's training sessions
- ✔ **Knowledge Transfer:** Staff have gained valuable insights from SimiTree's expertise

VALUE PROPOSITION

According to Maria, the most valuable aspects of SimiTree's service are:

1. Comprehensive Knowledge Base

Access to experts across various healthcare specialties

2. Problem-Solving Approach

"They always come back with answers"

3. Depth of Experience

Specialized understanding of behavioral health operations

4. Responsiveness

Consistent availability and support

5. Data-Driven Recommendations

Providing evidence to support strategic decisions

UNEXPECTED BENEFITS

Beyond the contracted services, Bournewood benefited from SimiTree's flexibility and willingness to assist with unexpected challenges. As Maria noted, when the hospital faces complex issues identified by SimiTree or through our discussions, Carey Sebera will develop a strategic plan and support, and work with Anthony Motsinger to offer additional SimiTree Expertise Services that can help.

Maria also highlighted the personal rapport developed between her and the SimiTree team. Anthony, Carey, and Cindy have been tremendously helpful and supportive. Having a strategic partner like SimiTree is invaluable.

FUTURE OUTLOOK

Bournewood envisions their partnership with SimiTree evolving into a long-term relationship, with ongoing consultation on:

- ✔ Industry trends
- ✔ Data analytics
- ✔ Key Performance Indicators (KPIs)
- ✔ Emerging healthcare practices

When asked about additional services that could enhance the experience, Maria indicated that SimiTree already provides comprehensive support, consistently rising to new challenges as they emerge.

RECOMMENDATION

Maria enthusiastically recommends SimiTree to other behavioral health organizations, citing their:

- ✔ Specialized knowledge in behavioral health
- ✔ Broad range of expertise
- ✔ Commitment to client success
- ✔ Problem-solving mindset

CONCLUSION

The partnership between Bournewood Health Systems and SimiTree demonstrates how specialized consulting can help legacy healthcare institutions navigate modern challenges. By combining SimiTree's expertise with Bournewood's established reputation, the organization is positioning itself for sustainable growth while maintaining its 140-year commitment to quality mental health care.

