

# INSPIRING HOPE AND SAVING LIVES

2021 Annual Report



## Our Mission

**BHR is a nonprofit organization  
ensuring compassionate and immediate  
barrier-free access  
to behavioral health care.**



# Message from Our Chair and President/CEO

Dear Friends,

The power of hope enables us to face and overcome challenges. As we continue to see the ever-evolving impact of COVID-19 and mental health, we also see firsthand the dedicated support through our staff and many partners who bring their compassion, expertise, commitment, and hope to provide high-quality care to all who need it.

Our 24/7 crisis hotline is a lifesaving resource, and our mobile outreach program is always at the ready to provide face-to-face behavioral health care. We are grateful for our many partners, too, who have helped paved the way for convenient access to care.

Partnerships are essential in making powerful impacts, and we are extraordinarily proud of the work we are collectively doing to provide accessible behavioral health support. For example, as you will read in our Annual Report, our partnership with the St. Louis Metropolitan Police Department and city of St. Louis, coined the "911 Divergent Project," has made a significant impact in supporting mental health, public safety, and a stronger St. Louis region.

Our other programs and services including tele behavioral health, community mental health trainings, the iPad Project, and more have had positive impacts as well, and we are fortunate to have a committed team of talented staff and board members who go the extra mile every day to help change lives.

Hope springs eternal and together, we inspire hope. Together, we are stronger. Together, we will fulfill our critical mission to provide barrier-free care to those in the eastern region of Missouri and beyond. Together, we will continue to save lives.



*Rachael L. Bersdale*

**Rachael L. Bersdale**  
Board Chair



*Pat Coleman*

**Pat Coleman**  
President & CEO



# Strategic Priorities 2020-23



Our programs and services span the breadth of behavioral health, care, policy, and practice, giving us a specialized understanding of the strategic context for behavioral health and care now and in the future. Within this, we will continue to focus our resources on specific priorities where we believe we can maximize our impact. Working with our staff and partners, we have chosen three areas of focus for three years where we have the greatest opportunity to use our skills and resources to improve our organization and behavioral health care.

 **Service Expansion/Growth**

 **Organizational Infrastructure**

 **Governance**

# Our Impact

## Crisis Hotline Calls

BHR Answered

**115,971** Calls on Its  
24-Hour Crisis Hotline

## Total Call Volume

BHR Received

**257,184** Calls  
Across All Services

**Over the last fiscal year, our hotline experienced a  
23 percent increase in crisis calls.**

Our trained behavioral health clinicians answer each call with compassion and provide a customized clinical intake/assessment to determine the best care possible.

## Mobile Outreach

When a crises caller would benefit from a higher level of assistance, mobile outreach care is dispatched. An experienced clinician visits a caller's residence or local agency to personally meet with the individual to make a crisis assessment and recommendations for care.

### BHR Responded to:

- **1,719** outreaches from Department of Mental Health
- **483** outreaches from Youth Crisis Lines
- **1,143** outreaches from hospitals



# Our Partnerships

## Tele Behavioral Health

Our tele behavioral health services continue to grow in and outside the state of Missouri. Currently, BHR conducts tele behavioral health in the following hospitals and behavioral health centers:

### Hospitals

- Missouri Baptist Medical Center
- St. Luke's Hospital
- St. Luke's Des Peres Hospital
- Mercy Aurora
- Mercy Cassville
- Mercy Lebanon
- Mercy Mountain View
- Wentworth-Douglass Hospital, (NH)
- Gerald Champion Regional Medical Center, (NM)

### State of Alaska

- Responder Relief Line

### Community Behavioral Health Centers

- Mat-Su Regional Medical Center, (AK)
- Akeela, Inc., (AK)
- Residential Youth Care, (AK)
- Denali Family Services, (AK)



## Mental Health Trainings

BHR conducted **661 mental health trainings reaching 5,578 adults and 7,759 youth** throughout eastern Missouri, (primarily virtual due to the pandemic), to help equip first responders, teachers, and others manage adults or adolescents experiencing a mental health challenge or crisis.

## Youth Training Highlight

BHR conducted a Trauma-informed Care presentation for staff of Girls Inc. St. Louis. The program offered practical tips and resources to help the girls learn to self-correct when feeling emotionally overwhelmed and use reason and logic to regulate thoughts and emotions. BHR also shared effective coping skills to build resiliency.

