



CAMFT Strategic Plan

Joy Alafia, MBA, CAE
Executive Director



6 Months In...

Passion

Advancing professions

Measurable positive impact

Association Experience

17 years in association management

ASAE Diversity Executive Leadership
Program

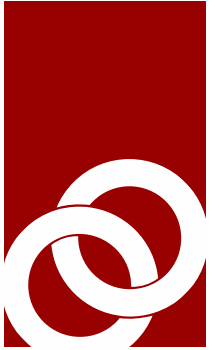
Education

B.S. Physics

MBA

Certified Association Executive (CAE)





Agenda

- 2019-24 Strategic Plan Results
- New Strategic Planning Process
- 2023-24 Strategic Plan
 - 2 Year Plan
 - 3 Initiatives
 - Medicare

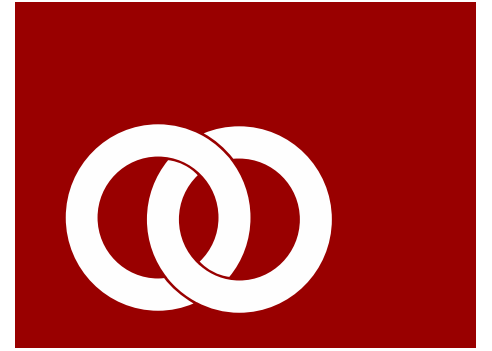


2019-2024 Strategic Plan

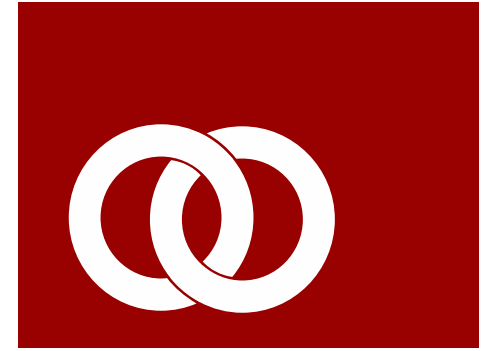


Advocacy

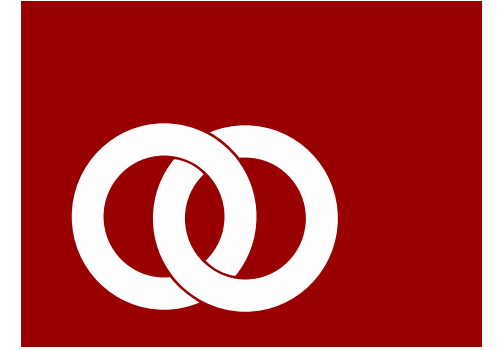
- Passage of SB 801 - updated MFT Scope of Practice
- Passage of SB 966 - which codifies a pandemic waiver to allow associate MFTs to work in FQHC's and RHC's
- Passage of AB 1758 - allows remote supervision of pre-licensees to include videoconferencing



Diversity Equity & Inclusion (DEI) and Social Policy



- CAMFT increased its involvement in social policy through the lens of diversity and inclusivity
- Published 7 social policy statements
- Published 8 Press release statements on social policy issues
- Published DEI Statement



Chapter Engagement

- CAMFT deployed resources to support chapters with business training to assist with recruitment, development, and member engagement with our chapters
- A 54% reduction in chapter leadership vacancies
- Utilization of CAMFT DEI consultations for 7 chapters
- Deployment of numerous other chapter resources

2023 – 2024 Strategic Plan





New Strategic Plan Timeline

- **August 30:** Hired Strategic Planning Consultant
- **October 7:** Membership Survey Closed
- **Early October:** Staff Retreat
- **Mid October:** Board Strategic Planning Retreat
- **Mid-November:** Published Final Draft Plan for Membership (Finance Committee Review/Approve Budget)
- **December 3:** Board Reviewed/Approved Strategic Plan
- **Mid December:** Plan published
- **Early January:** Membership Webinar



