



Renew. Rebuild. Recover.™

ANNUAL REPORT

FY 21-22



RENEWING CONNECTION TOGETHER

SHOWING RESILIENCE IN A YEAR UNLIKE ANY OTHER

On January 1, 1996, the organization we know as West Michigan Community Mental Health was formed. Under the authority of the Michigan Mental Health Code, three separate County Community Mental Health organizations merged and became one, multi-county entity.

The affiliation also created opportunities for administrative efficiencies across the three CMHs, resulting in improved access to and consistency of services for citizens of Lake, Mason and Oceana Counties. It was the first merger of County CMH entities at the time, requiring visionary perspective by leaders from three separate county commissions and three separate community mental health boards.

When WMCMH was formed, its tag line became “Together we can make a difference.” Although I wasn’t here when it was developed, it strikes me how incredibly meaningful it must have been—representing the re-alignment of three organizational teams into one, one entity with three county commissions, one staff team with the responsibility for the citizens of three counties, three boards coming together as one. “Together we can make a difference” meant WMCMH becoming something greater than the sum of its parts. Together we can create opportunities for improved access to services. Together we can create sustainable services for behavioral health needs in our communities.

As relevant and meaningful as that tag line was then, it's still foundational to what we do and who we are as an organization almost 30 years later, perhaps even more so. On the heels of a pandemic that found us practicing social isolation, social distancing, remote work, remote service delivery and masking, “together” is a powerful sentiment. Zoom and Microsoft Teams offer new ways of being together. Telehealth is an accepted, fundamental part of service delivery. We “face time” and “what’s app” our family and friends, educate via social media, use “apps” and portals to share our healthcare information, and attend trainings using webinars with “breakout rooms” and “whiteboards.”

But somehow with all our ways of joining and communicating and seeming “together,” at times it still feels as if we have lost our connections with each other—that fundamental sense of what it means to BE together, WORK together, EXPERIENCE together, LEARN together, DO together and, perhaps most importantly, GROW together. Our differences have become magnified and our willingness to see, let alone attempt to understand, each other’s perspectives has gotten lost in the shuffle. As we try to integrate and coordinate work, we run into barriers created by that fundamental loss of connection and “togetherness.”

This loss of connection and togetherness has impacted our mental health as individuals, teams, organizations, and communities.

Requests for service (screening and assessment) at WMCMH are up by 4.9% in FY 21/22. Demand for crisis services is at an unprecedented high. The number of individuals being served in our organization in the past year is the highest ever, up 7.3% over last fiscal year. The numbers at WMCMH are not unlike numbers around the country. Mental illness and problematic substance use affect 1 in 4 people in our country, that's up 5% from previous epidemiological data. Overdose rates are skyrocketing.

When WMCMH developed its new logo and re-envisioned image in 2013, we also created a new tag line for our organization. "Renew. Rebuild. Recover." And while that tag line and that promise of opportunity to renew, rebuild, and recover is central to who we are, those three things happening together is paramount to our ultimate success in achieving communities where everyone is able to lead their best life.

Within WMCMH over the past year, we have redirected our efforts towards renewing that connection together, re-building as we come together, supporting recovery together. And we've redefined what we mean by "together."

Together begins in our partnership with the people we serve, their families, and their supports. Together means within our teams. Together means in connection with critical community partners. Together means expanding relationships with local, regional, state, and federal organizations and legislators.

Although I was not here 26 years ago when WMCMH came into existence, I have never before felt more deeply the passion for their original mission and their promise to our communities. One of my favorite quotes is: "If you want to go fast, go alone. If you want to go far, go together."

Although there is no single simple solution to the challenges we face in the national mental health crisis, the chronic sense of isolation people in our communities or country are feeling, or the many other challenges and opportunities that face our communities, I do know that the answer does not lie with one organization, one team, or one person alone. I am confident that if we work together, together we can do almost anything. Twenty-six years later, WMCMH still believes that together we can.



Lisa A. Williams, Ph.D.
Chief Executive Officer

GOVERNING BOARD

The West Michigan Community Mental Health Governing Board is comprised of 12 diverse stakeholders who are appointed by the County Commissions of Lake, Mason and Oceana County service area.



