

BHR Fiscal Year 2014 Annual Report



We Care, We Listen, We Respond...24 hours a day

About Us

Mission

BHR, the community's behavioral safety net, ensures compassionate and immediate barrier-free access to behavioral health services.

Vision

We envision a world where all people are empowered to receive essential help and support to promote healthy living.

Core Values

EXCELLENCE

We are committed to superior performance and strive to set the standards for quality.

RESPECT

We are committed to treating each other, our clients, our partners and our community with the utmost dignity, compassion and concern.

INTEGRITY

We are committed to conducting ourselves ethically and to being open and honest in all our interactions.

ACCESSIBILITY

We are committed to providing services 24/7 and being open and accessible to all.

History

Incorporated in 1994, [Behavioral Health Response \(BHR\)](#) is a nonprofit, accredited organization that serves as a hub for an Access Crisis Intervention (ACI) system. It was developed by the Eastern Region Community Mental Health Centers for the Missouri Department of Mental Health. BHR provides free, confidential 24-hour behavioral mental health service support, mobile outreach and community referral services as well as post disaster crisis counseling to residents of the city of St. Louis, Missouri and counties of St. Louis, St. Charles, Franklin, Jefferson, Lincoln, Warren, Iron, St. Francois and Washington. Over 2 million people reside in the ten-county region.

Founded in 2004, [BHR Worldwide \(BHRW\)](#) is the for-profit subsidiary of BHR. It was established because of the high demand for BHR's clinical support services. BHRW began leveraging its 24/7 clinical staff to provide customized telephone support for state and local behavioral health facilities and employee assistance programs. BHRW has expanded its services to include tele-health video conference, text, Web chat and face-to-face assessment/intervention.

BHRW also has grown its client base, which includes state and local behavioral health facilities, private/public substance abuse treatment centers, hospitals, employee assistance programs and managed care organizations. BHRW partners with providers around the world to offer exceptional behavioral health care.

We Help Save Lives



Pat Coleman
BHR President and CEO

Dear Friends and Supporters,

At BHR, we take our mission to provide barrier-free access to mental health care very seriously. For nearly 20 years, we've been vital for hundreds of thousands of our neighbors who call our trained clinicians for assistance in their mental health. Today, one in every four adults and one in every 12 children are affected by mental illness or chemical dependency. The need for our services is great.

It has been a busy year, filled with strong accomplishments and lots of hard work. Having completed my first year as president and CEO, I'm truly blessed with a talented team who go the extra mile to provide the best care possible and a committed board who offers unwavering leadership and support. Our FY14 strategic goals focused on growth and teamwork, and we did not disappoint. Highlights include:

- 95 percent of phone calls were answered in less than 30 seconds.
- In support of Governor Jay Nixon's initiative to improve mental health care in our community, BHR developed two programs to further assist access to care: ED Enhancement and Community Mental Health Liaisons.
- BHR grew revenue by 13 percent.
- Our team grew by 8 percent; we now have over 100 employees.
- BHR was recipient of the *Excellence in Behavioral Healthcare Management Award* and recognized for its leadership in youth crisis intervention by the National Council for Behavioral Health.
- BHR received the *St. Louis Regional Chamber ARCUS Award* in the category of Achievement in Health Science & Services.



Wendy Orson
BHR Board Chair

Everyone deserves good mental health, and providing access in a time of crisis and ensuring each receives the support, care and services 24/7, 365 days a year saves lives. We will continue to expand our community outreach and build partnerships with law enforcement agencies, schools and other mental health advocates to provide the mental health support that is much needed.

As we embark on our 20th year, we will consistently strive to be among the leaders in the delivery of access/crisis intervention to all we serve. We will look for more ways to enhance our care delivery and offer a service model that links the community care continuum into a seamless process throughout the Eastern Region of Missouri and beyond.

Sincerely,

A handwritten signature in black ink that reads "Pat Col".