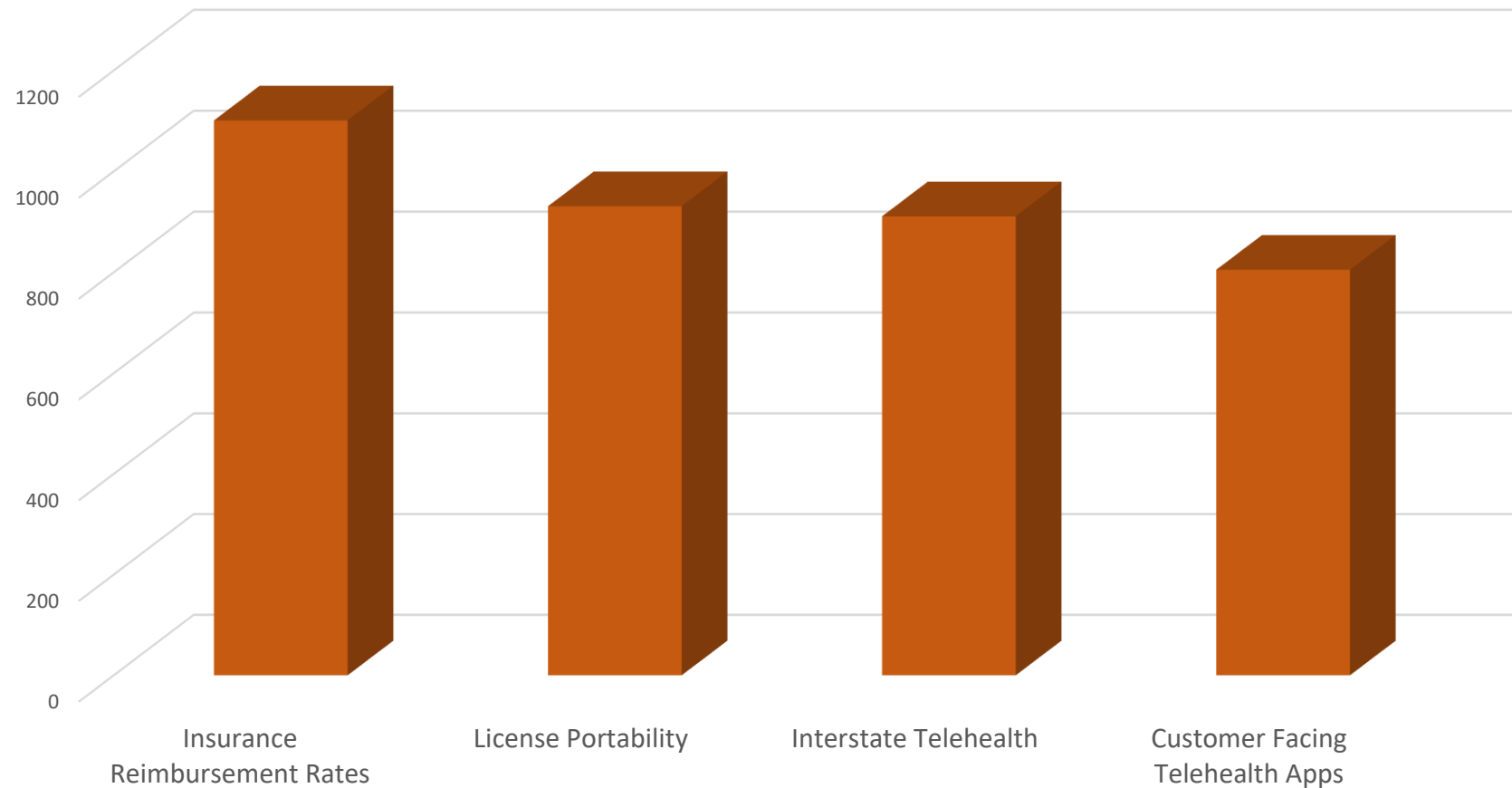
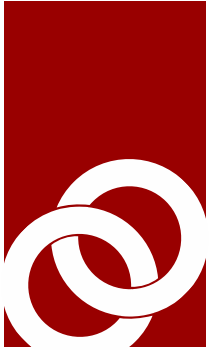
Highlights from Membership Survey





7.4% Response Rate

Biggest Concerns for Profession in Next 3 Yrs?



Poll: What will have the biggest impact on the profession in the next 5 years?



