

Ava Health's Manifesto

Part 1: The Vision



AVA HEALTH
ADAPTABLE • ACCOUNTABLE • ACCESSIBLE

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The Ava Health Manifesto, Part 1: The Vision

Here's exactly what we're building, why it matters, and how we'll be held to it.

Published July 30th, 2025, by Christopher Bennett, Chief Executive Officer and co-Founder

“Complacency, both individual and organizational, that perpetuates systemic failures is our enemy.”

You want transparency? You want accountability? Here it is. We're not here to posture, we're here to lay out the truth in full view. What you're reading is the exact blueprint of who we are, what we're building, and how we're doing it. This isn't a highlight reel or a pitch deck, it's the whole playbook, and you're invited to hold us to it.

This is our manifesto — Part 1: The Vision. We're giving you the exact details, the precise strategies, laying the groundwork for an ongoing series to fully articulate our transformative vision.

For the past four months, we've intentionally created content across social platforms — Instagram, Facebook, YouTube, LinkedIn, and our newsletter — with one singular goal: to offer our readers, followers, and fans valuable, meaningful and engaging insights. This has included a transparent look at Ava Health, spotlighting our people, articulating our vision, injecting humor, and authentically demonstrating our personality.

Historically, behavioral healthcare has operated behind closed doors, with leadership disconnected in ivory towers, issuing directives devoid of transparency or accountability. That era ends now, at least it does with Ava Health. Instead, we've committed to openness, sharing our behind-the-scenes journey as we build a transformative model for behavioral healthcare, delivering a private-pay experience accessible to everyone, particularly to rural and underserved communities.

Our initial “spray and pray” content approach over these four months allowed us to identify what resonates most with our audience, understand engagement deeply, and refine our message for maximum value. Now, as we approach our opening, clarity about who we are, what we do, and our future direction becomes paramount.

What are we building, exactly?

Ava Health will be duly licensed for mental healthcare and substance use disorder treatment through Colorado's Behavioral Health Administration (BHA) providing

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comprehensive care for co-occurring disorders. Our extensive licensed continuum of care includes:

- Sub-acute mental health stabilization; 7 beds, flexed in capacity with Detox
- Medical withdrawal management (detox)
- Residential treatment; 28 beds
- Partial hospitalization; capacity will meet community demand
- Intensive outpatient; capacity will meet community demand
- Outpatient including ambulatory detox
- Mental health transitional housing; ~20 beds
- ASAM 3.1, Low-level clinical intensity residential care; ~ 20 beds

Beyond state licensing, we will obtain and maintain national accreditation through The Joint Commission (JCAHO). Moreover, our internal standards surpass both state and national regulatory expectations, essential to achieving truly accessible and exceptional care. Happy to share how we outpace state and national regulatory standards, as requested.

We'll be certified by Colorado Medicaid, maintain crucial in-network commercial insurance contracts, and accept out-of-network insurance and private pay, ensuring universal accessibility.

Our ambitious yet clear vision is:

“To live in a world where adaptable, accountable, and accessible behavioral healthcare is a universal right.”

Vision-crafting sessions, like the one David, Ian, and I conducted nearly 12 months ago, emphasize clarity and measurable outcomes. A truly impactful vision should evoke inspiration and motivation, accompanied by a sense of discomfort balanced by grounded serenity in pursuit of a world we aim to create.

But how do we measure living in a world of adaptable, accountable, and accessible behavioral healthcare? Each pillar will be defined and measured through three distinct lenses:

1. **Care:** Measuring service delivery and impact for communities and their members.



2. **Culture:** Evaluating and enhancing the professional experience and satisfaction of our team.
3. **Community:** Measuring the tangible, positive momentum created within our communities.

Transparency is foundational. We commit to regular reporting, not just curated outcomes years later, but ongoing, transparent updates.

It's important to note that as of now, we're still approximately two to three months from opening our doors. Much of our internal work, especially related to adaptability and accountability toward staff and clients, is being built by a small, dedicated skeleton crew. While we don't yet have a long list of examples related to direct client or full-team outcomes, we absolutely do have real, concrete examples of how our vision is already in motion through the work we've done with the community. What follows are specific and intentional efforts that reflect Ava Health's DNA of listening, showing up, and building trust from day one.