Pat Coleman
President and CEO

Sincerely

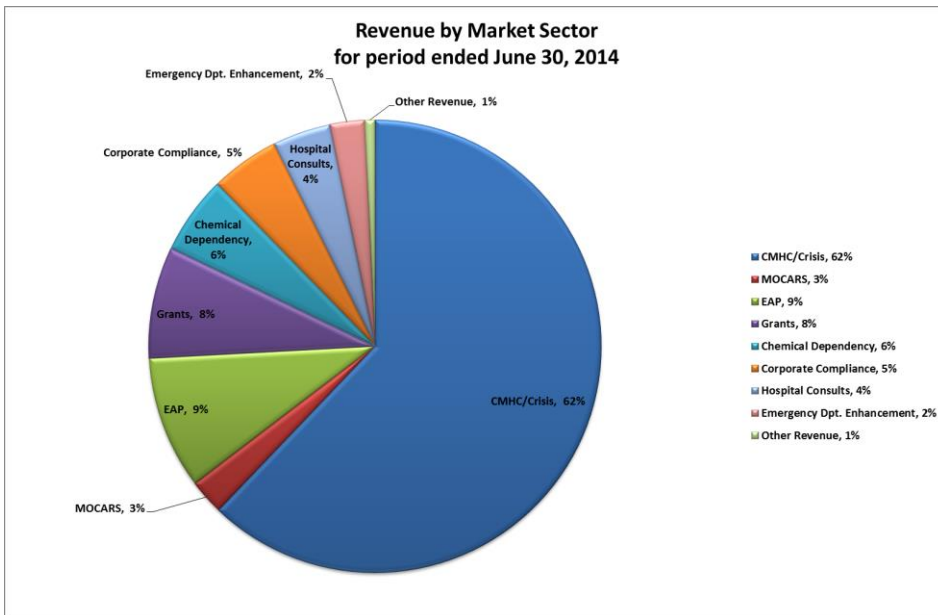
A handwritten signature in black ink that reads "Wendy Orson".

Wendy Orson
Board Chair

Fiscal Year 2014 Goals and Accomplishments

With hard work brought lots of accomplishments. During FY14, BHR met - and exceeded - its Board directives:

- Increased annual revenue by 13 percent. BHR continues to maintain the largest growth in the area of crisis intervention and grew over 45 percent in the area of employee assistance programs.
- Exceeded its goal of a 2 percent profit by fiscal year end.
- Adapted to a changing health care environment.



“We began the year with our strategic goals as our #1 priority. Through the accomplishment of those goals, we significantly grew revenue in all market sectors. We not only met the financial directives set by our Board, we exceeded them.”

- Carisa Hill, CPA
Chief Financial Officer

BHR Introduces New Care Services

Emergency Department Enhancement Program

As part of Governor Jay Nixon’s *Strengthening Missouri’s Mental Health System* initiative, BHR partnered with Behavioral Health Network of Greater St. Louis to implement its Emergency Department Enhancement (EDE) program. The program’s objective is to increase behavioral health care access for those who need treatment for psychiatric conditions or substance use disorders by improving the coordination of care among hospitals, community mental health centers and substance use treatment providers. BHR’s 24/7 design helps to regionalize efforts between community partners.

Community Mental Health Liaison Initiative

Community Mental Health Liaison (CMHL) positions were created by the Missouri Department of Mental Health. The program’s goal is to enhance community partnerships with crisis systems, law enforcement agencies and the courts to best utilize existing resources and improve access to behavioral health services and support. BHR partnerships have grown by almost 5 percent since last year, and we anticipate continued growth in FY15. CMHLs provide state-wide coverage to courts and law enforcement in addressing behavioral health issues of those who come to the attention of the justice system as well as bridging the gap to the mental health system.

What's Ahead

Fiscal Year 2015 Strategic Priorities

With the guidance and support of our committed board of directors, BHR has initiated three FY15 strategic priorities:

1. Increase revenue by 10 percent.
2. Achieve a 3 percent profit.
3. Adapt to a changing health care environment.

Other Goals and Objectives

Celebrate a Milestone Anniversary – 20 Years!

On October 20, 2014 BHR will mark two decades of support to the Eastern Region. BHR will host its 20th anniversary with an open house, celebrating its success and many partnerships, at its St. Louis headquarters.

Seek Financial Support

BHR plans to apply for a grant to offer a youth connection helpline in the city of St. Louis just as it provides support for youth in St. Louis and St. Charles Counties.

BHR will seek funding to add one full-time employee for its peer support staff in its follow-up program.

Increase Partnerships

BHR intends to participate in the *Planning of the Excellence in Mental Health* with the Missouri Coalition for Behavioral Health, which will take place in the fall.

