



OPEN MINDS

Current Publications Catalog



LAST UPDATED: MAY 3, 2004

The *OPEN MINDS* team brings you cutting-edge management information – information designed and written especially for executives and directors in the behavioral health and social service fields. Our publications are focused in nine key areas:

BOARD BRIEFINGS, BOARD STRATEGY & DEVELOPMENT

FINANCIAL MANAGEMENT & FINANCIAL RISK MANAGEMENT

New! World-Class Tools For Maximizing Financial Performance: The *OPEN MINDS* 2003 Financial Management Institute Chartbook

New! How To Use Target Costing Models To Solve Pricing & Budget Problems: *OPEN MINDS* 2003 Seminar Chartbook

HUMAN RESOURCE MANAGEMENT

New! How To Leverage Human Resources For Managing Growth & Profitability: *OPEN MINDS* 2003 Understanding Your Greatest Strategic Partner Seminar Chartbook

LEADERSHIP & STRATEGIC PLANNING

New! Building Your Executive Management & Leadership Team: The *OPEN MINDS* 2003 Executive Leadership Institute Chartbook

New! Tools For Improving Non-Profit Board Performance: *OPEN MINDS* 2003 Board of Directors Briefing Chartbook

New! Tools for Strategic Planning & Management in a Challenging Environment: The *OPEN MINDS* 2003 Strategic Management Institute Chartbook

MARKETING, SALES, & DEVELOPMENT

New! Harness the Power of Marketing to Get New Contracts, Grants, & Donations: The *OPEN MINDS* 2003 Marketing & Development Institute Chartbook

New! Keys To Attracting Grant Funding To Your Organization: *OPEN MINDS* 2003 Succeeding With Grants Seminar Chartbook

New! Using 'Best Practice' Marketing Tools To Meet Your Organization's Revenue Needs: *OPEN MINDS* 2003 Developing A Winning Marketing Plan Seminar Chartbook

New! Developing Tactics For Building New Customer Relationships & Writing Winning Proposals: *OPEN MINDS* 2003 How To Win a Competitive RFP Seminar Chartbook

OPERATIONS & BUSINESS PROCESS MANAGEMENT

New! New Tools For System Development: *OPEN MINDS* 2003 Developing Effective MR/DD Care Management Systems Seminar Chartbook

New! Clinical Management Tools For Implementing New Programs & Evidence-Based Practices: *OPEN MINDS* 2003 Seminar Chartbook

PUBLIC AGENCY PROGRAM DESIGN & OPERATIONS MANAGEMENT

RISK MANAGEMENT & COMPLIANCE

New! *OPEN MINDS* 2003 Improving Your HIPAA & OIG Compliance Plans Seminar Chartbook

TECHNOLOGY & INFORMATION SYSTEMS

New! Leveraging Technology To Prepare & Perform In A Changing World: The *OPEN MINDS* 2003 Information Technology Institute Chartbook

New! Writing Contracts With Software Vendors To Assure Successful System Implementation: *OPEN MINDS* 2003 Seminar Chartbook

New! Evaluating Strategic Technology Investments: *OPEN MINDS* 2003 How Much Is Enough Seminar Chartbook

Take a look at the topics by clicking on the titles above.
For more detailed information, give us a call toll-free at 877-350-6463 or check out our web site at
<http://www.openminds.com/publicate/pubintrod.htm>



❑ **An Update On New Developments, Strategic Challenges, & Policy Issues for Directors of Not-for-Profit Organizations: *OPEN MINDS* 2002 Board of Directors Seminar Chartbook**

Presentation slides from the following sessions:

- Maximizing Your Financial Returns: A Director's Briefing On Investment Strategies
- The Role of the Not-For Profit Board of the Directors in a Changing Environment
- Trends Shaping Organizational Strategy and Director Roles & in the Behavioral Health & Social Service Fields
- The Effective Executive Director & Organization – What Is the Role of the Board?

Publication Date: 2002

162 pages

Code: HB-0602

ISBN #1-878586-74-2

Comb Bound Price:

\$245.00

Code: HB-0602P

ISBN #1-878586-11-4

Adobe PDF Version Price:

\$195.00

❑ **Readings on Behavioral Health & Social Service Industry Market Trends: An *OPEN MINDS* Publication**

This is the one and only publication that can give you the “bird’s eye view” of the trends shaping the behavioral health and social service fields. Written by the consulting team at *OPEN MINDS*, this volume is the best of the analysis of a wide range of market data. By Henry Yennie and Aleta L. Fox.

Publication Date: 1999

70 pages

Code: M-15

ISBN #1-878586-42-4

Comb Bound Price:

\$39.00

Code: M-15P

ISBN #1-878586-41-6

Adobe PDF Version Price:

\$39.00

❑ **Readings Book on Trends in Social Service Financing: An *OPEN MINDS* Publication**

This is a one-of-a-kind source book developed by the consultants at *OPEN MINDS* that provides the executive or analyst with a handy desk reference on changing financing in the social service field. The publication covers the range of traditional financing models and managed care financing models for child welfare, long-term care services for the developmentally disabled, seniors services, substance abuse services, among others.

Publication Date: 1999

92 pages

Code: M-22

ISBN #1-878586-49-1

Comb Bound Price:

\$39.00

Code: M-22P

ISBN #1-878586-43-2

Adobe PDF Version Price:

\$39.00



❑ **World-Class Tools For Maximizing Financial Performance: The *OPEN MINDS* 2003 Financial Management Institute Chartbook**

In an era of rising costs and shrinking budgets, financial management skills are increasingly important for organizational success. This is the only two-day executive education program focused on strategies and tools for financial success in organizations in the behavioral health and social service fields. A combination of classroom style presentations, case study presentations, and roundtable discussions provides busy executives with a “crash course” on new theories, best practices, and field experience in financial management. This year’s program features a faculty that includes nationally recognized experts and executives addressing topics ranging from budgeting, unit cost analysis, and performance measurement.

Presentation slides from the following sessions:

- Trends In The Financing Of Behavioral Health & Social Services – Implications For CFOs & Organizational Financial Management
- Using ROI In The Planning & Budgeting Process
- Software Demonstration by Qualifaacts Systems, Inc.
- We Have the Numbers – Now What? Keys to Successful Budget Management
- Issues in Designing & Costing Local Mental Health Authority Functions: Results of Research & Recommendations Conducted For TDMHMR
- Best Practices In Unit Cost Management

- Moving Your Organization To A Performance Measurement Culture
- Forming And Operating A Provider Sponsored Network In An At-Risk (Capitated) Managed Care Environment
- Target Costing & Case Rate Development: An Interactive Modeling Tool

Publication Date: 2003

Code: HB-0903

ISBN #1-59423-052-8

Comb Bound Price:

\$495.00

Code: HB-0903P

ISBN #1-59423-053-6

Adobe PDF Version Price:

\$395.00

❑ **How To Use Target Costing Models To Solve Pricing & Budget Problems: *OPEN MINDS* 2003 Seminar Chartbook**

Presentation slides from the following sessions:

- Target Costing As A Strategic Management Tool
- Value Engineering: Building Competitive Services Through Operations Redesign
- Target Costing & Case Rate Development: An Interactive Modeling Tool
- Best Practices In Unit Cost Management

Publication Date: 2003

Code: HB-0703

ISBN #1-59423-048-X

Comb Bound Price:

\$245.00

Code: HB-0703P

ISBN #1-59423-049-8

Adobe PDF Version Price:

\$195.00

❑ **Best Practice Budgeting For Community-Based Organizations: *OPEN MINDS* 2003 Seminar Chartbook**

Presentation slides from the following sessions:

- The Growing Importance of Budget Development In The Current Financial Environment
- Components of the Budgeting Process
- Technology Tools For Budgeting Development
- We Have the Numbers – Now What? Keys to Successful Budget Management