James Prince
Chairman
Oceana County
Representative



Larry Vansickle
Vice Chairman
Oceana County
Representative



Pat Bettin
Secretary
Mason County
Representative



Mary Alway
Mason County
Representative



Ron Bacon
Mason County
Representative



Linda Baierl
Lake County
Representative



Jennifer Branning
Mason County
Representative



Todd Dancz
Mason County
Representative



Dawn Martin
Lake County
Representative



Andy Sebolt
Oceana County
Representative



Kay Seng
Oceana County
Representative



Lucinda Schafer
Oceana County
Representative

SENIOR MANAGEMENT

Our WMCMH Senior Management Team helps cast vision, establish strategic plan and goals, drive leadership and organizational culture, and ensure sustainability.



Lisa Williams
Chief Executive Officer



Michele Condit
Chief Operations Officer



Ellen Plummer
Chief Healthcare
Integration
Officer



Josh Snyder
Chief Clinical Officer



Bethany Sherfinski
Chief Financial Officer



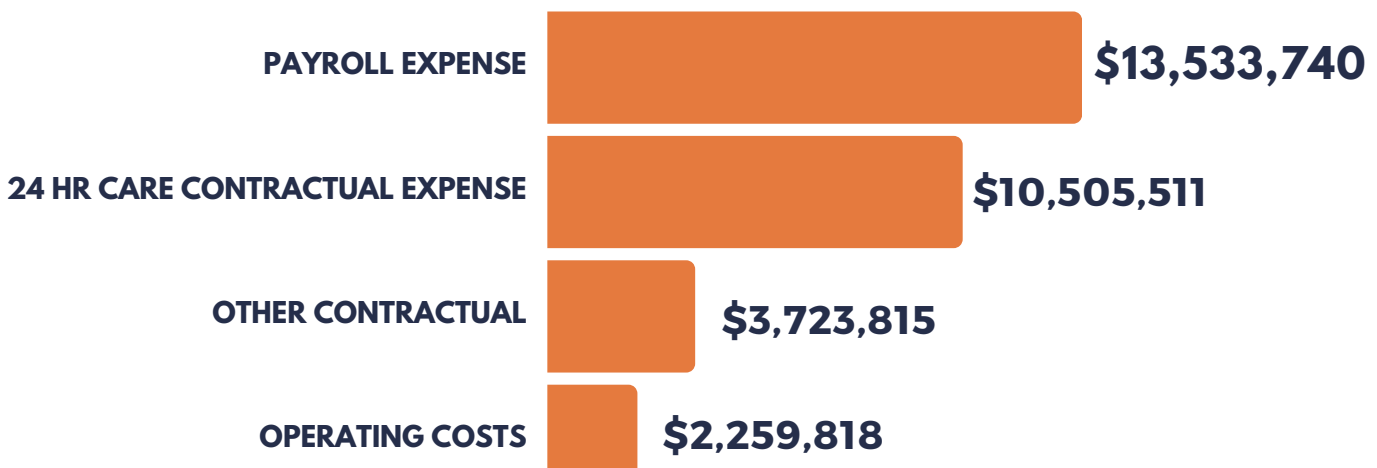
Kim Goodrich
Executive Assistant

FINANCIAL PICTURE

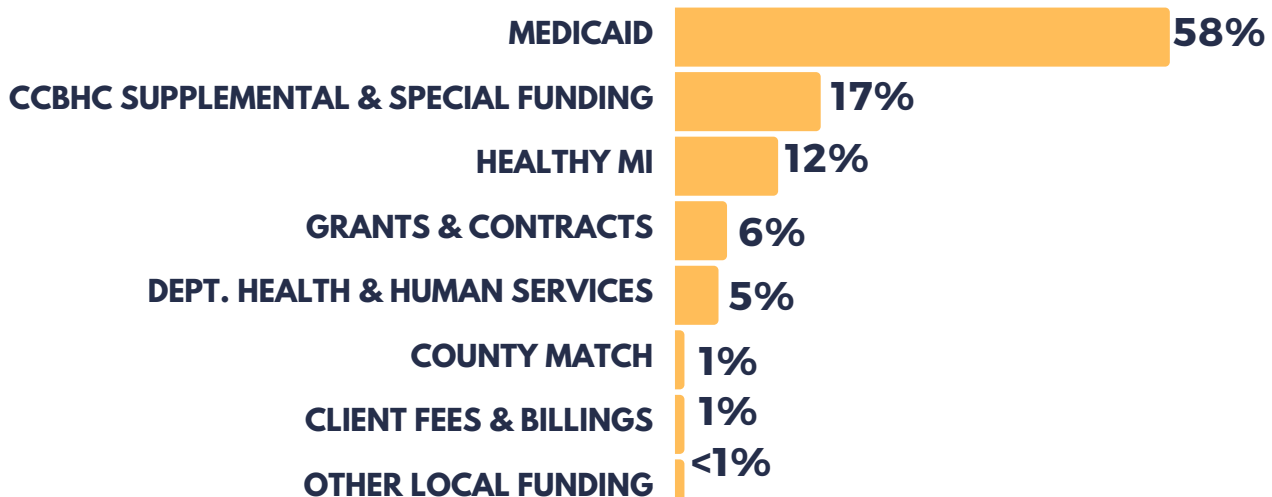
As a public organization funded primarily through taxpayer dollars, WMCMH is fiscally responsible and highly efficient. West Michigan CMH closely monitors opportunities to increase revenues through grants and various reimbursements.