A: New regulation

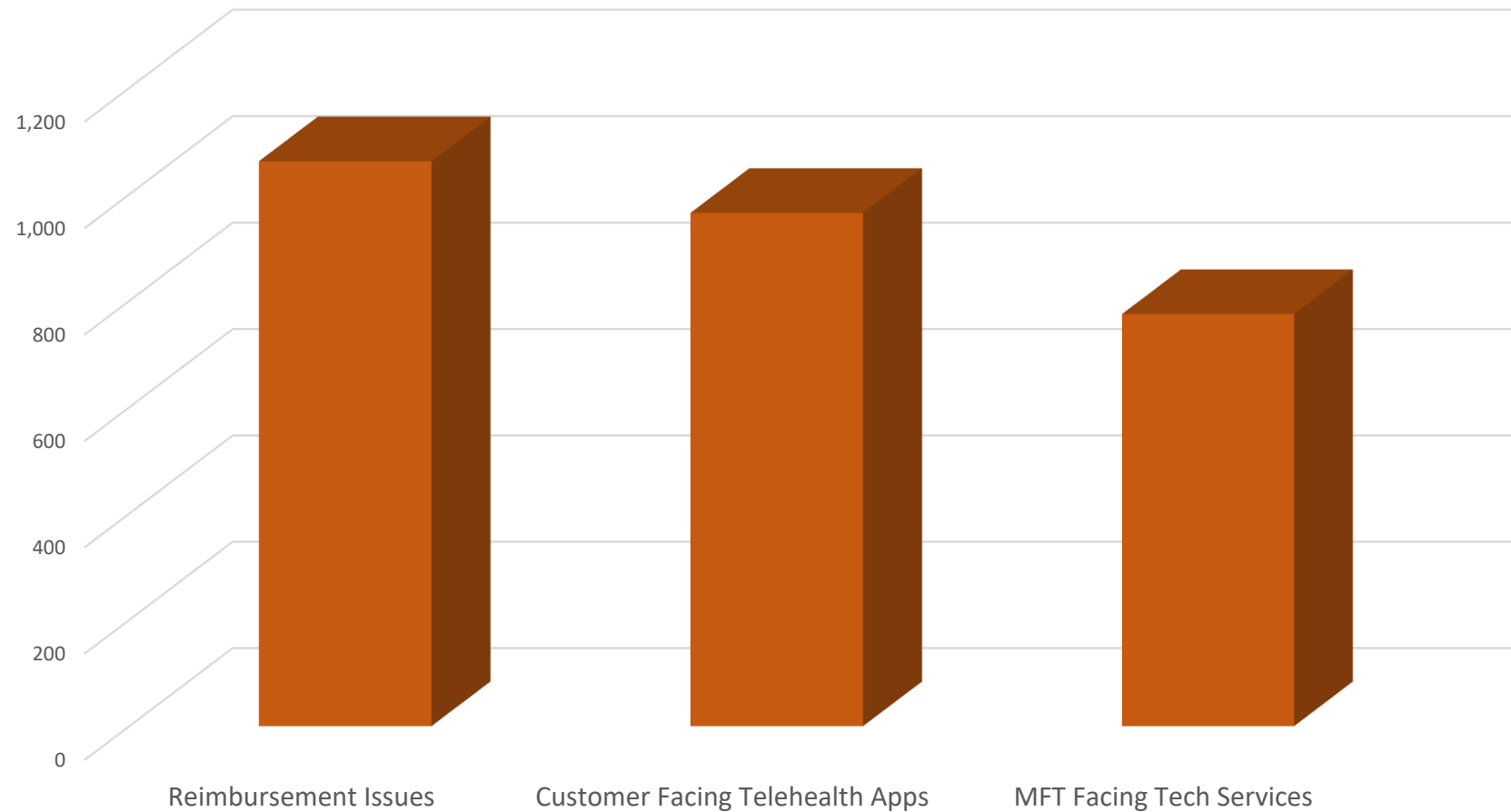
B: Reimbursement issues

C: Student debt

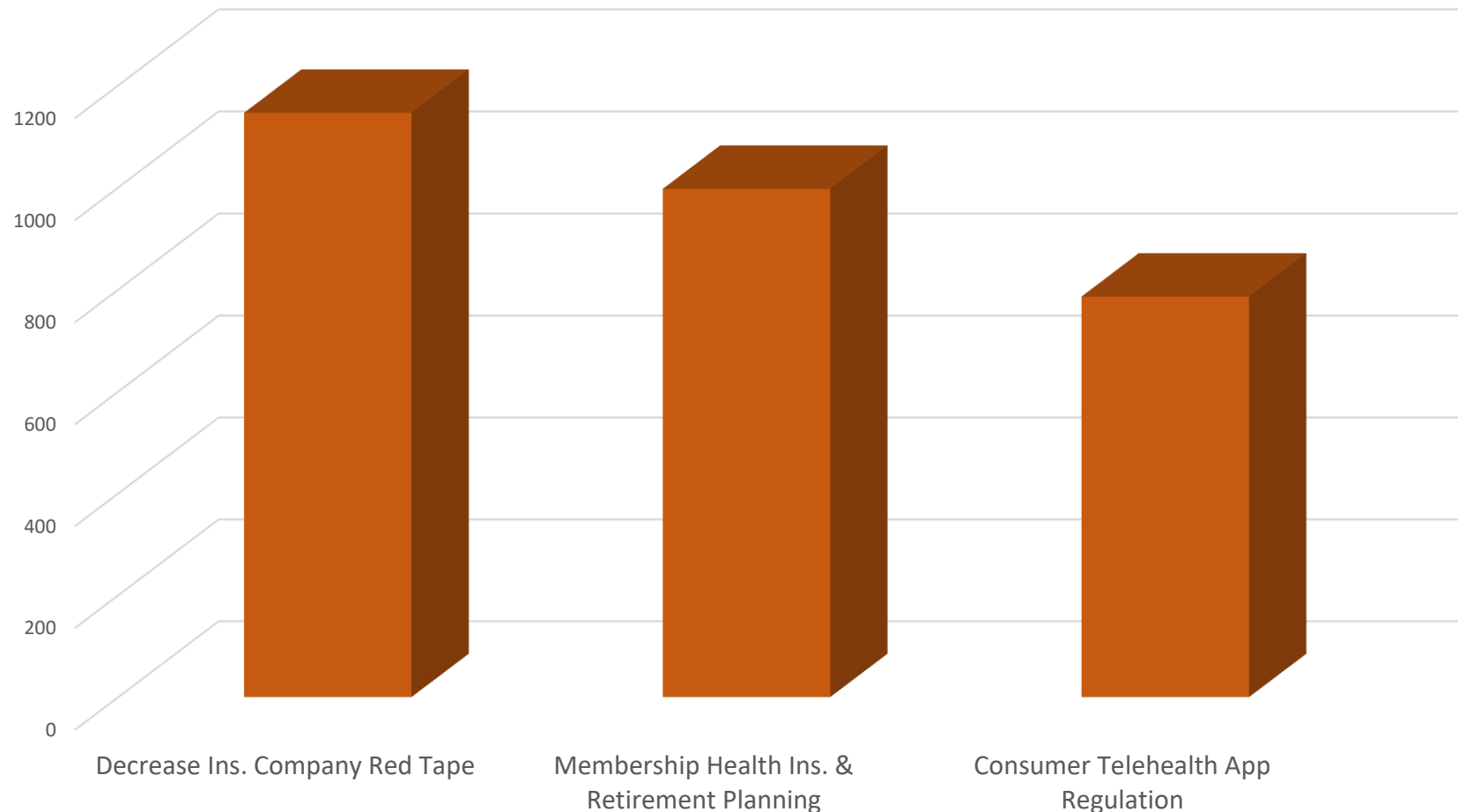
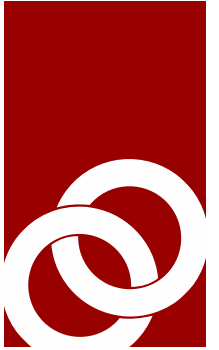


