



keyassets

SERVING CHILDREN, FAMILIES & COMMUNITIES

# IMPACT REPORT 2021

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**"When you believe in your Purpose, you can work through obstacles, overcome disappointments, and endure hardships."**

**--Billy Cox**

## WELCOME

While 2021 presented its share of challenges, specifically related to human resources, we are proud of the significant achievements that directly and positively impacted our organization and the communities we serve.

A few examples include:

- Achieved a 3-year CARF accreditation, a rigorous evaluation process that ensures we are focused on quality, value, and optimal outcomes of services that center on enhancing the lives of persons served.
- Designated as a Qualified Residential Treatment Program.
- Added assets to the financial portfolio through the purchase of three residential homes.
- Implemented Phase 1 of the Trauma-Informed Care Organization Model.
- Completed an extensive Office of Safety and Health Administration Survey on corporate offices and seven group homes.
- Led a statewide group to address the provider workforce crisis.

Key Assets Kentucky continued to provide quality services in the face of the highest turnover and vacancy rate in the history of the company. The priority for the entirety of 2021 was the recruitment of qualified staff in two important roles: Youth Care Worker and Behavioral Health Therapist.

## LEADERSHIP TEAM



Jennifer Hall  
Executive Director



Lori Birch  
Human Resources  
Manager



Brandt Briggs  
Behavioral Health  
Director



Tiffany Ratcliff Dail  
Clinical Director



Lisa Robbins  
Finance Director



Carrie Price  
CCC Director



Royce Gilpin  
Quality Assurance Manager

“ Our *purpose* is to achieve positive and lasting outcomes for children, families and communities. ”

Our  
*pledges*  
to you



## CHILDREN & FAMILIES

1. Set high standards for ourselves and the care and support we provide for you
2. Be on your side and accept you for who you are and what you want to be
3. Prioritize your safety, connections and build your resilience
4. Be passionate, caring and respectful in everything that we do
5. Listen to and learn from you so that we can do things better

## CUSTOMERS AND STAFF

1. Deliver excellence through quality service provision, collaboration and measuring outcomes
2. Act with honesty and transparency
3. Deliver innovative services in cost effective ways
4. Challenge the norm, ask questions and keep our promises
5. Conduct our business with financial integrity to achieve sustainability and value

## COMMUNITIES

1. Build a socially responsible and friendly presence in each of our communities
2. Value diversity and inclusion and act with cultural sensitivity and respect
3. Be creative and flexible to respond to each community's unique needs
4. Recruit, train, support and retain the best people to deliver services
5. Contribute to shared learning through research and partnerships

# CCC PROGRAM

The Children in Community Care (CCC) Program provides a continuum of care for youth and young adults who have mental health diagnoses such as Autism Spectrum Disorders (ASD) and Developmental and Intellectual Disabilities (DDID) and who are placed in the custody of the Cabinet for Health and Family Services.

During 2021, the Children in Community Care program served 23 youth. Three youth were discharged into supported community living programs.

## Jordan's Story

Jordan entered foster care when he was eight years old and had six placements in six years. He was first placed in a foster home but after two months was moved to Peace Hospital, then Texas Neuro Rehab, followed by the National Deaf Academy, and finally River Valley Behavioral Health Hospital. He entered the Key Assets CCC program in March of 2016. Jordan is Autistic and primarily non-speaking. Upon entering the care of Key Assets, he required hand-over-hand assistance for his Activities of Daily Living, and he engaged in self-injurious behaviors hourly. Jordan had a significant history of being physically aggressive towards staff and peers and averaged seven incidents weekly of self-harm and aggression toward others resulting in the use of Emergency Safety Physical Interventions.

Jordan made tremendous progress in his time at Key Assets. Jordan received 1:1 staffing and twice-weekly ABA intervention with a behavioral support specialist. Jordan's self-harm and aggression reduced drastically during his time at Key Assets and physical interventions were no longer utilized. Key Assets staff and school personnel worked together to meet Jordan's education needs and supported him through his homebound education. Jordan completed his program and received his graduation certificate in May 2021.