**girls  
inc.**

of St. Louis



# Dr. Bart Andrews Facilitates Panel in Missouri's Suicide Prevention in Health Care ECHO Program

*"Under the ECHO model, we get evidence-based practices and real-case consultation experience from hundreds of participants each month. Efforts like this help improve support for providers and increase spread of best practices in suicide prevention."*

~ Bart Andrews, Ph.D.  
Chief Clinical Officer



Extended Care in Health Outcomes (ECHO), created in New Mexico, is an innovative health care model using video technology to expand reach of specialty care. The University of Missouri School of Medicine engages ECHO across all health care disciplines, and it is believed its thriving ECHO program is the first of its kind to bring suicide prevention to the health care table. The focus of Missouri Suicide Prevention in Health Care ECHO platform is to spread knowledge and generate a collective understanding of how to disseminate and implement best practices, plans, and procedures in suicide prevention.

Under the University of Missouri's ECHO, BHR Chief Clinical Officer Dr. Bart Andrews facilitates a panel of multidisciplinary experts every two weeks from across the state, which includes a presentation on a suicide-related topic. In this specialized learning framework, leaders engage in a virtual community with their peers, sharing support, guidance, and feedback.



# GETTING MORE SOCIAL

## BHR Adds Instagram to Its Communication Toolbox

BHR recognizes the importance of communication, especially when talking about mental health. Leveraging its social media platforms like Facebook, Twitter, LinkedIn, and now Instagram are effective ways to add compelling, engaging content to support mental health and broaden our reach.

It's also an opportunity to share content from our partners, host and promote special events, celebrate our amazing staff, and more. Utilizing our social media channels is yet another way we reach out to our community to let them know we care, we respond, we listen. We invite you to connect and join our conversations!



## New, Improved Website

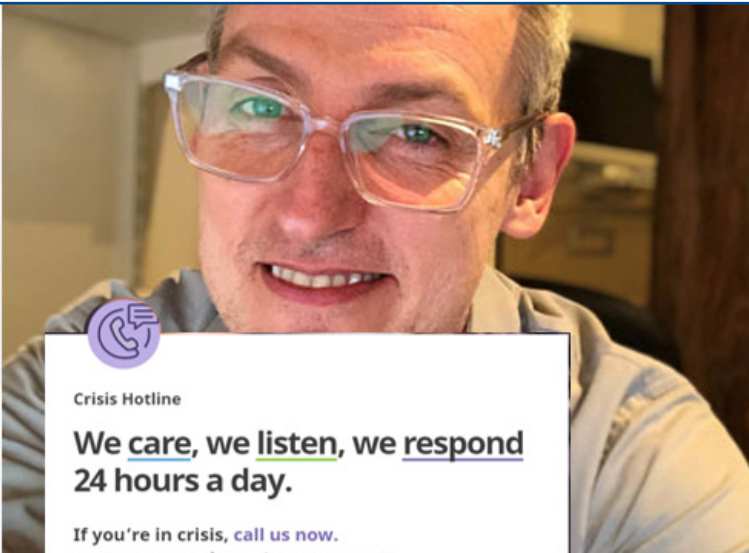
Lots of planning and hard work went into BHR's new and improved website. An internal team put immense effort partnering with an outside marketing agency to outline the crucial content while guiding the agency where the information should be organized on the website.


BHR's interactive site is extremely user-friendly with convenient access to a variety of resources and information right at your fingertips. Our home page provides our crisis hotline number and is prominently displayed on the top of every page of the website to let those know we are here for them 24 hours a day, seven days a week, 365 days of the year. The fresh, contemporary site also includes a chat feature for youths to immediately connect with a clinician.

We invite you to visit our website at [www.bhrstl](http://www.bhrstl) and share with others as a community resource.

**We're always here.**

Behavioral Health Response provides crisis support, telephone counseling, and mental health resources 24 hours a day, 7 days a week.





Crisis Hotline

**We care, we listen, we respond 24 hours a day.**

If you're in crisis, [call us now.](#)

1-800-811-4760 | Local: 314-469-6644



## BHR Achieves HITRUST CSF® Certification

BHR earned certified status for information security by HITRUST. To receive this certification, BHR successfully completed and passed a thorough security evaluation, meeting industry-defined mandates and maintaining the highest standards of cyber risk management and patient data loss prevention.

**HITRUST®**  
**CSF Certified**

*"Our clients are our highest priority; they entrust us with their care. We are proud to achieve this esteemed certification that demonstrates we are committed to meeting security regulations and protecting sensitive information."*

**~ Pat Coleman**  
**BHR President and CEO**

## BHR Receives National CARF Accreditation

BHR received a CARF three-year accreditation for its behavioral health programs and services:

- 24-hour Crisis Hotline for adults, adolescents, and children
- Crisis intervention for adults, adolescents, and children

Since 1999, BHR has successfully received this specialized three-year accreditation recognition.