Publication Date: 2003

Code: HB-0503

ISBN #1-59423-044-7

Comb Bound Price:

\$245.00

Code: HB-0503P

ISBN #1-59423-045-5

Adobe PDF Version Price:

\$195.00

❑ **World-Class Tools for Maximizing Financial Performance: *OPEN MINDS* 2002 Financial Management Institute Chartbook**

Presentation slides from the following sessions:

- Trends in the Financing of Behavioral Health & Social Services – Implications for CFOs & Organizational Financial Management
- Target Costing & Case Rate Development: An Interactive Modeling Tool for the Executive Team
- Developing Managed Care Models for MR/DD Services – The CMHA Experience in Michigan
- HIPAA Rule-Making & Its Impact on Human Service Providers
- Value Engineering – Building Competitive Products & Prices Through Operations Re-Design
- Managing a Capitated Psychotropic Medication Budget: The Arizona Case Study
- Levering IT, Patient Accounting, & Costing Systems to Maximize Financial Performance
- Trends in Medicaid Behavioral Health Spending at the State/Local Level & Their Financial Implications for the Field
- Streamlining the Revenue Cycle: Electronic Medical Record Implications
- Return-On-Investment Modeling for Investments in Electronic Medical Record Keeping Technology
- Improving Financial Management Through Information Technology: The Hope Network Case Study
- Communications Strategies for CFOs – Moving Your CEO & Your Board From Data to Decisions
- Leveraging Your Investment in Regulatory Requirements – A Look at What is Required for OIG & HIPAA and How to Get the Most Value for Your Investment

Publication Date: 2002

508 pages

Code: HB-0202

ISBN #1-878586-93-9

Comb Bound Price:

\$495.00

Code: HB-0202P

ISBN #1-878586-12-2

Adobe PDF Version Price:

\$395.00

❑ **How to Find & Tap New Funding Sources: *OPEN MINDS* 2002 Planning for Financial Stability Seminar Chartbook**

Presentation slides from the following sessions:

- The Challenging Role of Development in Behavioral Health & Social Services: Trends Driving Funding Issues in the Field
- Strategic Diversification: What Are The Options & How Do You Decide What Options To Pursue?



- Developing a Winning Fundraising Plan: A Step-by-Step Look at Classic Fundraising Tools & Their Application in the Field
- Writing Successful Grant Applications & Proposals: How To Compete & Win

Publication Date: 2002

Code: HB-0702	ISBN #1-59423-034-X	Comb Bound Price:	\$245.00
Code: HB-0702P	ISBN #1-59423-035-8	Adobe PDF Version Price:	\$195.00

☐ **Best Practices For Unit Costing, Pricing & Cost Management: *OPEN MINDS* 2001 Financial Management Institute Chartbook**

Presentation slides from the following sessions:

- Market Forces in the Behavioral Health & Social Service Field Create new Financial Management Challenges
- The New Role of the CFO: Evolving Financial Management Role Driven by Changed in External Environment
- Strategic Performance – How to Measure (& Manage For) Organization Performance
- Developing Data Warehouse Models For Supporting Organizational Financial Analysis
- Return On Investment (ROI) Analysis For Technology Investments
- Launching a Unit & Program Cost Analysis Initiative – The Crossroad Ft. Wayne Children’s Home Case Study
- Performance-Based Compensation: Approaches & Models to Increase Return On Your Investment in Human Capital
- Financial Implication of Moving to an Electronic Clinical Record
- How to Identify, Determine, & Manage your Unit Costs – An Overview of Tools for the Executive Team
- Financial Implication & Financial Planning Issues for Serving Multiple Populations & Merging Multiple Funding Streams
- New Product Modeling – A Look at Developing Case Rates for Program Providers
- Implication & Process for Assessing Collaborations & Partnerships
- A Budgetary Checklist for Corporate Compliance & HIPAA Compliance

Publication Date: 2001

Code: HB-0201	ISBN #1-878586-87-4	Comb Bound Price:	\$495.00
Code: HB-0201P	ISBN #1-878586-45-9	Adobe PDF Version Price:	\$395.00

☐ **Cost Accounting & Pricing Issues for Succeeding in the Behavioral Health and Social Service Fields: *OPEN MINDS* 1999 Strategic Cost Management Institute Chartbook**

Presentation slides from the following sessions:

- Trends in the Behavioral Health & Social Service Marketplace
- Strategic Management Issues: Value Chain Analysis; Planning & Budgeting; Linking Strategic, Operational, & Capital Planning
- Service Planning: The Role of Price & Value in Market Position; Approaches to Pricing Services; Unit Costing Issues
- Strategic Performance Issues: Measures that Tie to Strategic Decision-making; Creating a Set of Strategic Performance Measures
- An Overview of the Organizational Role of Management Accounting
- Knowing Your Real Costs: Activity-Based Cost Management Principles for Behavioral Health & Human Service Organizations
- Implementing an Activity-Based Costing Program: A CFO’s Perspective
- Process Improvement Data from the Implementation of Activity-Based Management
- Managing Demand & Capacity Planning
- Developing Systems for Cost Management
- Developing a Case Rate for Children’s Services: A Real-Time Example
- Strategic Cost Management: A New Context for the Field

Publication Date: 1999

190 pages

Code: HB-0199	ISBN #1-878586-27-0	Comb Bound Price:	\$495.00
Code: HB-0199P	ISBN #1-878586-47-5	Adobe PDF Version Price:	\$395.00

☐ **Readings On Pricing Models & Unit Costing: An *OPEN MINDS* Publication**

Knowing your costs is essential to surviving in a managed care environment. That’s why the team at *OPEN MINDS* put together this exciting book of readings on pricing issues and unit cost models for the behavioral health and human service fields. Edited By Monica E. Oss and Elizabeth Marsh.

Publication Date: 2000

102 pages

Code: M-11	ISBN #1-878586-38-6	Comb Bound Price:	\$39.00
Code: M-11P	ISBN #1-878586-48-3	Adobe PDF Version Price:	\$39.00



☐ Readings on Behavioral Health and Social Service Management: An *OPEN MINDS* Publication

In today's market, effective management is often the difference between the struggling organization and the organization that thrives. This volume by the consulting team at *OPEN MINDS* pulls together a broad array of management advice in one easy-to-read edition.

Publication Date: 1999

114 pages

Code: M-17

ISBN #1-878586-44-0

Comb Bound Price: \$39.00

Code: M-17P

ISBN #1-878586-50-5

Adobe PDF Version Price: \$39.00

☐ Managed Care Contracting Report for Behavioral Health and Social Service Programs: An *OPEN MINDS* Special Report

Where do you start when you have a managed care contract to review? This contracting report walks you through the process. It also has information about some of the current marketplace dynamics and contracting practices. Special sections are included on "cracking" the closed managed care network and the range of available risk-based contracts. By Monica E.

Oss and John H. Clary.

