

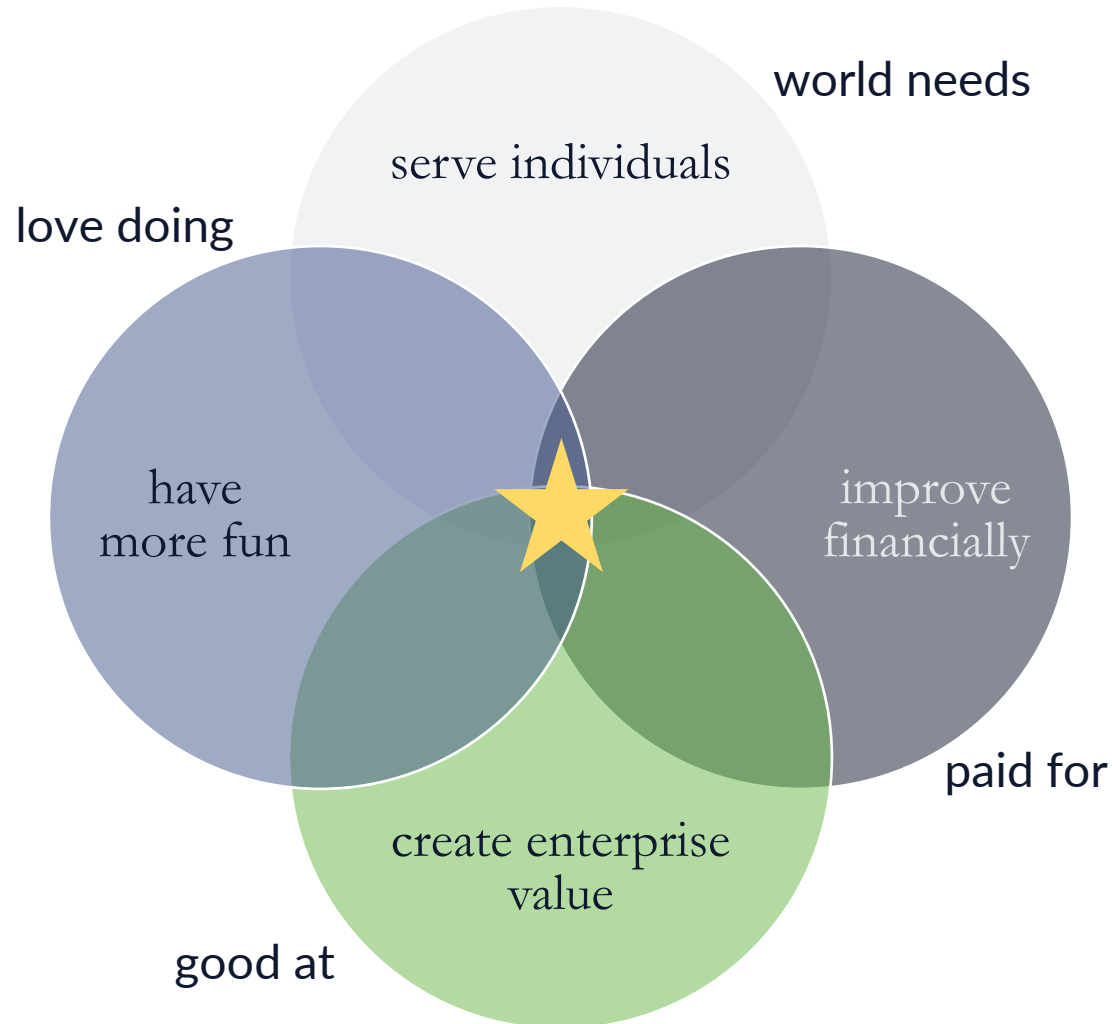


advaita collective

ADVAITA INTEGRATED MEDICINE + GREEN HILL RECOVERY

IKIGAI

organizational ikigai



Ikigai is a Japanese concept that translates to "a reason for being" or "a reason to wake up in the morning." The philosophy encompasses finding purpose, fulfillment, and satisfaction in life by aligning the four fundamental elements below.

- ✓ *what you love*
- ✓ *what you are good at*
- ✓ *what the world needs*
- ✓ *what you can be paid for*