Answer:
B

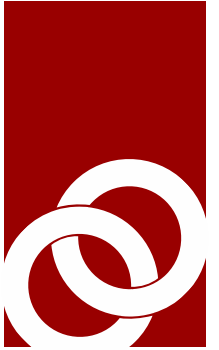
Biggest Impact on Profession in Next 5 Yrs?



How CAMFT Can Improve Members' Experience?



Most Beneficial New Potential CAMFT Offering for Members?





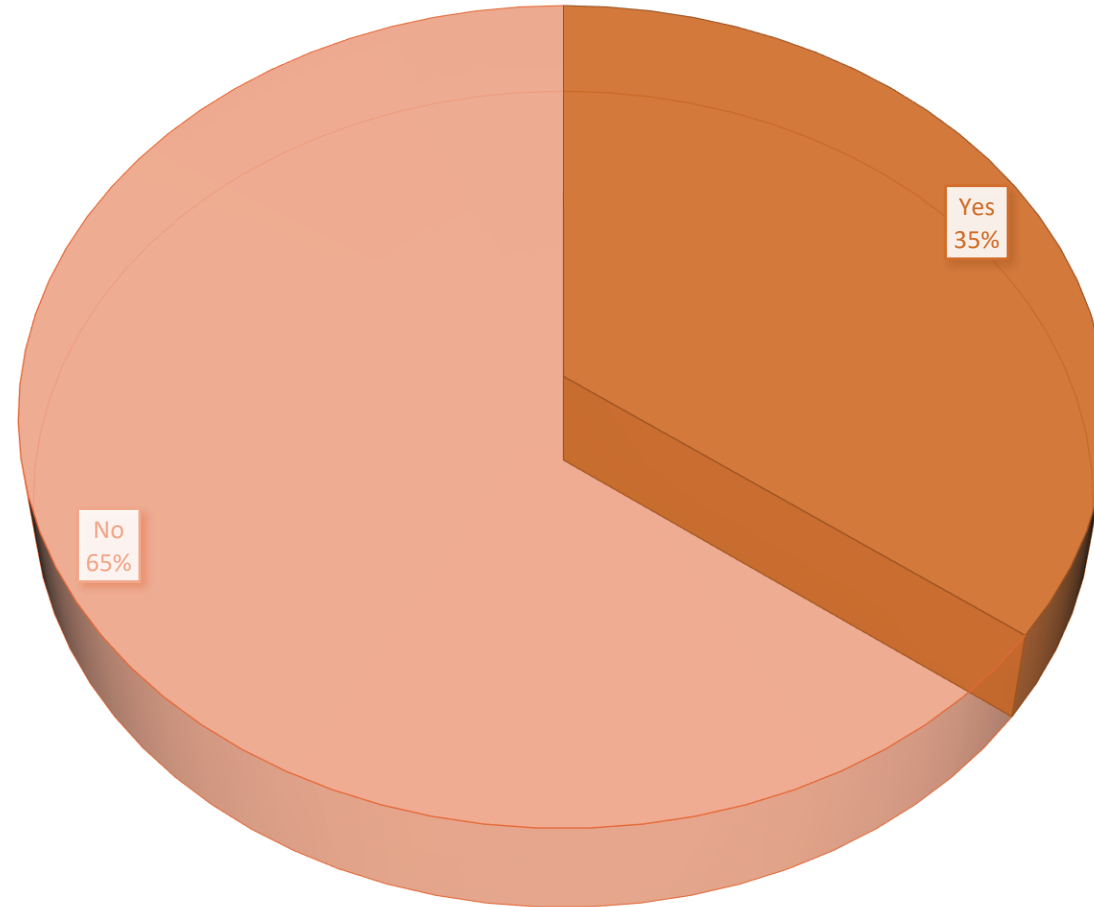
Poll: What is the purpose of CAMFT's PAC?

