

Building a New Model of Care for Lifelong Recovery

THE OPPORTUNITY

From single episodes of care to a connected recovery journey

Hazelden Betty Ford Foundation (HBFF) aims to be the best-in-class treatment provider for Substance Use Disorder (SUD), in part by designing an operating model that promotes recovery beyond a single treatment episode. In practice, this means offering a connected, guided, end-to-end pathway for patients, families, and alumni to achieve and sustain wellness.

The operational challenge to design such a system is complex. "Lifelong Recovery" touches nearly every part of HBFF from clinical services, alumni relations, and family programming to research, technology, development, marketing, finance, and operations. As Lifelong Recovery takes shape, Arden Clark has been a key driver of HBFF's cross-functional success.

THE SOLUTION

Turning vision into daily practice

Arden Clark has articulated the Lifelong Recovery vision, framed the model, developed workflows, organized teams for a research pilot to validate ideas, tracked decisions, managed budgets, surfaced risks, and course-corrected as the work evolves. We've created the tools outlined below to guide teams as HBFF modernizes its approach to care.

- 1. Enterprise model of care:** We framed Lifelong Recovery across first outreach, intake, treatment, discharge planning, recovery coaching, alumni engagement, family support, service, advocacy, and philanthropy, giving teams a shared way to understand how their roles connect across the full recovery journey.
- 2. Streamlined workflows and standardization:** With input from frontline teams, we co-designed repeatable, cross-functional workflows including warm handoffs, alumni touchpoints, recovery coaching, digital connection, and long-term engagement, while linking the model to patient journey redesign and digital transformation initiatives, centrally positioning Lifelong Recovery as a core offering across everything HBFF does.
- 3. Tiered management and operating cadence:** We built tools and routines to keep the work organized and manageable: meeting cadences, project plans, priority sequencing, risk and decision logs, escalation paths, leadership updates, and integrated budgets across philanthropic funds and operating cost centers.
- 4. Evidence and sustainability engine:** We grounded Lifelong Recovery in a research pilot measuring recovery capital, quality of life, and engagement, setting a precedent for data-driven innovation across the organization, and creating a path from outcomes data to scalable practice, payer value, & policy development.

THE IMPACT

A clearer path from strategy to sustained recovery

Arden Clark helped HBFF turn Lifelong Recovery into a structured model leaders can manage and teams can execute. The work created clearer alignment across departments, stronger integration across the treatment continuum, better visibility into outcomes, and a more concrete case for payer, donor, and policy audiences.

