



Brightwater
HEALTH

2025 – 2030

Strategic Plan



Brightwater's Path Forward

I am very pleased to present Brightwater Health's (formerly Human Development Center) Strategic Plan that will serve as our roadmap for the next five years.

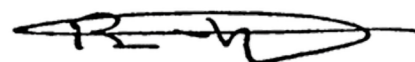
As the Northland's Certified Community Behavioral Health Clinic (CCBHC), we realize the great responsibility we have to our community and the importance of having its members' voices contributing to our plan. We could not be more pleased with the outpouring of support, and we could not be more excited to start making the ideas we received a reality.

For the first seven months of 2025, Brightwater Health's Strategic Planning team spent time reaching out and gathering input from employees, leadership, community partners, and community members we serve in an effort to develop the most comprehensive and inclusive strategic plan possible.

This plan is a direct result of that input and will guide us as we continue to remove barriers and deliver comprehensive and fully integrated mental health and addiction services to our community. We aspire to be on the forefront of innovation and change to ensure that the best comprehensive and integrated behavioral health care is easily and readily available to anyone in need, regardless of personal circumstances.

We are reaching toward a vision where we help lead our community by empowering others. We could not reach this vision without your support, so we thank you for all that you have done to make this plan possible and for all that you will do to help us realize its goals.

Sincerely,



Benjamin Hatfield
MSW, LCSW, LADC
Chief Executive Officer



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An Inclusive & Collaborative Planning Process

Brightwater Health enters this strategic planning period with a renewed commitment to strengthening the well-being of our community through compassionate, accessible, and integrated behavioral health care. Guided by our mission and values, we aim to meet people where they are, provide stability in moments of crisis, and offer pathways toward lasting wellness. This plan reflects our dedication to delivering high-quality, person-centered services that honor the dignity and unique needs of every individual and family we serve.

Looking ahead, this strategic plan outlines a clear and collaborative vision for the future—one that prioritizes service excellence, equity, community partnerships, and organizational sustainability. By aligning our goals with the evolving needs of our region, we strive to build a more responsive and resilient organization capable of adapting to challenges and embracing new opportunities. Together, we are shaping a healthier, more hopeful future for all who rely on Brightwater Health.

The plan includes the following components:

OUR MISSION STATEMENT:

Defines our purpose for being. It succinctly states why the organization exists.

OUR VISION STATEMENT:

Describes our ideal future and aspirations. It guides organizational decision-making and priority-setting. The year 2030 serves as our target for achieving this new vision.

OUR STRATEGIC GOALS:

Define three major initiatives designed to realize our new vision. They focus on the primary approaches for moving us forward within the next five years.

OUR STRATEGIC ACTION PLAN:

Delineates specific, measurable steps for achieving the three goals. Some are short-term, to be completed within a year or two, while others are long-term, intended to be accomplished over a period of several years.

Who We Are

Brightwater Health is a community-centered behavioral health provider dedicated to offering compassionate, accessible, and evidence-based support for individuals and families. We focus on creating a safe environment where people can stabilize, heal, and regain their footing through a range of integrated services. Guided by a commitment to dignity, respect, and whole-person care, Brightwater Health helps community members navigate challenging moments and move toward healthier, more hopeful futures.

Our Mission

Enhance whole-person wellness through compassionate, integrated, and accessible care.

Our Vision

Create a community where care is never out of reach.

Our Values

Our values are the foundation of our culture and the standards by which we hold ourselves accountable.

Accountability

We act with honesty, transparency, and responsibility in every decision and interaction.

Respect

We honor each person's experience, culture, and readiness for change.

Compassion

We respond with empathy and curiosity — never assumptions or stigma.

Integrity

We align our actions with our mission—upholding ethical standards, consistency, and trust in all we do.

Partnership

We collaborate with individuals, families, and community partners to strengthen recovery and resilience.



2025 - 2030

Goal Overview

GOAL 1

Deliver high-quality, trauma-informed, client-centered care.

GOAL 2

Empower and sustain our team and continuity of care.

GOAL 3

Strengthen financial stewardship and operational excellence.

GOAL 4

Strengthen community connection and partnerships.

GOAL 1

Deliver high-quality, trauma-informed, client-centered care.

GOAL 2

Empower and sustain our team and continuity of care.

 Action Steps

- Improve timely access and coordination across providers and programs.
- Embed trauma-informed, evidence-based practices throughout care delivery.
- Expand culturally responsive, community-based services.
- Integrate care across community systems and partners to ensure seamless, coordinated support for every client.

 Action Steps

- Cultivate continuous learning, supervision, and professional growth.
- Strengthen communication, trust, and collaboration among teams and partners.
- Foster diversity, equity, and leadership across all levels of the organization.
- Promote well-being and safety through trauma-informed organizational practices.



 Action Steps

- Ensure long-term stability through disciplined planning and resource management.
- Promote transparency and accountability in how resources are allocated and evaluated.
- Align facilities and operations with growth, safety, and community needs.
- Modernize technology and systems to improve quality, access, and reliability.

 Action Steps

- Advance regional collaboration to expand access to integrated, coordinated care.
- Lead advocacy that reduces stigma and supports community wellness and recovery.
- Strengthen partnerships that share knowledge, resources, and expertise.
- Expand engagement through data-informed communication across the communities we serve.



From Here, Forward.

BRIGHTWATER HEALTH LOCATIONS

DULUTH DOWNTOWN CLINIC

120 W 2nd St.
Duluth, MN 55802
Phone: 218.728.4491

DULUTH HILLSIDE CLINIC

810 E 4th St.
Duluth, MN 55805
Phone: 218.728.4491

CARLTON COUNTY CLINIC A

1102 Cloquet Ave.
Cloquet, MN 55720
Phone: 218.879.4559

LAKE COUNTY CLINIC

325 11th Ave.
Two Harbors, MN 55616
Phone: 218.834.5520

DULUTH EAST CLINIC

1401 E 1st St.
Duluth, MN 55805
Phone: 218.728.4491

YELLOW LEAF

4720 Burning Tree Rd.
Duluth, MN 55811
Phone: 218.728.4491

CARLTON COUNTY CLINIC B

40 11th St.
Cloquet, MN 55720
Phone: 218.879.4559

DOUGLAS COUNTY CLINIC

1500 N 34th St. Suite 100
Superior, WI 54880
Phone: 715.392.8216