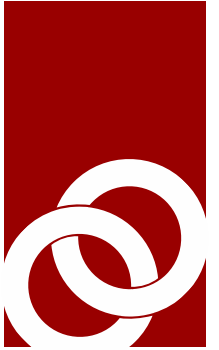
- A:** To provide financial contributions to candidates' political campaigns who support MFT issues
- B:** To provide financial contributions to regulatory entities
- C:** To provide funds directly to a candidate



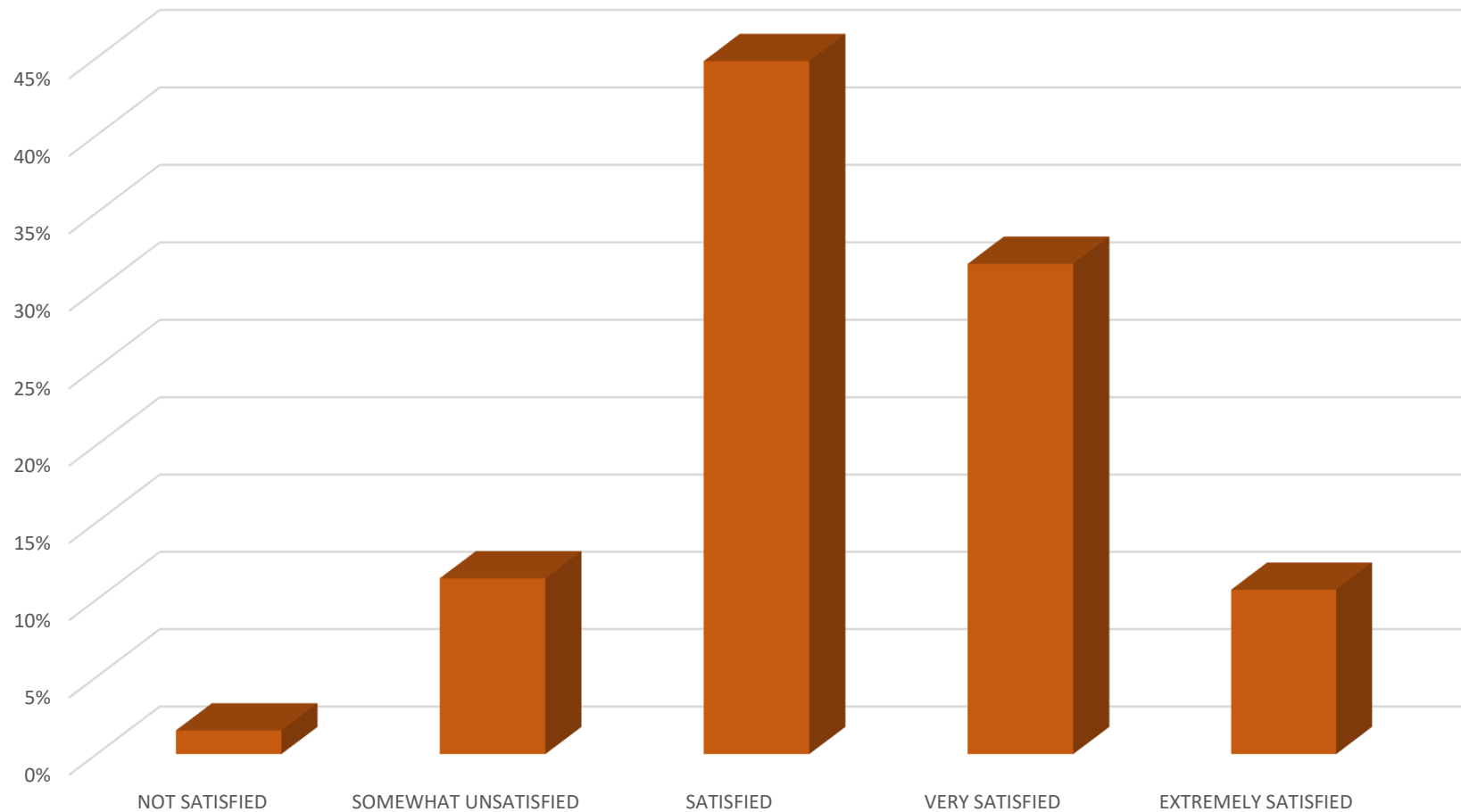
Answer:
A

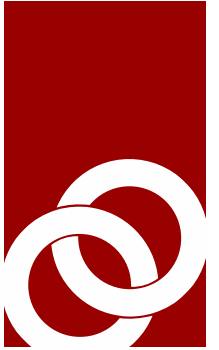
Willing to Make PAC Contribution?



