

## HORIZON TREATMENT SERVICES

# Building a Feedback Culture

Most organizations say they want honest feedback. Few build the systems to actually receive it. Horizon Treatment Services used Pulse For Good kiosks. What will you do?

## THE COMMENT

Horizon Treatment Services · Behavioral Health

**“An EMT walked up to a Pulse kiosk and flagged that they didn't have the supplies they needed to respond to an emergency.**

— *Remington Rainey*  
Co-Founder | Pulse For Good

Most organizations would have ordered the scissors and moved on. **Horizon did more than that.**

When that one comment came through — anonymously, on a Pulse For Good kiosk — Horizon's leadership didn't treat it as a complaint to close. They treated it as a signal to investigate. They audited the entire EMT kit. What they found led to a complete overhaul of their emergency supply standards.

Today, that updated standard is **required equipment across every new program Horizon opens.**

## THE IMPACT

One Comment Can Make the Difference

**A Life Saved**

Without the right equipment on hand in an emergency, the outcome could have been irreversible.

**Liability Averted**

A gap in emergency readiness — identified and fixed before it became a crisis or a legal exposure.

**A Voice Heard**

Not ignored. Not dismissed. Listened to — which is what encourages more candid feedback.

**A Standard That Scales**

Every future program Horizon opens now launches with the right supplies. One voice changed a system.

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**It's really important for folks who are... in one of the lowest times of their lives to have a safe place to say what they need.**

— *Jen Slusser-MacTernan*

*Director of Outreach and Talent Development  
Horizon Treatment Services*

## THE REAL LESSON

**"The hardest part of feedback isn't analyzing it or gathering it. It's creating an environment safe enough for people to give it honestly in the first place."**

— *Remington Rainey, Pulse For Good · Horizon Treatment Services Podcast*

## THE CHANGE

What Horizon Did Differently

- 1 No cameras. No paper trail. No identifying information.**  
The kiosk created genuine psychological safety — so staff and clients gave honest feedback instead of safe answers.
- 2 Always-on availability, not an annual survey.**  
The comment came in because the kiosk was there, in the moment. A yearly survey would never have caught it.
- 3 Closed the loop publicly.**  
People knew their voice landed. That's what builds a feedback culture — not just collecting data, but acting on it visibly.
- 4 Audited the system, not just the symptom.**  
They didn't just order scissors. They rethought the entire EMT kit and made the fix permanent and scalable.

## TAKE THE NEXT STEP TOWARD

## Building Your Feedback Culture

Better begins with listening. Level up your service by automating your feedback with Pulse For Good.

Schedule a Follow-Up

Source: "Transparency, Technology, and the Necessity of Safe Feedback in Behavioral Health" — Horizon Treatment Services Podcast with Remington Rainey (Pulse For Good) and Eliseo Becerra (Horizon). [Watch the full episode →](#)