what the world needs

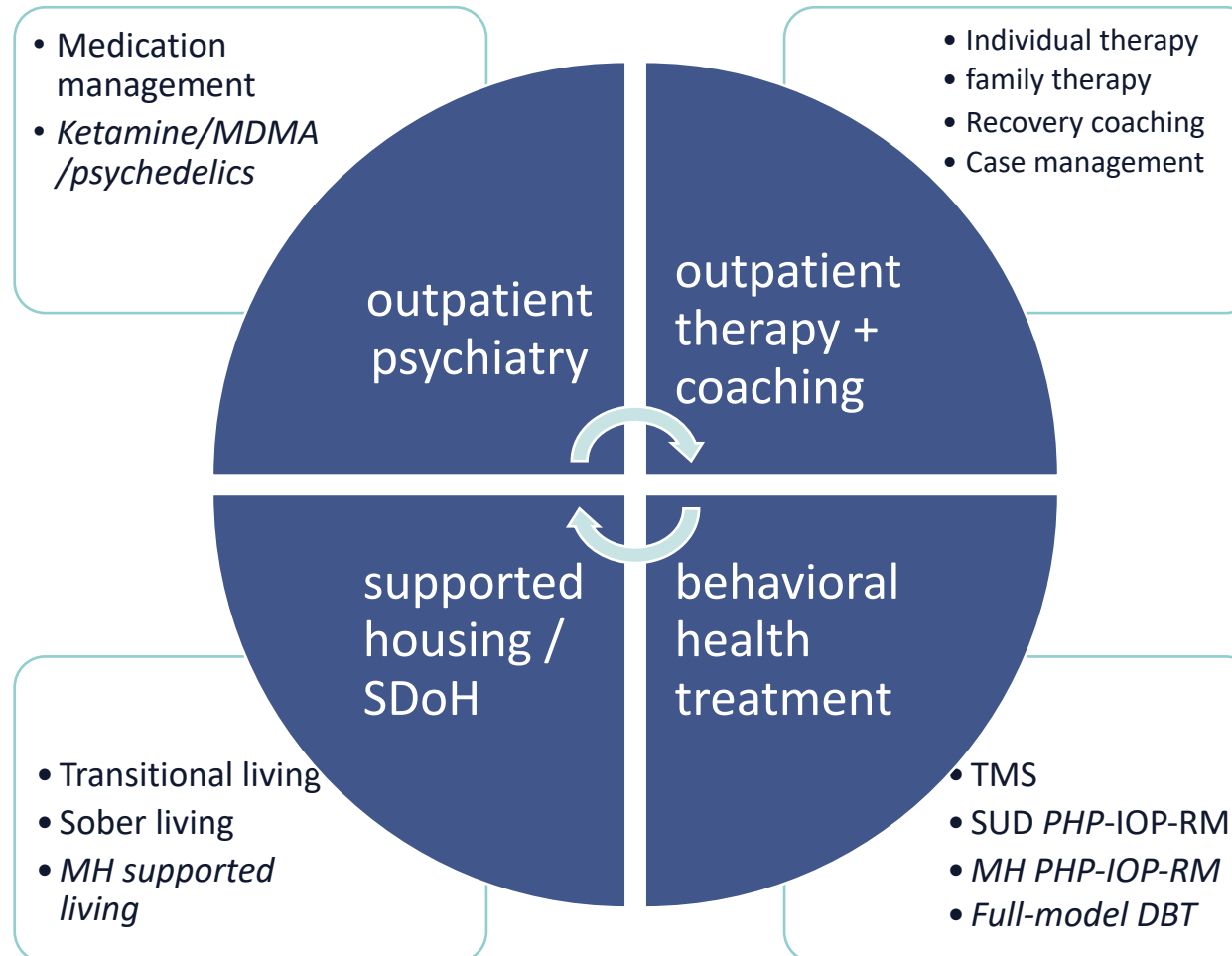
Building behavioral health services to increase the flourishing in our communities.

overview: serve individuals



Increase access & affordability:

- Contract with insurance companies
- Offer sliding scale services



Create courses, content, & continuing education

- *Recovery curriculum*
- *Mindfulness course*
- CEUs
- *Subscriber content*

what we get paid for

Improving the financial performance of the Advaita Collective. *No money, no mission.*

overview: improve financials



Increase Revenue

- See more patients / add providers
- Charge more money for existing services
- Increase revenue capacity
- Operate efficiently
- Introduce higher-margin services

Decrease Expenses

- Payroll
- Real estate
- Technology
- Debt service
- Marketing/business development

Increase Efficiency

- Decrease administrative burden on providers
- Decrease no shows
- Speed up the revenue cycle
- More efficient patient data/records collection
- Improve information/data sharing
- Performance reviews, quarterly conversations, annual reviews

what we are good at

Creating value for our patients, team, and the community at large.

overview: increase enterprise value

What is enterprise value?

Enterprise value refers to the total value of an organization. It includes operational, cultural, and strategic aspects in addition to financial metrics.

Advaita Collective Enterprise Value

- ✓ Patient satisfaction + clinical outcomes
- ✓ Financial performance
- ✓ Net promoter score (NPS): the quality of the organization's culture
- ✓ Market position and growth potential
- ✓ Intellectual property and asses
- ✓ Brand recognition and trust



How to
increase
enterprise
value

- Add NCDHHS licenses
- Add new lines of service
- Develop or deepen specialization (e.g. substance use treatment, DBT)
- Develop meaningful community partnerships
- Enhance brand recognition & trust
- Research + innovation
- Outcomes measurement/data
- Starting a sister nonprofit to provide funds for lower-SES individuals



what love to do

Creating opportunities for our team to find more enjoyment and satisfaction.

overview: have more fun



- Working with specific/preferred patient population(s)
- Improve, develop, and learn skills
- Develop mastery over
- Leadership opportunities & training
- Create a meaningful, healing work environment
- Team events + building community
- Having the desired work-life balance for the current season of life

Tripp's Personal Utility Function

- Yoga, meditation, and contemplative practices
- Building & creating: adding to the team, writing, podcasting
- Family time / less work stress
- Good food
- Relationships (work, community, family)
- Travel

interdependent ikigai

Magic happens when there's isomorphic alignment.

deliberately developmental



Deliberately Developmental Organizations

Look to drive (align) individual human flourishing and organizational growth as part of one interdependent and mutually reinforcing set of goals.



what we need to do, now

From the theoretical to the actionable, here's what we're focusing on to improve our ecosystem of care.

current areas of focus



- Optimize utilization
- Build/streamline financial processes (especially productivity pay)
- Implement new EHR + other technology vendors
- Streamline admissions process for all lines of service
- Increase capacity to serve and specialize

Staffing

- Medical assistant
- Psychiatrist
- 2x PA/NP
- Outpatient therapist(s)
- Managed care/group therapists