Adaptable

Adaptability in behavioral healthcare typically lags far behind necessity. As an industry, we're about as adaptable as Blockbuster in a Netflix world. At Ava Health, adaptability defines our approach:

Adaptable means we shorten the distance between recognizing an insight, challenge, or opportunity and implementing a new solution. We understand we'll make mistakes along the way, the real measure is how quickly we identify and correct them.

Care: Adaptable care at Ava Health is fundamentally trauma-informed and human-centered. Unlike the industry norm, which often masks standard practices behind trendy phrases, true adaptability means aligning every aspect of treatment with each individual's unique goals, values, and journey. We never impose our values upon clients; instead, we partner with them, creating personalized care plans responsive to their evolving needs. We assess adaptability through ongoing clinical evaluations and regular client feedback via sophisticated measurement tools.

Culture: Within our organization, adaptability translates into a dynamic, responsive workplace. Relationally driven at our core, we cultivate innovation and encourage creative problem-solving, allowing our team to implement meaningful improvements proactively. By regularly conducting staff satisfaction surveys, we quantify employee engagement, adapting policies swiftly based on team insights to ensure continuous enhancement of our internal culture.

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Community: Adaptability in our communities means remaining attuned and responsive to evolving local needs. Through partnerships with key state-level entities like the Fines Committee, the Office of Civil and Forensic Mental Health (OCFMH), Bridges of Colorado, the Forensic Support Team of OCFMH, and Rocky Mountain Health Plans, we remain deeply connected to statewide needs. At the regional level, we collaborate closely with Judicial District Liaisons across the Western Slope and various Sheriff's Departments. Locally, our relationships extend to the Department of Public Health, City Council, the Behavioral Health Governance and Steering Committees, local providers and hospital systems, the DA's office, and leads with the Competency and Diversion Courts. This extensive network ensures that community feedback mechanisms and active participation continually drive our service evolution.

- **Ava's Example:** We hosted a rapid-response workforce event just two weeks after the closure of West Springs Hospital, offering more than 100 job opportunities to displaced healthcare professionals across the Western Slope. Despite not having open positions ourselves at the time, we partnered with the Department of Public Health and the Mesa County Workforce Center purely to serve our community and meet an urgent need.

Accountable

In behavioral healthcare, true accountability is scarce. Ava Health places accountability at its core:

Accountable means we say precisely what we're going to do, and we're measured transparently against whether we follow through. Being true to our word, which we openly publish, defines our integrity.

Care: Accountability in care means transparent, real-time clinical outcomes tracking, openly shared with the public. Regularly publishing client satisfaction scores and outcomes ensures transparency and responsibility. Clearly established protocols ensure rapid response and corrective action when services fall short of our standards, creating accountability that clients and their families deserve.

Culture: Accountability permeates our internal operations. Transparent decision-making processes, accessible to all employees, create collective ownership. Clear, safe pathways for feedback ensure employee concerns are swiftly addressed. Regular internal reporting on team satisfaction and culture demonstrates a culture committed to accountability at every level.



Community: Community accountability involves regular, open engagement through town halls and public reporting of community impacts. Collaborating closely with our extensive network of local and regional stakeholders ensures mutual accountability. Transparent communication about successes, setbacks, and strategic adjustments reinforces our commitment and responsibility to the communities we serve.

- Ava Example: We held a 2.5-hour meeting with the Bookcliff Association, a group of 15 concerned community members, immediately after signing the lease on one of our properties. Ian, our COO and Eric, our Clinical Director were present to address concerns, answer questions, and build trust through face-to-face transparency.
- Ava Example: We've engaged in multiple relationship-building conversations with our neighbors at the Molina Center, taking the same transparent, relationship-forward approach to proactively foster mutual understanding and community trust.

Accessible

Accessibility remains the largest barrier in behavioral healthcare. Ava Health addresses this directly:

Accessible means we create private pay treatment experiences for all, foster a world-class organizational culture, and actively collaborate with aligned stakeholders and providers to ensure seamless, barrier-free care.