WMCMH ended FY21/22 in a strong financial position.

ANNUAL EXPENSE BY CATEGORY



SOURCE OF FUNDING



*Financial data is preliminary

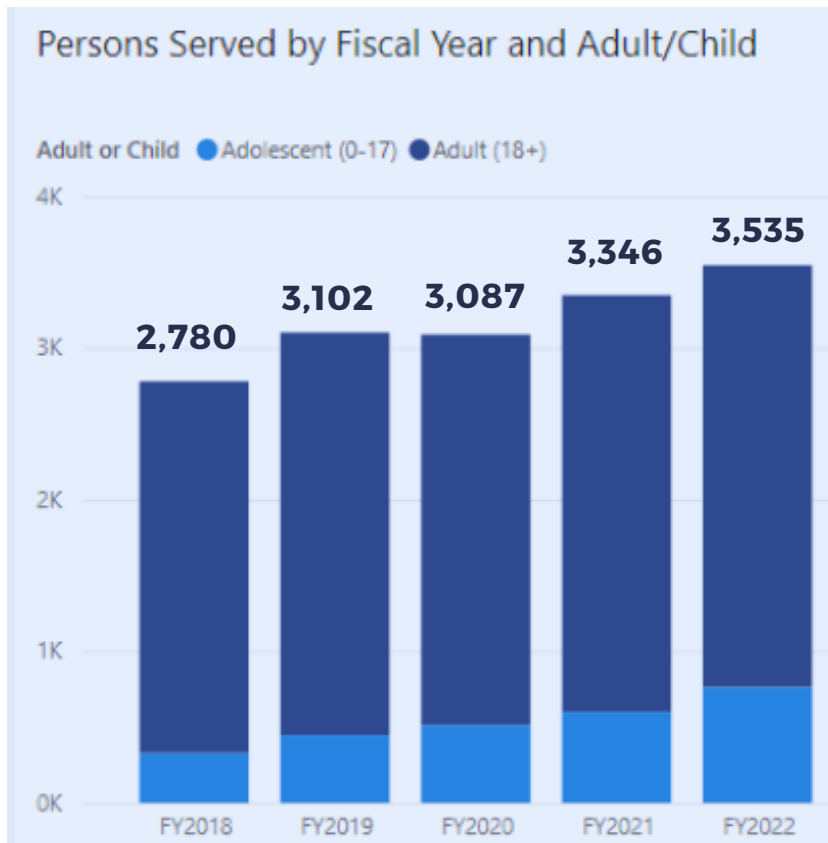
WHO WE SERVE

WEST MICHIGAN COMMUNITY MENTAL HEALTH IS THE PUBLIC BEHAVIORAL HEALTH CARE PROVIDER FOR ADULTS, CHILDREN AND FAMILIES WITH MENTAL HEALTH CONDITIONS, DEVELOPMENTAL DISABILITIES, AND/OR SUBSTANCE USE DISORDERS IN LAKE, MASON AND OCEANA COUNTIES.

ADOLESCENTS
762
ADOLESCENT (0-17)

ADULTS
2,783
ADULT (18+)

INCREASE OF
4.9%
INDIVIDUALS
SERVED FROM
FY20/21 TO FY21/22



STRATEGIC PLAN & GOALS

OUR CORE VALUES

We believe every person has the potential to renew, rebuild, and recover.

We strive for excellence.