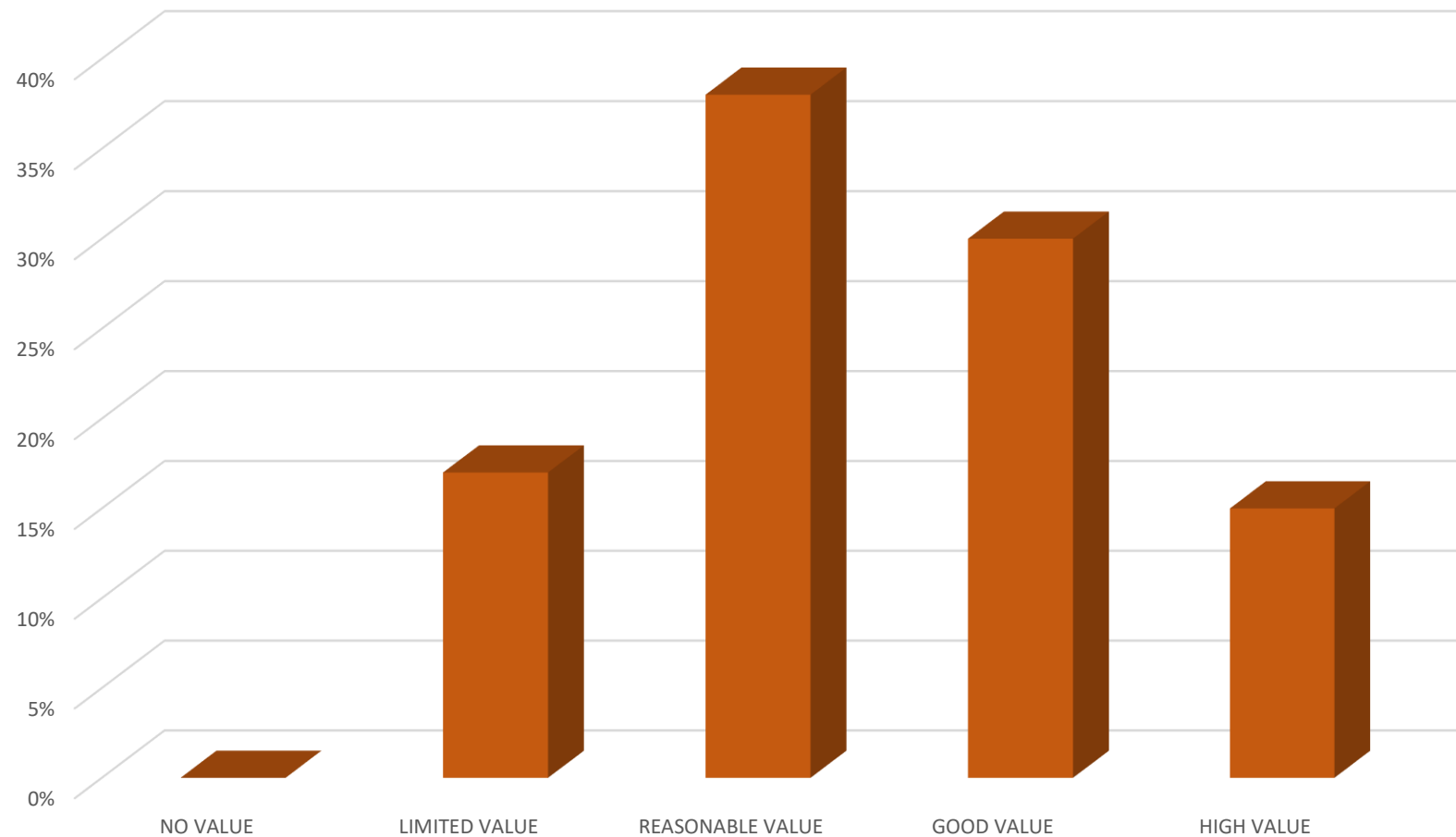


Satisfaction with CAMFT Membership?