*"BHR should take great pride in achieving this high-level accreditation. CARF commends BHR's commitment and consistent efforts to improve the quality of its programs and services."*

**~ Brian Boon, Ph.D.**  
**CARF President**

# BHR Partners with City of St. Louis and Police



**The 911 Diversion Program is about saving lives, and this lifesaving partnership ensures individuals are connected to the appropriate resources they need.**

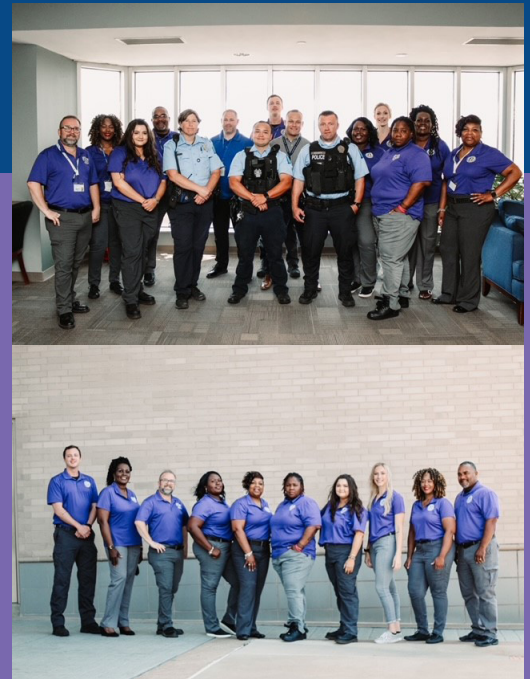
BHR partnership with St. Louis City and its St. Louis Metropolitan Police Department in an innovative, first-of-its-kind approach to support law enforcement and reduce the strain of 911 calls. Coined "911 Diversion Program," BHR's Justice and Crisis Response Unit (J-CRU) provides a "cops and clinicians" model in which a trained J-CRU clinician manages a 911 call or partners with a St. Louis Metropolitan Police Department officer on calls related to behavioral health including mental health disorders, substance use, trauma, quality of life events, and self-sufficiency incidents.

Our J-CRU also teams with St. Louis City Justice Center where officer and clinician work together when an arrestee is detained. A clinician assesses their immediate needs to connect them with appropriate services upon their release. Our clinical care coordination team follows up with all clients to assist in support and connect them with ongoing services.

## Current Data:

Since February, CRU has engaged 2,326 St. Louis city residents.

- **79** percent have been diverted from hospitalization
- **92** percent have been diverted from jail



*"The BHR CRU clinician gave me everything I needed on scene. She provided many resources to help me including the crisis line to call if I needed anything else. She even gave me her direct number. She was a breath of fresh air, and it was comforting to have her there in a stressful situation."*

**~ Anonymous Client**



*"I've been with the Metropolitan Police Department for 12 years and have partnered with BHR for approximately for six months. My experience with this program has been best thing our department could offer. We help many families dealing with mental health issues, and there have been occasions where a family approached us while we were on other calls and thanked me and BHR clinicians for a fantastic job in supporting them. I am so happy BHR connected with our Department."*

**~ Nick Jones  
Police Officer,  
North Patrol**



# Pat Coleman Named a “Most Influential Businesswoman” by St. Louis Business Journal



BHR President and CEO Pat Coleman was recognized by the St. Louis Business Journal in August 2020 as a “Most Influential Businesswoman.” The award recognizes women who demonstrate high levels of achievement and leadership throughout their careers and make an impact in the community. St. Louis Business Journal received over 200 nominations and Pat was among 25 exemplary women recognized for their leadership.

For nearly 25 years, Pat has worked for BHR to ensure barrier-free mental health care access to all in the eastern region of Missouri. She also is a strong advocate of helping others succeed, especially the next generation of women leaders. Pat believes she has a personal responsibility to develop talent within BHR as well as help women in other industry sectors. As an example, BHR’s leadership team is comprised of more than 60 percent women.

*“Pat’s exceptional leadership continues to position BHR for growth. She is committed to making mental health services accessible to all who need them by being creative and innovative with programs and delivery of care models. On behalf of the board, we are pleased Pat is a recipient of this esteemed award.”*

**~Barbi Karl  
Past Board Chair**

## BHR and St. Louis County Police Partnership Receives Recognition

LaunchCode’s Moonshot Awards Ceremony honored the partnership of BHR and St. Louis County Police Department as a finalist in its Collaboration Award for “partnering most innovatively, joining forces in unexpected, unconventional ways to work across fault lines for a better St. Louis.” As a finalist, LaunchCode recognized BHR for its collaborative efforts with St. Louis County Police Crisis Intervention Officers to support them with mental health-related calls via iPads. LaunchCode is a nonprofit offering free tech education and job placement opportunities to bring new people from all backgrounds into the tech field and reshape the way employers think about hiring.