We demonstrate integrity and resiliency.

We honor and respect the uniqueness and diversity of all people.

PURPOSE

We help people lead their best life.

We coordinate and provide high quality care for children, adults and families experiencing mental illness, intellectual/developmental disabilities, and substance use disorders.

We collaborate to support whole-person health for the people and communities we serve.

OUR PROMISE

We offer experienced, local professionals to coordinate personalized care for everyone we serve.

We provide access to a variety of proven services to address each person's needs.

We provide access to Crisis services, 24 hours a day, 365 days a year.

We provide support to each person in their recovery.

FIVE YEAR GOAL

We will use evidence-based clinical practices to improve the lives of 5,000 people per year by 9/30/2025.

STRATEGIC 3-5 YEAR/ 2023-2025

Sustainable Business Model

- Expand & diversify sources of funding to support stabilization & sustainability
- Maximize the value that comes from other funding sources & minimize disruption from complex payors
- Know and understand our costs, make ourselves cost competitive, & demonstrate value of any additional costs
- Develop ability to prioritize and adapt to continual changes in policy, funding, & structure
- Evaluate effectiveness of current business model for changing healthcare environment

Impact and Outcomes

- Increase community access
- Maximize the value each team member brings to the organizational team, consumer outcomes & the health of our communities
- Use methods & models that have proven results
- Ensure that all individuals in the organization have access to data that allows them to know that they are having the desired impact

PRIORITIES YEAR 3/ Q1-Q4 OF 2023

The WM team will collaborate to enhance our workplace experience so that we are energized, engaged, and equipped to do our best work for the people we serve

Embed principles and practices of care coordination to enhance the care model

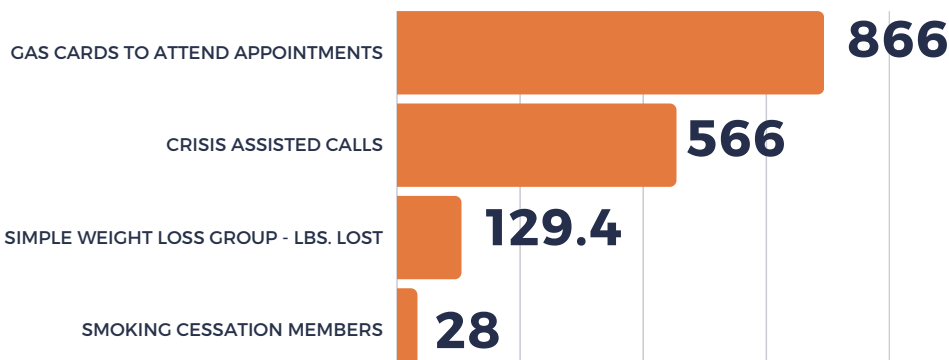
Maximize efficiency, effectiveness, and outcomes of residential service delivery network

Ensure access to a comprehensive, high-quality crisis continuum

EMPOWERING & IMPROVING

COMMUNITY PARTNERSHIPS, LARGE PROJECT WORK, AND PROGRAM SUCCESSES.

HELPING - BY THE NUMBERS



"I truly appreciate being able to have a hand in making a difference in the lives of the people we serve and seeing their life goals come to fruition."

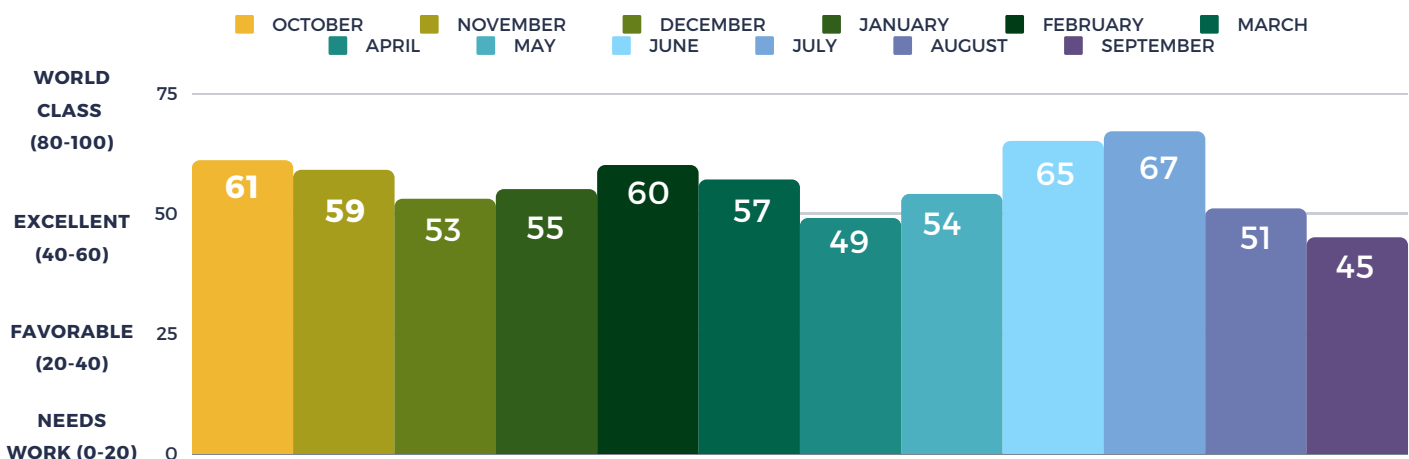
Jodi Heitz, Clinical Support Representative - 10 years at WCMCMH