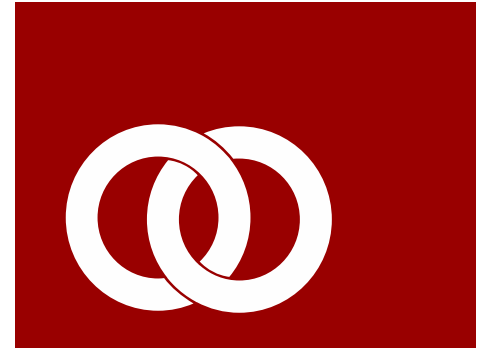


Financial Value of CAMFT Membership?



Additional Highlights

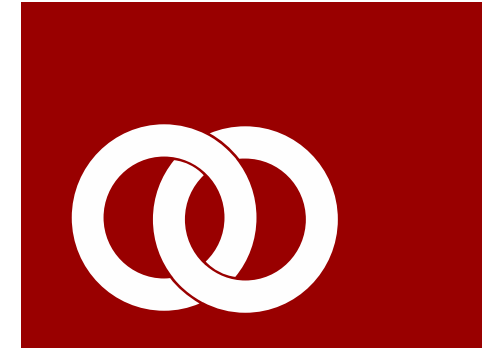
- 11% of those surveyed see clients via Telehealth Apps
- 45% of those surveyed use a Client Management System



Board Retreat



Board Retreat



Lisa Cox Romain
PhD, LMFT, LPCC



Robin Andersen
LMFT



Danah Williams
LMFT



Peter Cellarius
LMFT



Ava Phillips
LMFT



Juan Gavidia
PsyD, LMFT



Shannon Hanrahan
PsyD, PhD, LMFT, LPCC



Maureen Houtz
LMFT



Ronald Mah
PhD, LMFT



Victoria Rohrer
LMFT



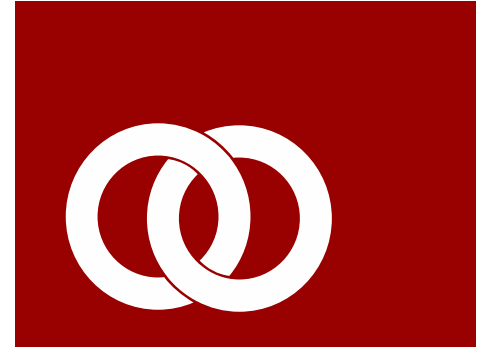
Barbara Young
LMFT



Rebecca Hines
AMFT

Board Retreat

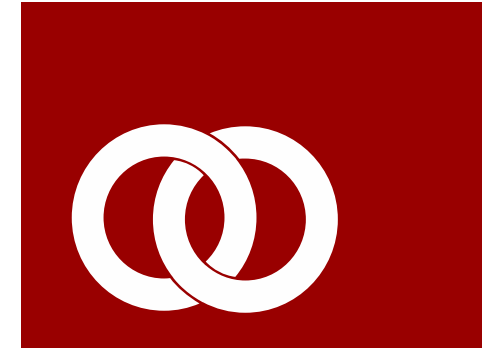
- Environmental Scan
- Key Drivers of Change
- Develop Goals, Strategic Outcomes, Investment



3 (SMART) Strategic Goals



Rooted in Diversity, Equity, Inclusion & Access



- 4 W's & 1 H
- Principle that will touch every facet of CAMFT
 - Programs, marketing, services, staff, volunteer leadership pipeline, training, committees, and infrastructure



Strategic Goal #1: Advocacy

Increase CAMFT's advocacy efforts to increase the pipeline of potential MFTs and expand opportunities for MFTs.

KEY METRIC: Launch a member educational campaign on license portability. Complete an outside audit of Medicare advocacy plan for deployable insights in advocacy efforts. Increase the number of State CAMFT' PAC member contributors by 65%.*





Strategic Goal #2: Membership & Marketing

Increase CAMFT's brand and membership value by (1) promoting members as the publicly recognized and preferred mental health provider and (2) expanding CAMFT's position as the essential resource for members.

KEY METRIC: Hire an advertising agency to identify the public's awareness of MFTs and launch an advertising campaign to measurably improve the awareness of MFTs among a defined public population. Separately, deploy a new compelling member product or service.





Strategic Goal #3: Technology

Prioritize the application of technology to streamline access for clients and simplify practice for therapists.