Publication Date: 1998

16 pages

Code: SR-08

ISBN #1-878586-61-0

Comb Bound Price: \$24.00

Code: SR-08P

ISBN #1-878586-51-3

Adobe PDF Version Price: \$24.00



Human Resource Management



☐ How To Leverage Human Resources For Managing Growth & Profitability: *OPEN MINDS* 2003 Understanding Your Greatest Strategic Partner Seminar Chartbook

Presentation slides from the following sessions:

- Becoming An "Employer Of Choice"
- Understanding The Human Resource Management Competencies That Your Organization Needs To Succeed In The Decade Ahead
- Human Resource Management Benchmarks: How Does Your Organization Measure Up?
- Managing The Employment Life Cycle & Succession Planning

Publication Date: 2003

Code: HB-2103

ISBN #1-59423-080-3

Comb Bound Price: \$245.00

Code: HB-2103P

ISBN #1-59423-079-X

Adobe PDF Version Price: \$195.00

☐ Achieving Employee Performance, Retention & Commitment Through Effective Supervision: *OPEN MINDS* 2003 Best Practices in Front-Line Supervision Seminar Chartbook

Presentation slides from the following sessions:

- Getting It Right from the Start: Success in Hiring New Staff
- Creating A Competency-Based Performance Development System
- Design A Personal Development Plan & Enhance Your Performance
- Achieving Peak Performance: Managing, Developing & Retaining Your Staff

Publication Date: 2003

Code: HB-0203

ISBN #1-59423-038-2

Comb Bound Price: \$245.00

Code: HB-0203P

ISBN #1-59423-039-0

Adobe PDF Version Price: \$195.00

☐ Achieving Employee Performance, Retention & Commitment Through Effective Supervision: *OPEN MINDS* 2002 Front-Line Supervisor's Seminar Workbook

Presentation slides from the following sessions:

- Getting It Right from the Start: Success in Hiring New Staff
- Achieving Peak Performance: Managing, Developing & Retaining Your Staff
- Creating a Competency-Based Performance Development System
- A Human Resource Scorecard: Aligning Strategy & Performance

Publication Date: 2002

84 pages

Code: HB-1002

ISBN #1-878586-97-1

Comb Bound Price: 245.00

Code: HB-1002P

ISBN #1-878586-14-9

Adobe PDF Version Price: \$195.00



❑ **Winning the HR Wars – Tried, True and New Strategies to Find, Attract, Motivate & Retain Employees in a Short Supply Labor Market: *OPEN MINDS* 2002 Human Resources Seminar Chartbook**

Presentation slides from the following sessions:

- Keys to Recruiting for Performance & Retention: Finding & Keeping the Best People
- Maximizing Your Staff Recruitment Efforts
- Managing for Performance: How Beliefs, Boundaries & Rewards Affect Employee Commitment & Performance
- How Do We Compete With McDonalds? Coping With the Compensation Crisis

Publication Date: 2002

142 pages

Code: HB-0502

ISBN #1-878586-96-3

Hard Copy Price:

\$245.00

Code: HB-0502P

ISBN #1-878586-18-1

Adobe PDF Version Price:

\$195.00



Leadership & Strategic Planning



❑ **Building Your Executive Management & Leadership Team: The *OPEN MINDS* 2003 Executive Leadership Institute Chartbook**

Presentation slides from the following sessions:

- Managing Change: The Leader's Challenge
- Understanding Your Leadership Style & Building Your Leadership Skills
- Managing Managers: Helping Your Team Achieve Excellent Performance
- Leading A Collaborative Effort: The Children's Services Collaborative Case Study
- Planning For Leadership Succession

Publication Date: 2003

Code: HB-1803

ISBN #1-59423-076-5

Comb Bound Price:

\$245.00

Code: HB-1803P

ISBN #1-59423-075-7

Adobe PDF Version Price:

\$195.00

❑ **Tools For Improving Non-Profit Board Performance: *OPEN MINDS* 2003 Board of Directors Briefing Chartbook**

Presentation slides from the following sessions:

- Trends Shaping Organizational Strategy & Director Roles In the Behavioral Health & Human Service Fields
- The Role of the Not-for-Profit Board of Directors In a Changing Environment
- Developing a Winning Fundraising Plan: A Step-by-Step Look at Classic Fundraising Tools & Their Application in the Field
- The Effective Executive Director & Organization – What Is the Role of the Board?

Publication Date: 2003

Code: HB-1903

ISBN #1-59423-078-1

Comb Bound Price:

\$495.00

Code: HB-1903P

ISBN #1-59423-077-3

Adobe PDF Version Price:

\$395.00

❑ **Tools for Strategic Planning & Management in a Challenging Environment: The *OPEN MINDS* 2003 Strategic Management Institute Chartbook**

Presentation slides from the following sessions:

- Strategic Planning In An Evolving Environment: Trends Shaping Organizational Strategy In The Behavioral Health & Social Services Field
- Strategic Planning: A Structured Approach To Deploying Resources To Achieve Your Organizational Objectives
- Understanding The Human Resource Management Competencies That Your Organization Needs To Succeed In The Decade Ahead
- Case Study: Transforming Best Practice Into Program Competencies
- Case Study: Leadership In The Current Environment: What Effective Leaders (& Managers) Really Do – The CenterPoint Human Services Study
- Strategic Management: Key Performance Indicators& Portfolio Management & Analysis Tools
- Steps In Developing A Populations-Based Care Management System

Publication Date: 2003

432 pages

Code: HB-1003

ISBN #1-59423-055-2

Comb Bound Price:

\$495.00

Code: HB-1003P

ISBN #1-59423-056-0

Adobe PDF Version Price:

\$395.00



❑ **A Structured Approach To Maximizing Organizational Resources To Achieve Organizational Objectives: *OPEN MINDS* 2003 Developing A Winning Strategic Plan Seminar Chartbook**

Presentation slides from the following sessions:

- Strategic Planning: A Structured Approach to Deploying Resources to Achieve Your Organizational Objectives
- Strategic Planning, Target Costing & Value Engineering: Developing a Cost Metrics-Based Approach to Organizational Strategy
- Integrating Technology Planning in Your Strategic Planning Process

Publication Date: 2003

Code: HB-0603

ISBN #1-59423-046-3

Comb Bound Price: \$245.00

Code: HB-0603P

ISBN #1-59423-047-1

Adobe PDF Version Price: \$195.00

❑ **Strategic Management Tools Managers Need to Survive and Thrive: *OPEN MINDS* 2002 Planning for the Unpredictable Seminar Chartbook**

Presentation slides from the following sessions:

- Strategic Planning in an Evolving Environment: Trends Shaping Organizational Strategy in the Behavioral Health & Social Service Fields
- Strategic Planning: A Structured Approach to Deploying Resources to Achieve Your Organizational Objectives
- Strategic Planning, Target Costing & Value Engineering: Developing a Cost Metrics-Based Approach to Organizational Strategy
- Integrating Technology Planning in Your Strategic Planning Process

Publication Date: 2002

Code: HB-0902

ISBN #1-59423-032-3

Comb Bound Price: \$245.00

Code: HB-0902P

ISBN #1-59423-033-1

Adobe PDF Version Price: \$195.00

❑ **Tools for Strategic Planning & Management in a Challenging Environment: *OPEN MINDS* 2002 Strategic Performance Institute Chartbook**

Presentation slides from the following sessions:

- Strategic Planning in an Evolving Environment: Trends Shaping Organizational Strategy in the Behavioral Health & Social Services Field
- Strategic Planning: A Structured Approach to Deploying Resources to Achieve Your Organizational Objectives
- A CEO's Approach to Developing & Implementing a Strategy for Success: The Beech Brook Case Study
- How to Determine Which Services Merit Investment: Product Portfolio Analysis as a Strategic Planning Tool
- Leading Change In the Public Mental Health System: A Roundtable Discussion
- Strategic Planning, Target Costing & Value Engineering: Developing a Cost Metrics-Based Approach to Organizational Strategy
- Performance-Driven Management in the Behavioral Health Field: A Texas Community Solutions Case Study
- Measuring Organizational & Program Performance – How to Develop an Organizational “Measurement Culture”
- A Look at Process Benchmarks in Behavioral Health: From the Texas Community Solutions Data Warehouse
- Using Business Process Mapping as a Reengineering Tool
- Will Performance-Based Compensation Work for You? Organizational Approaches to Performance-Based Compensation in the Behavioral Health & Social Service Fields
- Diagnosing & Resolving Your Operational & Financial Management Problems: A Texas Community Solutions Case Study

