



Strategic Plan Summary

The Lake Area Recovery Center is focusing on three areas of improvement for the 2023-2025 Strategic Plan. The three areas are: Enhance Treatment Programs and Services, Improve Outreach and Engagement, and Sustainability and Growth.

Enhance Treatment Programs and Services

- Conduct a comprehensive review of the latest research and evidence-based practices in addiction treatment.
- Identify innovative treatment approaches and modalities that align with the center's mission, resources, and target population.
- Develop a plan to integrate these innovative approaches into existing treatment programs, considering feasibility, staff training needs, and potential impact.

Improve Outreach and Engagement

- Implement a referral program by developing relationships with healthcare professionals, therapists, and other stakeholders who can refer individuals to the center.
- Explore opportunities for collaborative initiatives, such as organizing workshops, seminars, or support groups in partnership with community organizations.

Sustainability and Growth

- Continue to enhance billing department in order to streamline our financial operations and to ensure timely and accurate invoicing and payment from our contracted insurance companies and our other payers.
- Maintain contracted services and add additional services/payers as they become available.
- Develop a project management plan to guide the implementation of facility upgrades and program expansion, including timelines, responsibilities, and budget considerations.



Mission

The Lake Area Recovery Center is dedicated to providing compassionate and evidence-based care for individuals seeking to overcome substance use disorders. Our mission is to empower and support each person on their journey towards lasting recovery and improved well-being.

Vision

The Lake Area Recovery Center is committed to being a leading provider of recovery services by offering effective, affordable, and accessible programs and services to its clients regardless of their ability to pay for services. The Lake Area Recovery Center will focus on providing appropriate, evidence-based practices and programs to the people it serves.

COMMITTEE MEMBERS

- Michael Murphy- Executive Director
- Jesse Wodrig- Deputy Executive Director
- Kevin Ellis- Clinical Director
- Joy Trenn- Finance Director
- Kyle Caudill- Head Outpatient Counselor
- Chrisy Carraher- Records Coordinator
- Laurel Hakkarainen- Residential Counselor
- Tasha Ziegler- Specialty Court Counselor
- Julie Ellis- Billing Coordinator