Care: Accessibility at Ava Health is ensured through multiple payment options, including Medicaid, commercial insurance, and private pay. We significantly reduce wait times compared to industry norms, provide local and regional transportation while extending care to remote communities. Continual assessment through client access surveys and direct feedback helps us ensure ongoing improvements in our accessibility.

Culture: Our organizational culture prioritizes accessibility by promoting equitable hiring practices reflective of community demographics. We ensure professional growth opportunities accessible to all team members. Our leadership is actively engaged and not only readily accessible, but regularly interacting with frontline staff, reinforcing an inclusive culture where every voice contributes meaningfully.

Community: We prioritize geographic accessibility, positioning facilities strategically to minimize travel barriers for underserved populations. Active community partnerships tackle transportation and other practical barriers. Inclusive, multi-purpose community spaces foster engagement and ensure our facilities are utilized broadly by the communities we serve.



- **Ava Example:** We've promptly responded to every single interview request from media outlets including the Grand Junction Sentinel, Colorado Sun, KJCT8, and others. Whenever someone has asked to sit down and understand who we are, what we're doing, and where we're going, we've shown up. Every time. No scripts. No dodging. Just real, human-to-human dialogue about what we believe in and what we're building.

Simply put, our success will be transparently demonstrated through long-term social determinants of health outcomes for our clients, openly published retention, happiness, and satisfaction outcomes for our Team, and clear evidence of economic and health outcomes impact within the community.

Complacency, both individual and organizational, that perpetuates systemic failures is our enemy. Our urgency is driven by the stark reality of the current state of behavioral healthcare. Staff crying and having anxiety attacks before walking into their shift, programs prioritizing profit over client outcomes, disconnected leadership and ownership groups — the list goes on and on.

Transparency and urgency represent our unwavering commitment. This is not a passive promise, it's a call to action. Put up or shut up, and we're doing it now.

As we prepare to launch services in the coming months, we're also laying the groundwork for several transformative initiatives that represent our long-term commitment to sustainable, systemic change:

- **Ava Always** — A lifetime membership community for all former clients and their families. This platform will provide continuous access to support, community events, mutual aid, and opportunities to give back and stay engaged.
- **Social Enterprise Businesses** — We're actively exploring the opportunity to acquire and/or launch businesses where our clients can obtain, maintain, and eventually own equity in their own business. This tackles barriers like employment gaps, justice-involvement, and lack of access to generational wealth while empowering people to become owners, not just survivors.
- **Long-Term, Permanent Housing** — We're designing and developing concepts for deeply supportive, long-term housing options that provide safe, secure, and stable homes to individuals who've historically been locked out due to eviction records, credit barriers, or criminal justice involvement.



- **Acute Treatment Unit** — Across the entire stretch between Denver and Salt Lake City, only 14 acute treatment beds currently exist. That’s unacceptable. We’re exploring opportunities to fill this critical gap for those in most urgent crisis.

These are not side projects, they are central to our mission. Each will be launched in deep partnership with Mesa County and Grand Junction local community stakeholders, regional provider networks, and aligned state agencies and representatives. These efforts represent the next wave of our vision. And we’ll keep showing up, listening, and building what our communities tell us they need most.

Reflecting the profound belief that the true measure of any society is how it cares for its most vulnerable members, we’re guided by the words of Pearl Buck, who said, “Our society must make it right and possible for old people not to fear the young or be deserted by them, for the test of a civilization is the way that it cares for its helpless members.”

Equally, we echo Hubert Humphrey’s powerful sentiment that “The ultimate moral test of any government is the way it treats three groups of its citizens: those in the dawn of life — our children; those in the shadows of life — our needy, our sick, our handicapped; and those in the twilight of life — our elderly.”

We aren’t waiting for someone to step up — we’re shouldering responsibility to create meaningful and measurable impact in our communities. At Ava Health, excellence in holistic healthcare for the underserved is not just our vision; it is our moral imperative.

-Christopher

For more information, to connect, or learn more - reach out to us!

Or find us on social and see what we’re building – in public.

@HelloAvaHealth on all platforms.

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