Enhance Technology

BHR will incorporate advanced technology by integrating its phone system, data base and reporting system. This enhancement will ensure prompt, seamless service while maintaining accurate reporting tools.

Workforce Support

Over the course of the next fiscal year, BHR plans to offer its staff remote work from home options.

BHR mobile outreach teams will have iPads to conduct electronic assessments, which will provide quicker and more efficient service to clients.

Crisis Hotline Call Center Expansion

BHR will expand its Crisis Hotline call center to accommodate an additional 12 work stations.

By the Numbers

FY14 Compared to FY13 Service Contacts

Service	Fiscal Year 2013	Fiscal Year 2014	Difference
All Department of Mental Health Calls	47,125	65,475	139%
All Documented Calls	210,633	260,646	124%
St. Louis County Youth Connection (SLCYCH) Calls	23,650	26,376	112%
St. Charles County Youth Connection (SCCYCH) Calls	5,041	4,575	91%
SLCYCH Texts	352	472	134%
SLCYCH Web Chats	0	115*	
SCCYCH Texts	42	50	119%

* SLCYCH Web chat program was initiated in FY14.

“BHR impacts more lives year after year. We will continue to expand our reach to ensure everyone has access to the best possible care when and where they need it.”

- Bart Andrews, Ph.D.
Vice President,
Clinical Operations

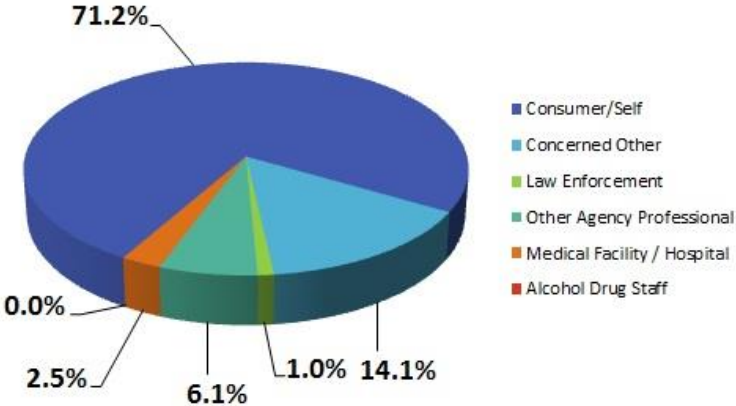
BHR Crisis Hotline Call Volume

Crisis Hotline Call Center	Goal	FY12	FY13	FY14
Total Calls Answered		188,480	196,199	242,048
Call Abandonment Rate	<= 5 %	5.7%	3.5%	3.5%
Average Speed to Answer	<= 15 seconds	14	11	12
% of Calls Answered < 30 Seconds	>= 95%	93.0%	95.4%	95.0%

BHR Crisis Hotline phone calls increased 23 percent in FY14.

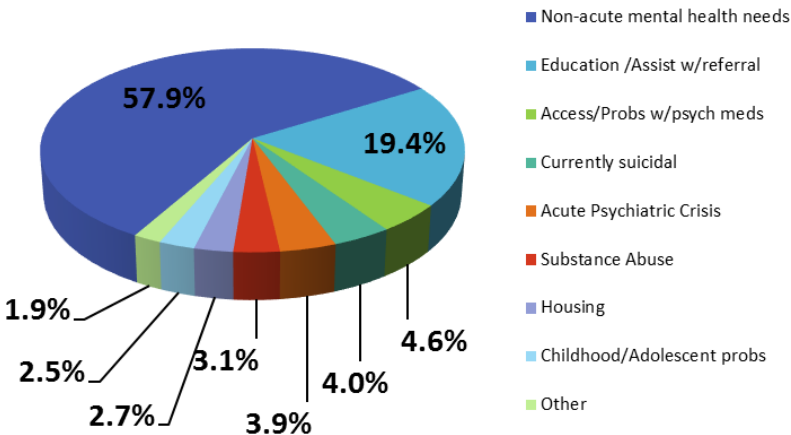
Crisis Hotline Callers

Over 70 percent of BHR Crisis Hotline phone calls came directly from the individual in crisis.



