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Certification, accreditation and communications experts within The Joint Commission share experiences, case studies and news that add insight and value to the accreditation and certification journey.



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Accreditation Linked to Financial, Quality Benefits for



Behavioral Healthcare and Human Services Organizations

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By Julia S. Finken, RN, BSN, MBA, CSSBB, CPHQ, Executive Director, Behavioral Healthcare and Human Services

A common question we hear related to accreditation is about whether organizations will see a return on their investment into accreditation – we recognize that money needs to be invested into accreditation fees, dedicated staff, changes necessary to achieve compliance and other associated costs.

We are excited to report new data that suggests Joint Commission-accredited organizations have a strong chance of seeing a return on these investments.

A new independent study completed by the ROI Institute asked Joint Commission accredited behavioral healthcare and human

services (BHC) organizations to identify areas where they have seen a return on investment (ROI) from accreditation.

On average, BHC organizations in the study saw a 623% ROI. That means that for every dollar an organization invested into accreditation, it saw that dollar returned plus an additional \$6.23.

Organizations saw the strongest financial returns in the following categories:

- increased revenue
- higher reimbursement rates
- improved operations
- reduced risk and lower liability insurance costs
- lower staff turnover
- improved competencies of supervisors and staff

Study Design and Development

In designing the study, the ROI Institute sought to uncover:

- the impact of accreditation
- the ROI of accreditation
- how success is achieved by organizations
- information to help organizations seeking an accreditation process

Return was calculated using ROI Methodology, the most widely recognized approach to ROI evaluation. This method provides organizations a process that can cut across organizational boundaries, linking programs, processes, and initiatives to bottom-line measures.

Investing in Improvement

The study tells us that accreditation pays off. Investing in improvement helps healthcare organizations provide safer, higher quality care – and as a result supports a strong financial return.

Participants also identified aspects of accreditation that positively influenced their organizations such as:

- quality of client care
- improved client outcomes
- brand image and reputation
- organizational culture
- organizational sustainability

When implementing new and revised policies, procedures and systems to comply with Joint Commission standards, healthcare organizations organically look closer at their systems and processes and begin considering improvement.

One respondent noted that accreditation helped them cr

structure, quality control processes and a focus on performance tracking – all helping them improve efficiency and patient care.

Streamlining processes and procedures, preventing error, and improved status with payors – all hallmarks of Joint Commission accreditation– improve an organization’s financial outlook.

While The Joint Commission knows an organization’s accreditation focus is on providing safe, quality care for the individuals they serve, the financial incentive is worth considering for healthcare leaders. Investing in accreditation has a cost, but many organizations realize substantial return on their investment in accreditation..

Learn more about the study.

Julia Finken is the Executive Director of Behavioral Health Care for The Joint Commission. In this role, Ms. Finken leads strategy and growth for the Behavioral Health Care Accreditation program. Previously, she served as Associate Director of Home Care Accreditation, and was also a Joint Commission Surveyor for nine years. Ms. Finken has worked in administrative roles in the health care industry for more than 25 years.

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