Publication Date: 2002

Code: HB-0402

ISBN #1-878586-95-5

Comb Bound Price: \$495.00

Code: HB-0402P

ISBN #1-878586-22-X

Adobe PDF Version Price: \$395.00

❑ **Moving Your Organizational Strategies From Theory To Practice: *OPEN MINDS* 2001 Strategic Planning Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health & Social Service Industry Trends: An Up-To-The-Minute Update
- Strategic Planning – “The Process”
- Strategic Market Assessment – How to Identify Your Customers & Competitors
- Issues in Developing a Managed Care Entity – The Alliance Behavioral Care Case Study
- Product Portfolio Analysis as a Strategic Planning Process
- The Evolution of a Provider Collaborative in a Time of Change
- How to Analyze Internal Capabilities for new product Development
- Operationalizing Your Strategic Plan Using the Balanced Scorecard – The Devereux Case Study
- Target Costing as a Tool for Testing Your Strategy



- Strategic Planning Roundtable – Discussion & Problem Solving with the Experts
- Strategic Technology Planning
- Strategies to Ensure Customer Retention During a Period of Change

Publication Date: 2001

Code: HB-0601

ISBN #1-878586-83-1

Comb Bound Price:

\$495.00

Code: HB-0610P

ISBN #1-59423-011-0

Adobe PDF Version Price:

\$395.00

☐ **Navigating Turbulent Times – Preparing For Managed Care Competition: *OPEN MINDS* 2000 Strategic Positioning Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health & Social Services Trends: An Up-To-The-Minute Update
- Strategic Positioning – The CEO’s View: Responding to Customers & Competitors in a Changing Marketplace
- Customers: Who Are They & How Do We Find Out What They Need
- Florida’s Evolving Public Behavioral Health & Social Service Systems: Opportunities & Challenges for Providers
- Assessing Competitive Threats to Your Revenue Stream
- Service Product Line Management
- Transforming a County Mental Health Agency to a Lean, mean Lightning Machine!
- How to Recruit & Retain Staff in Today’s Human Service Market
- New Product Development – A Provider Launches Juvenile Justice Service
- Tools for Determining & Managing Your Unit Costs
- Performance Measures – What do Customers Really Want?
- Characteristics of Success in a Competitive Environment: Optimizing the Allocation of Scarce Resources & Modeling Risk-Sharing Arrangements
- Mastering the Entrepreneurial Model: Strategies for Meeting Leadership & Operational Issues & Challenges

Publication Date: 2000

Code: HB-1000

ISBN #1-878586-88-2

Comb Bound Price:

\$495.00

Code: HB-1000P

ISBN #1-59423-012-9

Adobe PDF Version Price:

\$395.00

☐ **Strategic Options For Behavioral Health and Social Service Organizations In A Changing Market – Executive Decision-Making: *OPEN MINDS* 1999 Strategic Planning and Collaborations Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health and Social Service Industry Trends: An Up-To-The-Minute Update
- Applying Strategic Planning Principles To Your Situation: The Business Strategy Development Process
- Internal Analysis In The Strategic Planning Process
- External Analysis In The Strategic Planning Process
- From Plan To Action: Selecting A Strategy, Goal Setting, and Financial Plan Development--Strategic Options In A Changing Market
- Evaluating Strategic Collaborations: Which Option Works For You?
- Mergers and Acquisitions: The Ultimate Collaboration
- Res-Care’s Step-By-Step Approach To Acquiring Providers
- Evaluating Provider Affiliations
- Creating A Monolithic Fully-Integrated Liability Company: One Agency’s Journey To A Successful Managed Care Partnership
- Lessons Learned From Public And Private Sector Child Welfare Partnerships: Massachusetts, Wisconsin, Kansas
- A Look At A Successful Behavioral Health Provider/MCO Partnership
- Evaluating Managed Care Partnerships

Publication Date: 1999

Code: HB-0299

ISBN #1-878586-91-2

Comb Bound Price:

\$495.00

Code: HB-0299P

ISBN #1-59423-013-7

Adobe PDF Version Price:

\$395.00

☐ **Strategic Options For Behavioral Health & Social Service Organizations in a Changing Market – A Guide to Executive Decision-Making: *OPEN MINDS* 1998 Strategic Planning and Collaborations Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health and Social Service Industry Trends: An Up-To-The-Minute Update
- Applying Strategic Planning Principles To Your Situation
- Internal Analysis In The Strategic Planning Process
- External Analysis In The Strategic Planning Process
- From Plan To Action: Selecting A Strategy, Goal Setting, and Financial Plan Development – Strategic Options In A Changing Market
- Evaluating Strategic Collaborations: Which Option Works For You?



- Mergers and Acquisitions: The Ultimate Collaboration
- From Two To One: A Merger In The Behavioral Health Field
- Evaluating Provider Affiliations
- A Look At A Successful Provider Affiliation: What Worked and Lessons Learned
- Evaluating Managed Care Partnerships

Publication Date: 1998

Code: HB-0398

ISBN #1-878586-25-4

Comb Bound Price:

\$495.00

Code: HB-0398P

ISBN #1-59423-014-5

Adobe PDF Version Price:

\$395.00

☐ **An *OPEN MINDS* Discussion Guide On Mergers, Alliances, and Joint Ventures: Should You Collaborate? What Makes a Collaboration Competitive and Successful? An *OPEN MINDS* Publication**

This is the discussion guide for your next planning meeting. It outlines what you need to do before you think about strategic alliances and looks at what makes an alliance successful.

Publication Date: 1999

46 pages

Code: M-05

ISBN #1-878586-31-9

Comb Bound Price:

\$44.00

Code: M-05P

ISBN #1-59423-015-3

Adobe PDF Version Price:

\$44.00



Marketing, Sales, & Development



☐ **Harness the Power of Marketing to Get New Contracts, Grants, & Donations – The 2003 *OPEN MINDS* Marketing & Development Institute Chartbook**

Presentation slides from the following sessions:

- The Changing Role of Marketing in Behavioral Health & Social Services: Trends Driving Funding Issues For Executives in the Field
- Developing a Winning Marketing Plan: A Step-by-Step Look at Classic Marketing Tools & Their Application in the Field
- An Update on Grant Opportunities in the Behavioral Health & Social Services Fields
- Case Study: Reformulating Fundraising & Development Initiatives In Tough Times at The Family & Children's Center
- Setting Up Your Grant Writing Operation
- Case Study: Strategies For Tapping Alternative Funding Sources To Expand Community Services at SEABHS
- Developing a Winning Fundraising Plan: A Step-by-Step Look at Classic Fundraising Tools & Their Application in the Field
- Case Study: Evaluating and Acquiring New Clinical Programs at KidPeace
- Strategic Diversification: What Are The Options & How Do You Decide What Options To Pursue?
- Marketing Diagnostics: How to Identify Your Revenue & Pricing Problems

Publication Date: 2003

Code: HB-1103

ISBN #1-59423-057-9

Comb Bound Price:

\$495.00

Code: HB-1103P

ISBN #1-59423-058-7

Adobe PDF Version Price:

\$395.00

☐ **Keys To Attracting Grant Funding To Your Organization: *OPEN MINDS* 2003 Succeeding With Grants Seminar Chartbook**

Presentation slides from the following sessions:

- An Update on Grant Opportunities in the Behavioral Health & Social Services Fields
- Building Your Grants Database
- Writing the Winning Grant Proposal
- Setting Up Your Grant Writing Operation

Publication Date: 2003

Code: HB-1303

ISBN #1-59423-066-8

Comb Bound Price:

\$245.00

Code: HB-1303P

ISBN #1-59423-065-X

Adobe PDF Version Price:

\$195.00

☐ **Using 'Best Practice' Marketing Tools To Meet Your Organization's Revenue Needs: *OPEN MINDS* 2003 Developing A Winning Marketing Plan Seminar Chartbook**

Presentation slides from the following sessions:

- Developing a Winning Marketing Plan: A Step-by-Step Look at Classic Marketing Tools & Their Application in the Field



- A Look Into The Future: Environmental Trends Shaping Marketing Management In The Field
- Beyond The Plan: Keys To Implementing Marketing Plans & Managing Performance