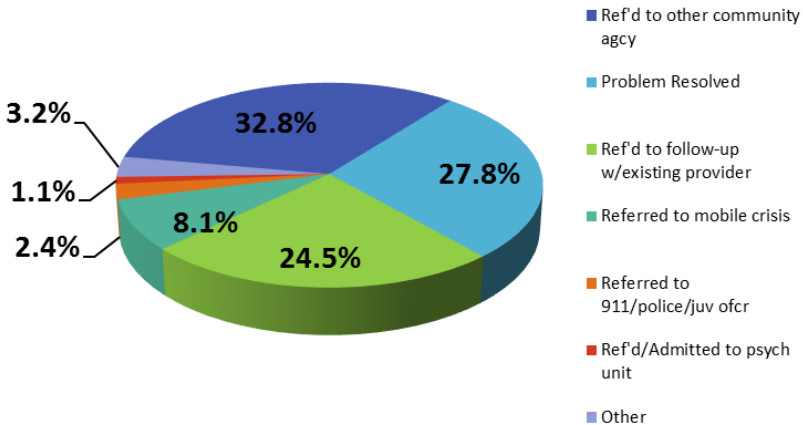
Crisis Hotline Situations

Almost 60 percent of BHR Crisis Hotline phone calls were non-acute mental health care situations.



Crisis Hotline Outcomes

Over 25 percent of Crisis Hotline callers had their issues resolved after speaking with BHR clinicians.



**We Are Proud of Our
Dedication to Quality
Assurance and
Improvement**

CARF Accredited



Founded in 1966, the Commission on Accreditation of Rehabilitation Facilities (CARF) is a private, nonprofit organization promoting quality rehabilitation services. It establishes standards of quality for organizations to use as guidelines in developing and offering their programs and services. CARF uses the standards to determine how well an organization is serving its customers and how it can improve.

AAS Accredited



American Association of Suicidology (AAS) is a membership organization for those involved in suicide prevention and intervention or who've touched by suicide. AAS is the leader of scientific advancements and efforts in suicide prevention through research, education and training.

Snapshot of Services

Crisis Hotline

BHR's Crisis Hotline provides free, confidential crisis intervention 24 hours a day, 365 days a year to anyone living in Missouri's Eastern Region.

Mobile Outreach Services

BHR offers mobile outreach care when crisis callers would benefit from a higher level of assistance. Qualified, trained professionals visit a caller's residence or local agency to meet face to face and complete a crisis assessment, making recommendations for care. Follow-up services are available to help facilitate a caller's connection to care programs.

St. Louis County Youth Connection Helpline

Funded by St. Louis County Children's Fund, the Helpline provides a one-stop access point to youth 19 years and younger to receive help if feeling unsafe, contemplating running away or facing a personal problem any time day or night. Youth can either call the Helpline, (314) 628-2929, text "4HLP" to 31658 or go to the nearest Safe Place site for "Safe Place help." BHR's staff assesses the situation, offers counseling, support, a place to stay, transportation or other resources. In FY13, BHR added online chat crisis assistance to youth.

St. Charles County Youth Connection Helpline

Funded by St. Charles County Resource Board, the Helpline, like the St. Louis County Youth Connection Helpline, provides a one-stop access point to youth 18 years and younger to receive help if feeling unsafe, contemplating running away or facing a personal problem any time day or night. Youth can call the Hotline, (636) 646-0642, text "BSAFE" to 31658 or go to the nearest Safe Place site for "Safe Place help." BHR's trained staff assesses the situation, offers counseling, support, a place to stay, transportation or other resources.

Follow-up Program

Eligible crisis callers receive a follow-up call within 48 hours by a Follow-Up coordinator who continues to ensure support, safety, assistance with referrals and/or follow-up until the crisis is resolved or linked to other services.



BHR plans to expand its call center by adding 12 work stations to maintain excellent client experience and accommodate the increasing number of Crisis Hotline phone calls.

Other Outreach Crises Services

BHR's advanced technology as a 24/7 crisis call center is continually enhanced with its expanded intranet, which provides rapid access to key contract information, on-call schedules, resource information and the latest policy and procedures. In addition to its Eastern Region crisis services, BHR provides hotline services for the Missouri Crisis Access Response System (MOCARS), a consortium of Missouri Department of Mental Health administrative agents outside the Eastern Region. BHR also provides crisis and after-hours call-center services for two Community Mental Health Systems in Michigan and for Southeast Alaska Regional Health Consortium (SEARHC), a nonprofit tribal health entity comprised of 18 native communities, as well as several other community providers in Alaska.

