

Behavioral Health Consultation Services



We began for several simple reasons:

1

**We believe government can be a better purchaser
in health and human services.**

2

**We believe good organizations can grow
to be great organizations.**

3

**We believe organizations that plan strategically,
spend wisely and execute in unison will thrive.**

4

**We believe we can positively and sustainably influence
the system wherein the government and private sectors
collectively work in coordinated responsibility
for service delivery to children and families.**

With those simple tenets in principle, and through the
passionate focus of seasoned professionals who form

**THE
WASHINGTON GROUP**

we set sail on an incredible journey of

Serving You, So You Can Serve Others

Behavioral Health Consultation Services

ORGANIZATIONAL OVERVIEW

The Washington Group is a consulting firm hired by managed care, child welfare and behavioral health agencies who want to operate more efficiently and become better-positioned with their key stakeholders.

Perhaps our greatest asset is a deep understanding of the relationship between government and behavioral health.

Under the direction of our **Practice Director, Jeff Luce, LPC**, The Washington Group loves **“Serving You, So You Can Serve Others”** to improve your behavioral health service delivery.

Our behavioral health clients appreciate our versatility. We have experience in the state and provider contracting process, across service delivery activities, and in the regulatory process. Using these insights, we enable our behavioral health clients to expand their capacity in **Relationships, Growth, and Marketing**.



How can we serve you, so you can serve others?

Our firm was founded on a promise that we live out every day:
Serving You, So You Can Serve Others.

If your organization needs outside expertise in any of the three areas listed above, why not join us for an informal cup of coffee or a free 30-minute phone consultation?

Just call Jeff Luce at  678.679.3900

 jluce@washingtongrp.com

and we'll be happy to meet with you as soon as possible.



RELATIONSHIPS

Government administration, provider contracting, and the intersection of both

- We help our behavioral health clients put their best foot forward, whether in their relationships with the government or with community-level stakeholders.
- Understanding the inner workings of various departments is a key to developing successful strategies. We understand where government is “**coming from**” and where providers are “**going**”, which allows us to find the intersection of the two. We believe that government and managed care can “**purchase better**”, and we work to align our behavioral health clients with the needs of both of them.

Behavioral health service providers at the community level

- Buzzwords, trends, and the latest magic bullet often drive conversations around behavioral health. We skip past superficial concepts to time-tested strategies and solid data to position our clients for success.
- We help providers become licensed, expand their market presence, and compete for new business.

Payor Relationships

- We offer proven insight into how to best navigate and maintain these relationships while also evaluating your current contracts and pursuing better terms and rates from payors.

GROWTH

Managing Request-for-Proposals (RFP) responses for providers

- Our team members have successfully authored more than 30 successful responses to competitive procurements, generating tens of millions dollars of new business for our respective firms. We can help you identify and pursue opportunities that are a strong fit for your organization's mission and focus.

Positioning your organization for growth

- To develop an effective action plan to help you achieve your growth targets, we begin with the end in mind: a detailed vision of where you want to go. We then evaluate internal workflows and systems to help pinpoint areas that can be improved upon and optimized over both the short- and long-term.



- We can help you find achievable growth rates through our knowledge of network adequacy standards.
- We improve back-office technology support systems for our clients by “moving them into the cloud and out of the dirt!”

The difference in efficiency, productivity, and morale is tangible and exciting.

MARKETING

Communications optimization and website management

- We help our clients **revitalize** their brands and communicate more effectively by making dramatic improvements to the look and functionality of their websites.
- We create clear and compelling marketing content aligned to your vision, brand and target audience.



*“We love the art and science
of serving you well.”*

Mark A. Washington
Managing Partner

MARK A. WASHINGTON MANAGING PARTNER

Mark formed The Washington Group (TWG) in 2012 in response to the wide-ranging needs of child welfare, behavioral health agencies and managed care organizations in the public and private sector. Mark modeled TWG according to the philosophy of **“Serving You, So You Can Serve Others.”** as a daily mantra that those who serve the most vulnerable can improve and perform their work more effectively through stronger contract relationships, improved planning and strategies, and efficient systems.

He previously served as the Assistant Commissioner of the Georgia Department of Human Services, overseeing the state Division of Family and Children Services (DFCS) as the state’s Director. Mark also worked with the Annie E. Casey Foundation in child welfare systems consulting, and previously led the Kentucky human service and child welfare system as the Commissioner of the Department for Community Based Services. Mark entered the world of government administration from the private sector under the service of the health and human services Secretary Mark Birdwhistell as the Executive Officer for Health. During his Kentucky service, Mark led several redesigns for the private provider community that increased prevention and family preservation services by over 200%. Mark was the recipient of the 2008 National Leadership Award from Prevent Child Abuse of America, recognizing his leadership efforts to transition systems and funding into a prevention and preservation approach across the state.

He brings a unique perspective to child welfare from his roots and early career in business. His prior background includes roles as the Director of Consulting Services for the Midwest office of a Fortune 500 firm and a former public accountant in the small business practice for Ernst and Young LLP. Mark currently serves as the Chair of United Way of Greater Atlanta Financial Stability Network Collaborative. He has authored articles for the American Public Human Services Association Policy and Practice, daily newspapers, and interviewed frequently on the merits of child welfare privatization.

A Texas native, Mark also serves as Vice Chairman of the Board of Directors of Arrow Child and Family Ministries, a Houston-based national family services agency and as a Board member of Operation Mobilization USA, an Atlanta-based international missions-sending organization serving 110 countries and over 6,200 missionaries. Mark and his wife Kristie live in Cumming, Georgia with their four daughters. He enjoys movies, dinner dates with his wife and spoiling his daughters.



*“Behavioral health work done right,
is nothing short of miraculous.”*

Jeff Luce, LPC
Practice Director

JEFF LUCE, LPC PRACTICE DIRECTOR, BEHAVIORAL HEALTH

Jeff Luce joined The Washington Group after having served as the Director of Business Development for a large Georgia-based child and adolescent mental health services agency that grew from serving 15 clients a week to more than 250 during his tenure. He is a Licensed Professional Counselor in Georgia and has worked as a clinician for at-risk youth and children in foster care. Jeff is invested deeply in The Washington Group’s belief of **“Serving You, So You Can Serve Others.”**

A social services entrepreneur at heart, Jeff started his first business at the age of 17 and has been involved in numerous start-ups. When his first child was born, he began thinking about his long-term career path and desire to significantly impact others in the community. Jeff chose to return to graduate school at Georgia State University in Atlanta where he received a Masters of Science degree in Professional Counseling. He has served as a counselor in numerous settings, but it was during his time working at a licensed group home for children in foster care that his passion to serve at-risk youth and their families was crystalized. As a clinician, he led numerous initiatives including a first-of-its-kind, school-based program targeting high school students with family-centered clinical interventions who were on the verge of expulsion from school.

Jeff’s passion for excellent clinical work extends into his beliefs about systems, agencies, and organizations. He utilizes his listening and analytical skills to craft meaningful solutions for clients. During his time at The Washington Group, he has helped community-based, non-profit agencies enter new markets, assisted groups as they navigate state-level government dynamics, and turned an behavioral health organization’s bottom line from red to black. He has also worked with managed care organizations as they work to expand their provider networks to address capacity deficiencies and unmet needs.

Jeff grew up in Hawaii, but has been a Georgia resident long enough to call it home. His true passion is his family, which includes four young children. If he is not working, you will likely find him at a park, running around with his kids acting crazy.

THE WASHINGTON GROUP

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