Publication Date: 2003

Code: HB-1203

ISBN #1-59423-064-1

Comb Bound Price: \$245.00

Code: HB-1203P

ISBN #1-59423-063-3

Adobe PDF Version Price: \$195.00

❑ **Developing Tactics For Building New Customer Relationships & Writing Winning Proposals: *OPEN MINDS***

2003 How To Win a Competitive RFP Seminar Chartbook

Presentation slides from the following sessions:

- Being Prepared To Compete: A Checklist For The 'Market Ready' Organization
- Deciding What To Bid: Keys In Strategic Sales
- The RFP Production Process
- It's Not Always The RFP: Beyond Paper to Contracts

Publication Date: 2003

162 pages

Code: HB-0803

ISBN #1-59423-050-1

Comb Bound Price: \$245.00

Code: HB-0803P

ISBN #1-59423-051-X

Adobe PDF Version Price: \$195.00

❑ **Play To Win – Sure Fire Ways To Beat The Competition & Close The Deal: *OPEN MINDS* 2003 Sales Seminar Chartbook**

Presentation slides from the following sessions:

- No More "Low-Hanging Fruit": Sales Success In A Tight Market
- Solution-Focused Sales: Use Consultative Selling To Eliminate The Competition, Shorten The Sales Cycle & Close The Deal
- Converting Prospects To Customers: Keys To Developing Prospects & Closing Sales

Publication Date: 2003

152 pages

Code: HB-0403

ISBN #1-59423-042-0

Comb Bound Price: \$245.00

Code: HB-0403P

ISBN #1-59423-043-9

Adobe PDF Version Price: \$195.00

❑ ***OPEN MINDS* Yearbook of Managed Behavioral Health & Employee Assistance Program Market Share in the United States, 2002-2003 Edition**

The only source of up-to-the-minute market share information for specialty managed behavioral health programs. Based on the annual *OPEN MINDS* survey, this publication contains managed behavioral health market share by program type and enrollments of the leading U.S. managed behavioral health and employee assistance programs. By Monica E. Oss, Edith L. Jardine, and Michael J. Pesare.

Publication Date: 2002

260 pages

Code: DR-03

ISBN #1-878586-07-6

Paperback Price: \$195.00

Code: DR-03E

ISBN #1-878586-66-1

Adobe PDF Version Price: \$195.00

❑ ***OPEN MINDS* Yearbook of Managed Behavioral Health & Employee Assistance Program Market Share in the United States, 2002-2003 Edition CD-ROM**

The only source of up-to-the-minute market share information for specialty managed behavioral health programs. Based on the annual *OPEN MINDS* survey, this publication contains managed behavioral health market share by program type and enrollments of the leading U.S. managed behavioral health and employee assistance programs. CD-ROM contains an Adobe Acrobat PDF of the book (ISBN #1-878586-66-1) and the dataset.

Publication Date: 2002

Code: CDR-3

ISBN #1-878586-65-3

CD-ROM Price: \$395.00

❑ **Play To Win – Sure Fire Ways To Find Customers, Beat The Competition & Close The Deal: *OPEN MINDS* 2002 Sales Seminar Chartbook**

Presentation slides from the following sessions:

- Solution-Focused Sales: Used Consultative Selling to Eliminate the Competition, Shorten the Sales Cycle & Close the Deal
- Converting Prospects to Customers: Keys to Developing Prospects & Closing Sales



- It's Not Closed Until It's Signed: Interactive Problem Solving Session
- Motivating & Managing Staff for Better Sales Results: Tips on Effective Sales Management

Publication Date: 2002

124 pages

Code: HB-0102

ISBN #1-878586-92-0

Comb Bound Price: \$245.00

Code: HB-0102P

ISBN #1-878586-20-3

Adobe PDF Version Price: \$195.00

☐ **Harness the Power of Marketing to Get New Contracts, Grants & Donations: *OPEN MINDS* 2002 Marketing & Development Institute Chartbook**

Presentation slides from the following sessions:

- The Changing Role of Marketing in Behavioral Health & Social Services: Trends Driving Funding Issues in the Field
- Developing a Winning Marketing Plan: A Step-by-Step Look at Classic Marketing Tools & Their Application in the Field
- Developing a Successful Fundraising Program: The KidsPeace Case Study
- Writing Successful Grant Applications: Keys to Attracting New Funding to Your Organization
- Marketing Communications Roundtable: Discussion Group to Test Your Marketing Materials & Concepts With Colleagues & Consultants
- Creating a Web Marketing Strategy --Moving From Electronic Brochure to Interactive Strategies for Finding & Satisfying Customers
- Improving Your Approach to Fundraising and Grant Writing: The Devereux Case Study
- Sure Fire Ways to Get Better Press -- How to Use Press Releases, Press Relations, Exhibit Planning & Speaker Bureaus to Get Your Message Out
- Getting Donations: How to Identify & Reach New Donors Through Targeted Multi-Generational Marketing
- Dealing With Disaster: Handling the Press in Times of Trial
- Event Building: It Isn't Just About Money Anymore
- Marketing Diagnostics: How to Identify Your Revenue & Pricing Problems

Publication Date: 2002

408 pages

Code: HB-1102

ISBN #1-878586-98-X

Comb Bound Price: \$495.00

Code: HB-1102P

ISBN #1-878586-21-1

Adobe PDF Version Price: \$395.00

☐ **Tools For Successful Marketing Planning, Pricing & Promotion: *OPEN MINDS* 2001 Marketing Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health & Social Service Industry trends: An Up-To-The-Minute Update
- Developing Your Marketing Plan: A Step-By-Step Approach
- Marketing Research – A How To Approach to Understanding Customers & Competitors
- New Product Development
- Repositioning a Traditional Community Mental Health Center for the New Competitive Marketing
- Successful Models for Pricing
- Marketing Position Issues for Large Players in a Changing Managed Behavioral Health & EAP Market – The MHN, Inc. Case Study
- Assessing & Reporting to Competitive Request for Proposals
- Marketing Roundtable – Discussion & Problem Solving with the Experts
- Getting Consumers in the Door – Successful Marketing Tactics for Reaching Your Customers

Publication Date: 2001

Code: HB-0501

ISBN #1-878586-85-8

Comb Bound Price: \$495.00

Code: HB-0501P

ISBN #1-59423-004-8

Adobe PDF Version Price: \$395.00

☐ ***OPEN MINDS* Yearbook of Managed Behavioral Health Market Share in the United States, 2000-2001**

The only source of up-to-the-minute market share information for specialty managed behavioral health programs. Based on the annual *OPEN MINDS* survey, this publication contains managed behavioral health market share by program type and enrollments of the leading U.S. managed behavioral health and employee assistance programs.

Publication Date: 2000

216 pages

Code: DR-01

ISBN #1-878586-01-7

Paperback Price: \$195.00

Adobe PDF not available for this publication.



❑ **OPEN MINDS Yearbook of Managed Behavioral Health Market Share In the United States, 2000-2001 CD-ROM**

CD-ROM Dataset to the 2000-2001 *OPEN MINDS* Yearbook of Managed Behavioral Health Market Share In the United States, 2000-2001 Book.

Publication Date: 2000

Code: CDR-1

ISBN #1-878586-03-3

CD-ROM Price:

\$395.00

❑ **OPEN MINDS Directory of HMO Behavioral Health Benefit Management, 2000-2001 Edition**

This is an up-to-date listing of U.S. Health Maintenance Organizations (HMOs) with specific information about behavioral health benefits. Provides key information about which HMOs provide behavioral health services in-house or by contracting with carve-out behavioral health organizations.

Publication Date: 2000

198 pages

Code: DR-02

ISBN #1-878586-02-5

Comb Bound Price:

\$195.00

Adobe PDF not available for this publication.