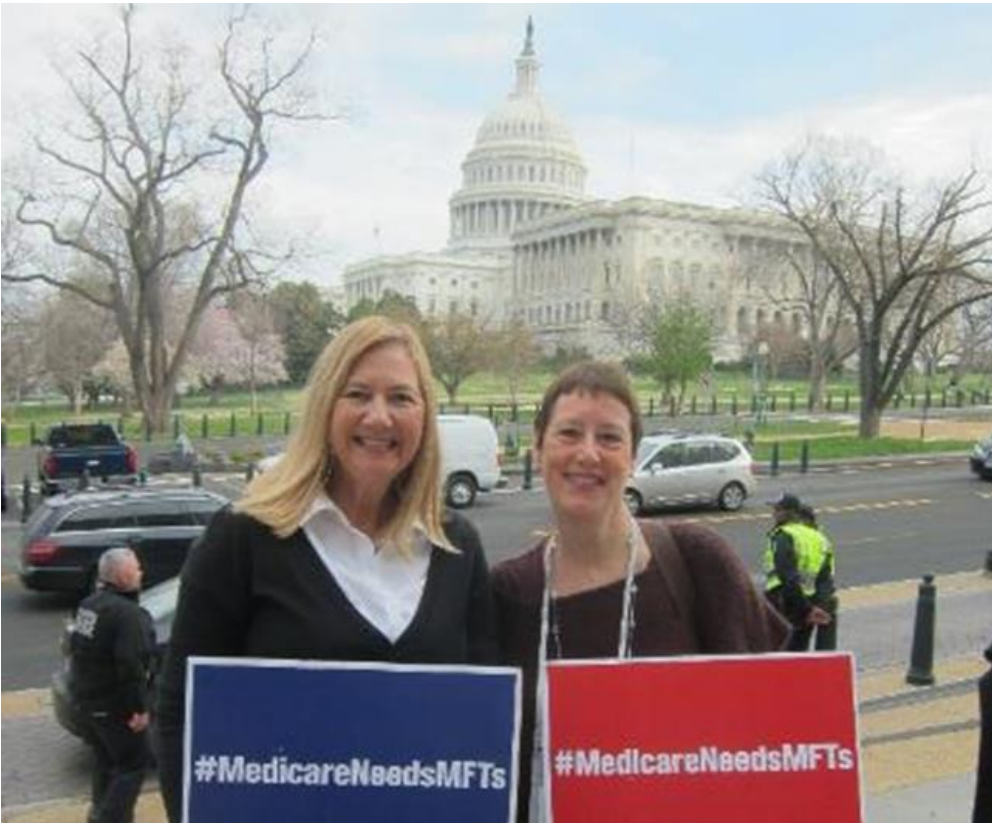
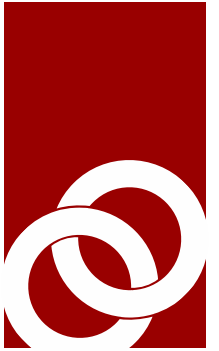
KEY METRIC: Engage consultants to help research and develop a five-year analysis of the application of technology in our business (impacting therapists and clients) and craft a robust, longer-term measure of success.



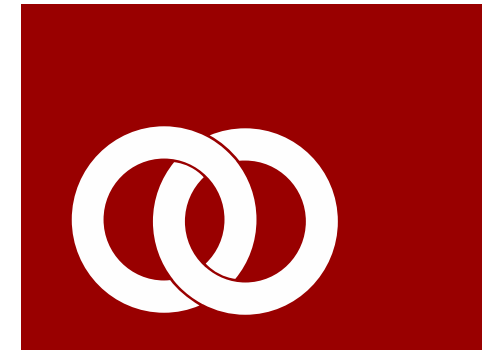
Medicare



Medicare Phase 1 – Legislative Advocacy



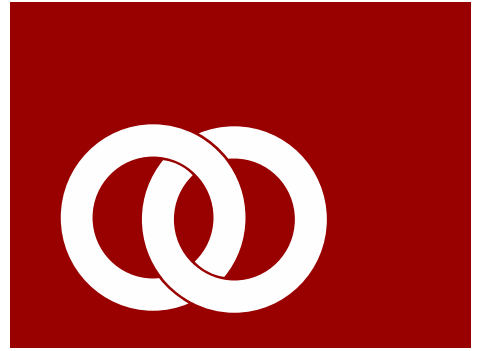
- The **Mental Health Access Improvement Act of 2021** bi-partisan co-authors in both the House (HR 432) and Senate (SB 828)
- Bill language ultimately incorporated in an Omnibus Bill
- President Biden signs bill into law on Dec. 30th
- Federal law codifies MFTs (and Counselors) eligibility to serve as Medicare Providers starting **January 1, 2024**
- 22+ years of advocacy on this issue
- Took a coalition working on many fronts
- Still need to maintain vigilant



You have questions... so do we!

- How do you become a provider? How do you bill?
- How do you opt out? What, if any, are the deadlines to opt out?
- What are the reimbursement rates? What's the timeliness for reimbursements?
- What are the telehealth rules?
- Can Associates qualify?
- How do you address provider appeals/grievances? How do you handle audits, office space, specific record keeping, etc.?
- Do you need an NPI#? How do you obtain one?
- How will this impact Medi-Cal?

Medicare Phase 2 – Federal Agency Engagement



- Begin dialog with the Centers for Medicare and Medicaid Services (CMS)
- It's been over 30 years since Medicare added a behavioral healthcare provider
- Continue to advocate for licensure parity within the program
- Ongoing relationship, similar dynamic to that of the BBS



www.camft.org/medicare

Q & A



THANK YOU

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