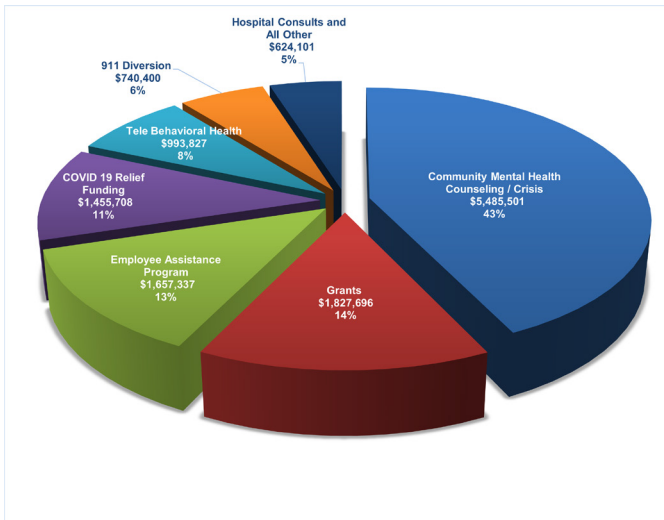


*Pictured from left: Laura Coleman, BHR; Amy Quade, BHR; Tiffany Lacy Clark, BHR; St. Louis County Police Sgt. Gary Robertson; Felicia Spratt, BHR; St. Louis County Officer Chris Koester; Holly Nemec, BHR; and Angela Berra, NAMI.*

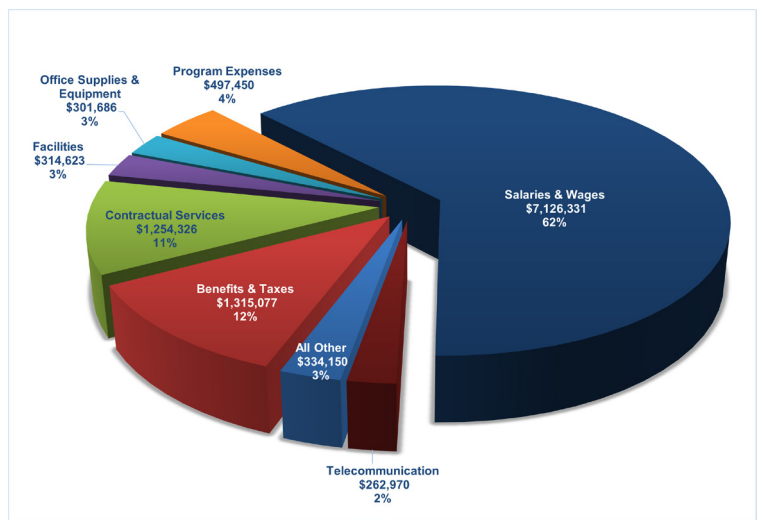
# Financials

July 1 2020 - June 30, 2021

## FINANCIAL SUMMARY



## EXPENSE SUMMARY



## Our Vision

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

**1-800-811-4760**

We care, we listen, we respond 24 hours a day.

# HELP US SAVE LIVES

BHR is grateful for the support of partners like you to keep our mission moving forward. No donation is too small. To make a tax-deductible gift, contact us today.

**5501 Delmar Boulevard**  
**Suite 300B**  
**St. Louis, MO 63122**  
**(314) 469-4908**  
**bhrstl.org**



## BOARD OF DIRECTORS

July 1, 2020 – June 30, 2021

**Rachael Bersdale** – Chair  
COMTREA

**Lara Pennington** – Co-chair  
Anthropedia

**Teresa Brandon** – Secretary  
Hopewell Center

**Katrina McDonald**  
Compass Health Network

**Margo Pigg**  
BJC Behavioral Care

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**Sergeant Sally Panzer**  
Metropolitan Police Department  
– City of St. Louis

**Christi Syberg**  
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**Tim Amato**  
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**Ed Riedel**  
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**Kyle Dooley**  
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**Rose Beavers-Jackson**  
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**Surilla Shaw**  
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**Toni Jordan**  
Let's Start

**Dawn Franzen**  
The Lead School

**Deputy Sierra Turley**  
Lincoln County Sheriff's Office

## EXECUTIVE TEAM

**Pat Coleman** – President & CEO

**Tiffany Lacy Clark** – Chief Operating Officer

**Bart Andrews, Ph.D.** – Chief Clinical Officer