❑ **OPEN MINDS Directory of HMO Behavioral Health Benefit Management, 2000-2001 Edition CD-ROM.**

CD-ROM Dataset to the 2000-2001 *OPEN MINDS* Directory of HMO Behavioral Health Benefit Management, 2000-2001 Book.

Publication Date: 2000

Code: CDR-2

ISBN #1-878586-64-5

CD-ROM Price:

\$395.00

❑ **Master the Mysteries of Marketing – Tools for the Behavioral Health and Social Services Fields: OPEN MINDS 2000 Marketing Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health & Social Service Industry trends: An Up-To-The-Minute Update
- Yes, You are Different! Service Marketing & the Marketing Plan
- Winning the Privatization, Competition & Managed Care Wars
- Building Organizational Identity: Strategic Market Positioning
- Finding the Sizzle – The Role of New Technology in Today's Marketplace
- What You Need to Know & Where to Find It: Marketing Research on a Budget
- Moving Up & Out! Growth Through Geographic Expansion
- Building a Better...New Product Development & Implementation
- Growth Through Diversification – MHN's Experiences in Developing a Disability Management Product & Going International
- The Price is Right: Models for Pricing a New Product
- Successfully Marketing a provider Alliance: The Creation of Colorado Care Management's New Child Welfare Product
- Shout It From the Rooftops: Developing Your Promotion Plan
- Public Sector Bidding – The Managed Care Organization's Perspective on Picking Partners or Going it Alone
- Internet Business-to-Business Applications as a Competitive Advantage
- Get New Contracts – How to meet Your Goals
- Using the Internet to Increase the Leverage of Your Marketing Efforts

Publication Date: 2000

Code: HB-0900

ISBN #1-878586-89-0

Comb Bound Price:

\$495.00

Code: HB-0900P

ISBN #1-59423-005-6

Adobe PDF Version Price:

\$395.00

❑ **Succeeding in an Increasingly Competitive Market – Marketing Tools for the Behavioral Health and Social Services Fields: OPEN MINDS 1999 Marketing Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health & Social Service Industry Trends: An Up-To-The-Minute Update
- Service Marketing and The Marketing Plan: Where To Start With Developing A Marketing Initiative, Market Segmentation, and Product Positioning
- Caron Foundation's Use of Market Research To Identify Private-Pay Markets
- Marketing Research On A Budget: How To Find Out What You Need To Know To Make Good Decisions
- LSS Care Management System—Service Quality and Its Role In Marketing Planning
- The Product Line Management Process & Assessing Your Organization's Current Product Lines and Identifying Product Development Opportunities
- The Creation of ChildNET-Product Line Development In Response To Michigan's Changing Child Welfare and Juvenile Justice Market
- A Model For New Product Development and Implementation



- Good Shepherd Center’s Diversification Into The Juvenile Justice Market
- The Price Is Right: Models For Pricing A New Product
- How To Use Clinical Model Pricing For A Competitive Advantage
- Organizing Your Promotion and Sales Activities: Developing A Promotion Plan
- How Do You Get Publicity? – Industry Press Talk About Article Selection
- Structuring Your Sales Activities: A Step-By-Step Approach To Getting New Contracts
- How to Increase and Diversify Your Revenue with Current Payers
- Sales Diagnostics: It’s A Good Service, So Why Will No One Buy It?
- Getting, Keeping, & Increasing Your Business With Corporate Customers

Publication Date: 1999

Code: HB-0399	ISBN #1-878586-81-5	Comb Bound Price:	\$495.00
Code: HB-0399P	ISBN #1-59423-006-4	Adobe PDF Version Price:	\$395.00

☐ Succeeding in An Increasingly Competitive Market – Marketing Tools For The Behavioral Health and Social Services Fields: *OPEN MINDS* 1998 Marketing Institute Chartbook

Presentation slides from the following sessions:

- Behavioral Health & Social Service Industry Trends: An Up-To-The-Minute Update
- Service Marketing and The Marketing Plan: Where To Start With Developing A Marketing Initiative
- Market Segmentation and Product Positioning To Find That Unfilled Market Niche
- Marketing Research To Understand Your Consumer And Your Customers
- Service Quality and Its Role In Marketing Planning
- Marketing Research On A Budget: How To Find Out What You Need To Know To Make Good Decisions
- The Product Line Management Process
- Assessing Your Organization’s Current Product Lines and Identifying Product Development Opportunities
- A Model For New Product Development and Implementation
- From Concept To Revenue: Introduction Of A New Behavioral Health Service Line
- From Concept to Revenue: Introduction To A New Child and Family Service Line
- The Price Is Right: Models For Pricing A New Product
- One Organization’s Approach To Pricing

Publication Date: 1998

Code: HB-0498	ISBN #1-878586-26-2	Comb Bound Price:	\$495.00
Code: HB-0498P	ISBN #1-59423-007-2	Adobe PDF Version Price:	\$395.00

☐ Readings on Marketing: An *OPEN MINDS* Publication

This is the executive’s guide to marketing for the behavioral health and social service fields. From the “basics” of marketing to case studies of successful industry applications of marketing principles, this *OPEN MINDS* resource manual is the great desk reference for the busy marketing manager.

Publication Date: 1999

96 pages

Code: M-07	ISBN #1-878586-34-3	Comb Bound Price:	\$39.00
Code: M-07P	ISBN #1-59423-008-0	Adobe PDF Version Price:	\$39.00

☐ Readings on Employee Assistance & Workplace Issues: An *OPEN MINDS* Publication

Productivity and competition, workers compensation, parity, ADA, EEOC—these are just a few of the issues facing behavioral health professionals working with employee assistance programs. This *OPEN MINDS* desk reference provides a wealth of information about workplace topics at your fingertips.

Publication Date: 1999

78 pages

Code: M-10	ISBN #1-878586-37-8	Comb Bound Price:	\$39.00
Code: M-10P	ISBN #1-59423-009-9	Adobe PDF Version Price:	\$39.00



❑ **Direct Contracting with Business and Industry – Opportunities for Behavioral Health Professionals: An *OPEN MINDS* Special Report**

A “how-to” guide with suggestions for mental health and chemical dependency treatment professionals and program managers to develop direct contracts with business and industry in their geographic area. The guide looks at building referrals from EAPs, corporate wellness opportunities, and crisis intervention program opportunities. By Monica E. Oss and Aleta L. Fox.

Publication Date: 1998

12 pages

Code: SR-06

ISBN #1-878586-59-9

Comb Bound Price: \$29.00

Code: SR-06P

ISBN #1-59423-010-2

Adobe PDF Version Price: \$29.00

❑ **Where To Start When Selling Your Private Practice Or Program: An *OPEN MINDS* Special Report**

An evaluation tool that is designed to assist private practitioners and behavioral health and human service organization executives with thinking about “selling out” to larger organizations. By Henry Yennie and Aleta L. Fox.

Publication Date: 1999

9 pages

Code: SR-07

ISBN #1-878586-60-2

Comb Bound Price: \$27.00

Code: SR-07P

ISBN #1-59423-016-1

Adobe PDF Version Price: \$27.00

❑ **Developing A “Truly” Integrated Behavioral Health Continuum – A Practical Guide For Behavioral Health Program Managers: An *OPEN MINDS* Special Report**

There’s a lot of discussion about integration, but very little good advice on how to make it happen. This guide from the consulting team at *OPEN MINDS* provides a blueprint for effectively integrating behavioral health services into a successful delivery system. By Monica E. Oss and Vickie C. Franchino.

Publication Date: 1999

17 pages

Code: SR-09

ISBN #1-878586-62-9

Comb Bound Price: \$37.00

Code: SR-09P

ISBN #1-59423-017-X

Adobe PDF Version Price: \$37.00

❑ **Readings on Strategic Planning: An *OPEN MINDS* Publication**

This is the executive's guide to strategic planning for the behavioral health and social service fields. From the “basics” of strategic planning to cutting-edge new developments in the field, this *OPEN MINDS* resource manual is the great desk reference for the busy manager.