COMMUNITY PARTNERS

- 3 NARCAN VENDING MACHINES DISPENSING FREE NARCAN
- PARTNERSHIP WITH LIFE EMS FOR PEOPLE BEING TREATED FOR OPIOID OVERDOSE
- 8 MEMBERS OF LAW ENFORCEMENT CRISIS INTERVENTION TRAINING CERTIFIED
- 10 JAIL DIVERSIONS



CONSUMER SATISFACTION SURVEY SCORED IN EXCELLENT RANGE ENTIRE FISCAL YEAR



MAKING A DIFFERENCE

MEET DANNY



Pictured: Lt. James Coleman and Dany Bain

Lt. James Coleman at the Michigan State Police Post in Oceana County needed janitorial services. He reached out to Carla Shay, Coordinator at WCMCMH Community Employment Services to see if she knew anyone who could fulfill that role. Danny Bain eagerly submitted his resume, received an interview at the post, and was hired. The rest is history.

Lt. Coleman shared "Danny gets along great with the staff here at the post. He has a fun and pleasant demeanor, and he is an extremely hard worker who is determined to do a good job each day he is here."

West Michigan CMH integrates consumers into the community to learn the skills that they need to live as independently as possible.

EMPLOYMENT SITES:

MEIJER LUDINGTON
MAGIC TOUCH CLEANERS
HGA (AUTISM CENTER)
BALDWIN AREA SCHOOLS
YADA YADA RESALE STORE
THE INN OF LUDINGTON
LUDINGTON BAY BREWERY
GOODWILL
MCDONALDS
LUNDQUISTS
LAMPLIGHTER INN
YATES
CLUB 37
KRISTI'S POUR HOUSE
SPARTAN WEST BOWLING ALLEY
MICHIGAN STATE POLICE

VOLUNTEER SITES:

HART AREA PUBLIC LIBRARY
YADA YADA RESALE STORE
LAKESHORE FOOD CLUB
MASON COUNTY ANIMAL CONTROL
MASON COUNTY PUBLIC LIBRARY
PETUNIA PARADE
COMMUNITY GARDENS
CUP OF KINDNESS
THE LADDER COMMUNITY CENTER
LOVE INC.



OUR LOCATIONS

MAIN OFFICES

Lake County Office
1090 N. Michigan Ave.
Baldwin, MI 49304

Oceana County Office
105 Lincoln Street
Hart, MI 49420

Mason County Office
920 Diana Street
Ludington, MI 49431

GATHERING SITE LOCATIONS

Dimensions Unlimited
910 Conrad Industrial Dr.
Ludington, MI 49431

Integrations
645 Michigan Ave.
Baldwin, MI 49304

Progressions
101 S. Water St.
Hart, MI 49420

AUTISM CENTER LOCATIONS

Baldwin Autism Center
645 N. Michigan Ave.
Baldwin, MI 49304

Hart Autism Center
11 Washington St.
Hart, MI 49420

Ludington Autism Center
5757 W. Johnson Rd.
Ludington, MI 49431

*If you are seeking services, please visit one of the three main office locations or call:

1-800-992-2061



CARE MODEL

WMCMH tailors services to meet the specific individual needs of each West Michigan CMH consumer, through our innovative care model and person-centered planning. As the person's needs change, their person-centered plan changes, and their individual care team changes.



