

CCBHC Programs

Service Area Reach and Engagement



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WHO WE ARE

STRIVE3 is a Service-Disabled Veteran-Owned Small Business strategic communications firm founded in 2005, based in Reston, Virginia, holding GSA Schedule 47QRAA18D006M. We build clinically reviewed behavioral health outreach for organizations certified on access, and we measure it in whether people actually entered care.

THE GAP WE CLOSE

CCBHC certification criteria cover availability and accessibility of services, including timely and meaningful access, outreach and engagement, and acceptance of all patients regardless of ability to pay or place of residence. Your application defined that geography and filed a map of it. Access is certified. Awareness is not, and a resident in the far corner of your service area who has never heard of you does not appear anywhere in your reporting.

You filed a map. We tell you who inside it has never heard of you.

WHAT WE DELIVER

Service area reach assessment. Population against awareness across the geography your certification obligates you to serve.

Access and navigation messaging. Written for someone who does not know they qualify, cannot afford care, or has been turned away before.

Referral network activation. Primary care, emergency departments, schools, courts, and law enforcement carrying one message.

Crisis service awareness. 988, mobile crisis, and stabilization services. People use what they know exists before the crisis.

Clinically reviewed creative. Every asset passes documented safe-messaging review before release. The review record ships with it.

Certification-ready documentation. Reach and engagement records by geography, formatted for your reporting and recertification.

FIT

Works alongside internal communications staff rather than replacing them. We bring the service area analysis, the clinically reviewed campaign core, and the measurement architecture. Your team keeps the relationships and the voice. Fundable through PDI and IA awards or operational budget, and our responsibility ends when someone contacts your clinic.

WHY STRIVE3

Creative built under clinical review, not adjacent to it. Our direct-to-consumer work for VA was produced inside a research protocol, reviewed before production and again before release. Messaging about suicide, trauma, and substance use is governed by published safe-messaging practice for real clinical reasons.

Measured in whether care began. Qualified referrals, priority segment reach by geography, time to first contact, and referral-to-enrollment conversion. Every term is published before the engagement, not defined after the results.

Reach measured against your obligated geography. Not against a general market. If your certification says regardless of place of residence, that is the boundary we report against.

Multi-site architecture. One campaign core localized across satellite sites, mobile teams, and partner locations at a fraction of building each separately.

No procurement friction. SDVOSB status and GSA Schedule already in place. Twenty-one years of outreach for mission-driven organizations, with senior staff tenure exceeding twenty years. Section 508 accessible deliverables across all media.

PAST PERFORMANCE

Michael E. DeBakey VA Medical Center

Produced the direct-to-consumer video advertisements for a VA randomized study of PTSD treatment engagement. VA's National Center for PTSD served as research partner, with its Deputy Director for Education as co-investigator. Six videos built to controlled experimental specification. The outcome measured was whether Veterans went on to begin care, confirmed by chart review. Firm fixed price federal contract with designated COR.

VA Readjustment Counseling Service

Directed the national awareness and clinician recruitment campaign across 300 counseling centers, 80+ mobile units, and a 24/7 call center. Performed against a documented quality plan including Section 508 acceptance thresholds and plain-language readability standards, with electronic media board content built to communicate without audio for clinic and public facility deployment.

Why this is the same work. Both engagements reached people eligible for behavioral health care and not receiving it, across a defined service geography, under clinical review, measured on whether care actually began.

Additional clients. Hope for the Warriors. Freedom Alliance. United Way. American FRRME. Mosaic Middle East.

COMPANY DATA	NAICS
UEI R7YSXFFPH9B2 · CAGE 4J9Z8	541613 Marketing Consulting (primary)
GSA Schedule 47QRAA18D006M	541810 Advertising
Established 2005 · Size: Small · SDVOSB ·	541820 Public Relations
Virginia SWaM	541430 · 541840 · 541860 · 541870
	541890 · 541910 · 541922 · 541490

CONTACT

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