Publication Date: 1998

104 pages

Code: M-06

ISBN #1-878586-33-5

Comb Bound Price: \$39.00

Code: M-06P

ISBN #1-59423-018-8

Adobe PDF Version Price: \$39.00



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❑ **New Tools For System Development: *OPEN MINDS* 2003 Developing Effective MR/DD Care Management Systems Seminar Chartbook**

Presentation slides from the following sessions:

- Defining Care Management In The Current Environment
- Steps In Developing A Population-Based Care Management System
- Tools For Creating A Population-Based Care Management System
- Keys To Successful Implementation Of A Population-Based Care Management System

Publication Date: 2003

Code: HB-1703

ISBN #1-59423-074-9

Comb Bound Price: \$245.00

Code: HB-1703P

ISBN #1-59423-073-0

Adobe PDF Version Price: \$195.00



❑ **Clinical Management Tools For Implementing New Programs & Evidence-Based Practices: *OPEN MINDS* 2003 Seminar Chartbook**

Presentation slides from the following sessions:

- The New Age Of Clinical Management: An Overview Of New Tools & Practices In The Field
- Using Business Process Mapping As a Tool For Maximizing The Value Of Clinical Service
- Hot Topics In Clinical Program Management

Publication Date: 2003

Code: HB-1603

ISBN #1-59423-072-2

Comb Bound Price: \$245.00

Code: HB-1603P

ISBN #1-59423-071-4

Adobe PDF Version Price: \$195.00

❑ **A Guide To Human Resource & Operations Management: An *OPEN MINDS* Special Report**

A publication on human resource and operations management in the behavioral health and social service fields. This report focuses on the changes in the behavioral health and social service environmental conditions and the trends, which drive the need for new approaches to operations and human resource management.

Publication Date: 2001

63 pages

Code: SP-HR

ISBN #1-878586-08-4

Comb Bound Price: \$59.00

Code: SP-HRP

ISBN #1-878586-52-1

Adobe PDF Version Price: \$59.00

❑ **Tools For Successful Financial & Strategic Planning: *OPEN MINDS* 2001 Alaska Human Service Management Institute Chartbook**

Presentation slides from the following sessions:

- Strategic Planning – The Process
- Working Smarter: How to Gain leverage & Reduce Costs Through Collaboration & Resource Pooling
- How to Improve Organizational Results by Measuring & Managing for Performance
- Approaching Technology Planning from a Return On Investment (ROI) Perspective
- Strategic Management: How the Finance Function has Changed Along with the Role of the CFO
- The Path to Improved Performance: preventing Billing, Collections & Reimbursement Problems
- Best Practices for Unit Costing & Rate Setting
- Getting to Better Performance at a Lower Cost: Business Process Mapping & Reengineering

Publication Date: 2001

Code: HB-1001

ISBN #1-878586-73-4

Comb Bound Price: \$495.00

Code: HB-1001P

ISBN #1-59423-002-1

Adobe PDF Version Price: \$395.00

❑ **State-Of-The Art Practices In Strategy, Systems & Human Resources: *OPEN MINDS* 2001 Strategic Management Institute Chartbook**

Presentation slides from the following sessions:

- Behavioral Health & Social Service Industry Trends: An Up-To-The-Minute Update
- Characteristics of Successful Organizations in a Changing Market Environment
- Strategic Performance – Measuring Organizational & Program Performance
- Cutting-Edge Approaches to Professional Compensation Planning – The Madison Center & Hospital Case Study
- How to Recruit & Retain Staff in Today's Human Service Market
- Managing for Performance – The Human Factor
- Organizational Approaches to Quantify Performance: The EMQ Children & Family Services Case Study
- Will Performance Based Compensation Work For You
- Strategic Management Roundtable – Discussion & Problem Solving by the Experts
- Reengineering Your Organization

Publication Date: 2001

Code: HB-0901

ISBN #1-878586-84-X

Comb Bound Price: \$495.00

Code: HB-0901P

ISBN #1-878586-67-X

Adobe PDF Version Price: \$395.00

❑ **Management Tools For Unit Costing & Rate Setting In A Turbulent Market: *OPEN MINDS* 1999 Practice Advisor Summit Chartbook**

Presentation slides from the following sessions:

- Market Trends Affecting Unit Costs & Payment Rates in the Behavioral Health & Social Services Field
- Pricing Strategies in a Competitive Market
- Determining & Managing Your Unit Costs: Using Activity-Based Management Principles



- Setting Up A Multi-Agency Benchmarking System: An OPEN MINDS Case Study
- Pricing and Costing Software Demonstrations

Publication Date: 1999

Code: HB-0699	ISBN #1-878586-79-3	Comb Bound Price:	\$495.00
Code: HB-0699P	ISBN #1-878586-68-8	Adobe PDF Version Price:	\$395.00

Managed Behavioral Health Readiness Assessment Tool: An OPEN MINDS Publication

The original, constantly updated *OPEN MINDS* managed care readiness audit tool. This is now in its third edition, constantly updated by the *OPEN MINDS* consulting team. By Henry Yennie.

Publication Date: 1999

56 pages

Code: M-02	ISBN #1-878586-29-7	Comb Bound Price:	\$39.00
Code: M-02P	ISBN #1-878586-69-6	Adobe PDF Version Price:	\$39.00

Managed Care Readiness Assessment Tool For Child And Family Serving Agencies: An OPEN MINDS Publication

New from *OPEN MINDS* is this managed care readiness audit tool developed specifically for child and family service providers. By Henry Yennie.

Publication Date: 1999

64 pages

Code: M-03	ISBN #1-878586-30-0	Comb Bound Price:	\$39.00
Code: M-03P	ISBN #1-878586-70-X	Adobe PDF Version Price:	\$39.00

Readings on Managed Care Readiness: An OPEN MINDS Publication

OPEN MINDS created this guide as a desk reference for managers who are responsible for building the functional components of “managed care readiness” in their organizations. From the “basics” of managed care readiness to successful models of managed care “ready” systems, the *OPEN MINDS* consulting team put this desk reference together for the use of program management teams.

Publication Date: 1999

122 pages

Code: M-09	ISBN #1-878586-36-X	Comb Bound Price:	\$39.00
Code: M-09P	ISBN #1-878586-72-6	Adobe PDF Version Price:	\$39.00

Readings On Behavioral Health & Social Service Outcomes Measurement and Performance Standards: An OPEN MINDS Publication

We hear a lot about “outcomes.” And, every purchaser wants performance standards. But, it is difficult to find information that can be used to develop outcome measurement programs or to establish benchmarks for performance-based contracts.

That’s why the consulting team at *OPEN MINDS* has put together this book of executive readings on outcome and performance standards issues facing the behavioral health and human service fields.

Publication Date: 1999

70 pages

Code: M-12	ISBN #1-878586-39-4	Comb Bound Price:	\$39.00
Code: M-12P	ISBN #1-878586-71-8	Adobe PDF Version Price:	\$39.00

Applying Total Quality Management to Behavioral Health & Social Service Organizations: An OPEN MINDS Special Report

This *OPEN MINDS* discussion guide explains the concept of total quality management and its application to the behavioral health and human service fields. The guide also outlines a step-by-step process for managers to use in implementing a TQM approach at their agency. By Monica E. Oss and Vickie C. Franchino.