Due to Jordan's tremendous progress, he was able to step down to an adult group home in August 2021. It has been reported that he is thriving in his adult placement.



### New Group Homes

- The most significant and positive change for the CCC program in 2021 was the purchase and furnishing of three new group homes in Lexington and Nicholasville.
- The program provides direct care staff on-site and enables youth to live more independently



### QRTP Certification

- KAK received certification as a Qualified Residential Treatment Program (QRTP), supporting the goal of achieving excellence through continuous improvement
- This involves becoming a Trauma-Informed Care Organization, critical to the organization's mission

# MENTAL HEALTH REFERRALS DOUBLED IN 2021



**+100%**

- Significant increase in referrals from school communities
- Students faced challenges around anxiety, depression and social isolation
- Key Assets met the needs by increasing presence in schools, homes, offices and via telehealth

## ACTIVE CLIENTS INCREASED BY **20%**



- Skilled therapists increased their services to meet the additional demand
- Services were offered in twice as many counties in 2021 vs 2019



Serving 17 Counties in Kentucky

# PERSPECTIVES

Key Assets is fortunate to have received positive feedback from the heart of its organization: the employees. We know they face challenges each day to meet the needs of the population we care so much about serving and we work hard to provide a positive work environment.

## GROWTH

The part of the job that is the most gratifying is being able to provide information to people that can help them make lasting and impactful changes in their lives and possibly in the lives of those around them. Working here allows me to have support to learn and be supported as a professional so I can continue to grow.

*Aly Bryant, Therapist*

## VALUED

My job at Key Assets Kentucky is by far the very best job I've ever had in my career. Employees are truly valued and appreciated here. Professional growth is not only supported but fully encouraged by the management team, which is a major plus. I really enjoy coming to work every day, and that's such a wonderful feeling.

*Charle Butler, Office Manager*

## COMPASSION

I love so many things about Key Assets- the services we provide to our community and kids, the growth potential, flexibility, laid-back atmosphere, compassion and willingness to make mistakes and learn from them... most of all, I love the people I work with and the relationships I've built by being part of Key Assets. I truly feel as though I'm an important piece in our "puzzle".

*Flash Kinney, Billing Specialist*

## GOALS

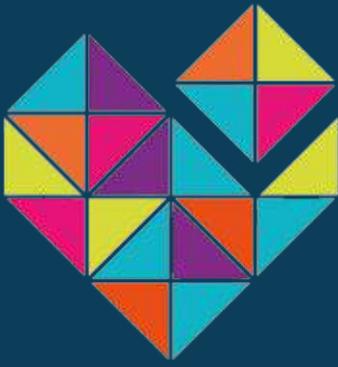
I love working here at Key Assets because I love to see our clients grow and accomplish their goals. This job is my favorite job I ever had being able to watch our client do things that they haven't been able to do before or conquer their fear is amazing.

*Amanda McCullough, Facility Coordinator*

## INITIATIVE

I like how friendly and supportive all the coworkers and supervisors are. I've never worked at a place that made me feel so welcome from day 1 prior to working for Key Assets. I also appreciate that upper management is open to new ideas and let you take initiative in problem solving and give you a lot of creative freedom. It's refreshing to work at a place that makes you feel like your ideas matter and are willing to listen when you suggest a change to a process instead of making you feel that you have to do things "the way they've always been done".

*Jacinda Lewis, Clinical Billing Supervisor*



Key Assets implemented a Culture Council several years ago, comprised of cross-functional employees who meet to identify, discuss, and plan ways to promote and drive the desired culture throughout the organization.

## Culture Council 2021 Members

### Chairman & Co-Chairman:

Flash Kinney  
Elainia Wilkinson

### Members

Charle Butler  
Jacinda Lewis  
Amanda McCullough  
Deanne Roberson  
Jessica Sharp  
Yasmeen Smith  
Hannah Stacy  
Tabitha Whitt

## Culture Council Accomplishments

- Employee Picnic/ Field Day
- Trunk or Treat
- Holiday Week Extravaganza & gift planning/ distribution
- Thank You cards
- Easter Egg Riddle Hunt
- Employee Awards
- Advocate via surveys and feedback



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