National Suicide Prevention Lifeline

As a partner with the National Suicide Prevention Lifeline, BHR offers follow-up services for crisis callers who have experienced suicidal thoughts or actions.

National Safe Place

BHR provides live clinician access via the National Safe Place Text for Help program throughout the United States. A youth has the option of texting a counselor or calling the Crisis Hotline.

Mental Health First Aid and Applied Suicide Intervention Skills Trainings

These special trainings to agencies and organizations, funded through St. Louis County Children's Services Fund, teach a five-step action plan. The course includes awareness, recognition, skills, resources and compassion training to help someone in crisis connect with appropriate professional, social, peer and self-help care. BHR also provides ongoing Applied Suicide Intervention Skills Training (ASIST) to its staff, mental health center colleagues and providers, law enforcement personnel and educators.

Awards and Recognitions

National Council for Behavioral Health

In May 2014, the National Council for Behavioral Health recognized BHR for its leadership in youth crisis intervention. President and CEO Pat Coleman traveled to Washington, D.C. to accept the *Excellence in Behavioral Healthcare Management Award*. BHR also received a \$10,000 grant funded by the Mental Health Risk Retention Group and Negely Associates.

St. Louis Regional Chamber

At its inaugural Arcus Awards in November 2013, St. Louis Regional Chamber honored BHR with its ARCUS Awards in the category of *Achievement in Health Science & Services* and as one of the leaders propelling the St. Louis region forward.

Latin for “Arch,” the Arcus Awards come at a time when the grounds of the Gateway Arch - the unifying symbol of the region - are undergoing a transformation through the CityArchRiver 2015 project, which will improve the region’s economy and be a focal point of civic pride. “The St. Louis Regional Chamber exists to inspire a greater St. Louis. And that’s what we wanted to celebrate, the companies and organizations who are inspiring others and innovating the way for the region,” said St. Louis Regional Chamber President and CEO Joe Reagan.



Dr. Bart Andrews (center), with the BHR team, proudly accept the ARCUS Award from the St. Louis Regional Chamber President and CEO (left) Joe Reagan.

Community Involvement - We're Here for You



Crisis Intervention Team

BHR is a member on the Crisis Intervention Team (CIT) Coordinating Council, CIT Missouri Council, CIT Training Committee and other organizations committed to CIT and success.

Approximately, 4,000 police officers have received CIT training to provide competent, safe, compassionate intervention for mental health to people and those at risk for suicide. BHR continues to work with law enforcement and continues to expand its CIT program in St. Louis and surrounding regions.

Mental Health First Aid Training

Mental Health First Aid training (MHFA) is critical as many people in our community do not know how to respond in a mental health crisis. In such a situation, the helper’s actions may determine how quickly the person in crisis gets help and/or recovers. In MHFA training, individuals learn and practice an approach to be calm and confident and respond in an appropriate way to provide the best assistance. In FY14, BHR conducted 55 Mental Health First Aid (MHFA) trainings for adults who work with youth and the general population in our local community. We are proud to report a BHR trainer was selected to be among six trainers at the MHFA Governor’s Initiative.

Executive Team

Pat Coleman, MBA
President and Chief Executive Officer

Bart Andrews, Ph.D
Vice President, Clinical Operations

Carisa Hill, CPA
Chief Financial Officer

Clinicians

BHR's team includes five clinical managers and 90 full-time and part-time employees who provide expert access and crisis services by phone and mobile outreach evaluations. BHR clinicians have vast experience and possess master-level mental health education degrees.

2014 BHR Board of Directors

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Wendy Orson
Hopewell Center

Vice Chair

Kim Gladstone
BJC Behavioral
Health Services

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Mike Keller

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Behavioral Health

Lara Pennington

Queen of Peace Center

Margo Pigg

Comtre

Joe Yancey

Places for People

"We would not be able to do what we do 24 hours a day, seven days a week if it weren't for the compassionate, caring employees I've been blessed to work with."

- Pat Coleman
President & CEO



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bhrstl.org