Publication Date: 1999

24 pages

Code: SR-10	ISBN #1-878586-63-7	Comb Bound Price:	\$25.00
Code: SR-10P	ISBN #1-878586-10-6	Adobe PDF Version Price:	\$25.00





☐ Taking Care of Business, New Models for Financing & Managing Services: *OPEN MINDS* 2000 Child Welfare Management and Financing Institute Chartbook

Presentation slides from the following sessions:

- Trends in the Financing and Delivery of Social Services: Current Developments That Are Shaping Our Field
- Issues In System Readiness for Child Welfare Managed Care
- Procurement and Contracting Issues for Public Purchasers: Assuring Value for Public Dollars
- Alliances For Strategic Positioning: Using Your Positioning Assessment To Pick Your Partners
- IT Requirements for Successfully Managing Risk-Based Contracts
- How To Recruit and Retain Staff In Today's Human Service Market
- Future Forecasts

Publication Date: 2000

Code: HB-0600	ISBN #1-878586-76-9	Comb Bound Price:	\$495.00
Code: HB-0600P	ISBN #1-59423-025-0	Adobe PDF Version Price:	\$395.00

☐ *OPEN MINDS* Readings on Child Welfare Outcomes & Performance Standards: An *OPEN MINDS* Publication

Everyone talks about “outcomes” for the child welfare system – politicians, policymakers, advocates, providers – and, every purchaser wants performance standards. However, it is difficult to find information that can be used to develop outcome measurement programs or to establish benchmarks for performance-based contracts for child welfare services. This book provides some of this key information.

Publication Date: 2000

92 pages

Code: M-13	ISBN #1-59423-059-5	Comb Bound Price:	\$39.00
Code: M-13P	ISBN #1-59423-060-9	Adobe PDF Version Price:	\$39.00

☐ The Changing Landscape of Child Welfare Management and Financing – Public Policy Questions and Delivery System Challenges: *OPEN MINDS* 1999 Child Welfare Management and Financing Institute Chartbook

Presentation slides from the following sessions:

- Trends and Issues in the Financing and Delivery of Child & Family Services: Update on New Contracts, Financing Models, and Privatization Issues
- CWLA Survey of State Child Welfare Agencies
- Creating a Planning Process to Support Change: Strategic Planning to Address The System Challenges in Risk-Based Contracts
- Design Issues for Public Sector Child & Family Service Managed Care Plans
- Structuring Reimbursement to Ensure Lasting Benefits
- From RFI to Implementation of Risk-Based Contracts
- Preparing Your Agency for Managed Care, Competitive Bidding, and Privatization
- Agency Organizational Readiness From The Executive’s Perspective
- Development of the Hamilton County Initiative
- Managing Risk-Based Child Welfare Contracts: One Agency’s Perspective
- Developing A Case Rate For Child Welfare Services: A Real Time Example

Publication Date: 1999

Code: HB-0499	ISBN #1-878586-78-5	Comb Bound Price:	\$495.00
Code: HB-0499P	ISBN #1-59423-026-9	Adobe PDF Version Price:	\$395.00

☐ Tools for the Changing Landscape of Public Behavioral Health and Social Service Management and Financing – Designing, Pricing, and Managing Risk-Based Contracts: *OPEN MINDS* 1999 Government Managed Care Contracting & Privatization Institute Chartbook

Presentation slides from the following sessions:

- Trends and Issues in Financing & Delivery of Public Behavioral Health and Social Services: Update on New Contracts, Financing Models, and Privatization Initiatives
- State by State Review of Managed Care Initiatives & Implications for Future Financing Models
- Creating a Planning Process to Support Change: Strategic Planning to Address the System Challenges in Risk-Based Contracts
- One State’s Experience with Program Design: A Look at Pennsylvania’s Health Choices
- Design Issues for Public Sector Managed Care Plans
- Structuring Reimbursement to Ensure Lasting Benefits
- Developing a Case Rate for Children’s Services: A Real-Time Example

- Monitoring Quality and Performance in Risk-Based Contracts
- A Look at Performance-Based Contracting & Monitoring Contract Quality: One State's Experience
- From RFI to Implementation of Risk-Based Contracts

Publication Date: 1999

Code: HB-0799	ISBN #1-878586-23-8	Comb Bound Price:	\$495.00
Code: HB-0799P	ISBN # 1-59423-027-7	Adobe PDF Version Price:	\$395.00

Child Welfare and Managed Care...It's Coming Ready or Not! A Guide To Applying Managed Care Principles To The Child Welfare System: An *OPEN MINDS* Publication

This publication is a comprehensive, step-by-step guide to the design, development, implementation and management of child welfare services in managed care delivery models. A "must have" reference book for anyone in the human service field.

Publication Date: 1999

102 pages

Code: HB-08	ISBN #1-878586-19-X	Comb Bound Price:	\$129.00
Code: HB-08P	ISBN #1-59423-054-4	Adobe PDF Version Price:	\$129.00

Readings on Mental Health Parity and the Medical Care Cost Offset of Mental Health and Chemical Dependency Treatment: An *OPEN MINDS* Publication

Parity has been a "hot" issue in recent years—both the philosophy of parity and the cost of parity. At the same time that the parity discussion has been going on, there has also been growing evaluation of the effects of behavioral health treatment on the reduction of general medical expenses. This publication, put together by the consulting team at *OPEN MINDS*, addresses the many issues surrounding parity of benefits and medical cost offset research.

Publication Date: 1999

62 pages

Code: M-19	ISBN #1-878586-46-7	Comb Bound Price:	\$39.00
Code: M-19P	ISBN #1-59423-028-5	Adobe PDF Version Price:	\$39.00

Four Questions That Minority Legislators Should Ask About Their State Managed Care & Privatization Initiatives: An *OPEN MINDS* Special Report

This discussion guide identifies unique issues for minority consumers and provides recommendations for legislators and policymakers about performance data that should be reviewed to assure adequate service quality and access.

Publication Date: 1998

4 pages

Code: SR-01	ISBN #1-878586-54-8	Comb Bound Price:	\$15.00
Code: SR-01P	ISBN #1-59423-029-3	Adobe PDF Version Price:	\$15.00

A Guide to Developing Demonstration Projects for Managed Child Welfare Services: An *OPEN MINDS* Special Report

A step-by-step approach to evaluating the opportunities to apply managed care principles and managed care technology to the financing and delivery of child welfare services. By Monica E. Oss and Aleta L. Fox.

Publication Date: 1998

18 pages

Code: SR-05	ISBN #1-878586-58-0	Comb Bound Price:	\$26.00
Code: SR-05P	ISBN #1-59423-030-7	Adobe PDF Version Price:	\$26.00

The Changing Landscape of Child Welfare Management and Financing – Public Policy Questions and Delivery System Challenges: *OPEN MINDS* 1998 Child Welfare Management and Financing Institute Chartbook

Presentation slides from the following sessions:

- The Future of Child Welfare: Social Welfare in a State of Change
- Developing A Child Welfare Strategic Planning Process For Successful Implementation of Managed Care
- Developing an Administrative Structure for Managed Service System
- Financing Structures for Child Welfare
- Managing The Bidding, Selection, and Implementation Process
- Preparing Your Agency for Competitive Bidding and Privatization – Managed Service System Readiness Agency Organizational Readiness From The Executive's Perspective
- Developing A Case Rate For Child Welfare Services: Social Service Financing In A Health Care Financing Model
- Technology and the Child and Family Services Field: A Briefing for Executives



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Publication Date: 1999

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- Planning For The Implementation Of New Technology: Your Vendor’s Success Depends On You
- Modifying Your Practice Management Systems To Manage A Provider Network: The CenterPoint Human Services Case Study
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- Developing A System For Integrated Information Management: The Hillsborough Kids, Inc. Case Study
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Publication Date: 2001

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Publication Date: 2001

64 pages

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Publication Date: 2001

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Publication Date: 2001

92 pages

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Publication Date: 2001

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- Using Technology to Meeting Critical Information Needs: Management & Regulatory Compliance Reporting

Publication Date: 2001

Code: HB-1101

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- Methods & Models for Estimating Cost Savings Using Web Based Technology
- Lessons Learned in Developing an IT Plan for a Community Mental Health Board
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Publication Date: 1999

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Publication Date: 1999

52 pages

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