***Image example above is of a care team and not exclusive to every person's treatment.**

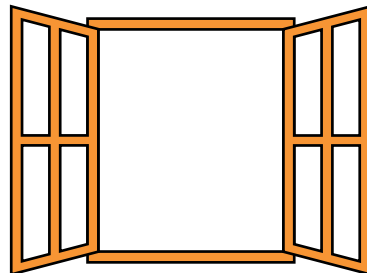


The Assistant Regional Administrator at SAMHSA stopped by our Ludington site for an opportunity to learn about how CCBHC is evolving at WMCMH. She reported that WMCMH is consistently meeting SAMHSA reporting requirements, achieving grant goals, and exceeding performance expectations.

CCBHC - STRENGTHENS THE PUBLIC SAFETY NET



Improved access to school-based care, outreach to families and children, early intervention and prevention for children struggling with behavioral health conditions



Improved access for mild to moderate and early intervention services for adults and children, regardless of insurance



Expanded crisis services, 24-hour mobile crisis, coordination with 988



Enhanced coordination of care = less duplication of service, warm transfers across services, and improved outcomes.



Improved responsiveness to law enforcement and judicial system, early diversion services, warm transfer across systems



Expanded partnerships with primary care, implementation of whole-person care, integration of services above and below the neck

39,586

FY 21/22 CCBHC ENCOUNTERS

CRISIS INTERVENTION TEAM (CIT)

WCMH partnered with local law enforcement to conduct a Crisis Intervention Team (CIT) Training. This training course requires an extensive 40-hour curriculum taught over five consecutive days. The course emphasizes understanding of mental illness and incorporates the development of communication skills, practical experience and role-playing.



Just another way that WCMH works together with our community for our community.



In Crisis? Suicidal? If you or someone you know is thinking of suicide or is in emotional distress, please call: 1-800-992-2061

We are available 365 days a year, 24 hours a day, 7 days a week. A caring and trained clinician is waiting to take your call.

JUST GETTING STARTED



DIVERSITY, EQUITY & INCLUSION

THE WCMCMH DIVERSITY, EQUITY AND INCLUSION COMMITTEE PROVIDED LEARNING SESSIONS FOR THE MONTH OF JUNE AND IMPLEMENTED PRIDE FLAG ARTWORK AT EACH MAIN SITE.

"The arrow points to the right to show forward movement [...] and illustrates that progress still needs to be made." - Daniel Quasar

GROWING TOGETHER

- ADDED MENTAL HEALTH JAIL SERVICES
- ADDED MEDICATION ASSISTED TREATMENT EXPANSION
- AWARDED OCEANA COMMUNITY FOUNDATION GRANT TO HELP CONSUMERS ATTEND APPOINTMENTS
- AWARDED MDHHS MI KIDS NOW MOBILE CRISIS GRANT TO HELP CHILDREN IN CRISIS
- AWARDED CCBHC IMPROVEMENT AND ADVANCEMENT GRANT FROM SAMHSA



WCMCMH JOINED THE WALK-A-MILE RALLY IN LANSING AT THE STATE CAPITAL. THE RALLY HELPS RAISE PUBLIC AWARENESS AND HELPS RAISE AWARENESS OF LEGISLATORS ABOUT THE IMPACT OF STIGMA AND LEGISLATIVE DECISIONS ON THE COMMUNITIES AND PEOPLE WE SERVE.

111%

INCREASE OF CONSUMER SERVED BY INTENSIVE CRISIS STABILIZATION SERVICES FOR CHILDREN

253

TEAM MEMBERS AND CONTRACT PROVIDERS TRAINED IN IMPLICIT BIAS

573

FREE NALOXONE KITS DISPENSED

+300

SOCIAL MEDIA POSTS, RADIO SEGMENTS, NEWSPAPER ARTICLES, ADS, COMMUNITY OUTREACH EVENTS TO BREAK THE STIGMA

2022 TEAM MEMBERS YEARS OF SERVICE

HONORING OUR TEAM AND BOARD MEMBERS FOR THEIR COMMITMENT TO RENEW. REBUILD. RECOVER.

Pam Huber - 30 Years

Stacie Knobel - 25 Years

Betsy Reed-Henry - 20 Years

Lesa Lloyd - 20 Years

Donna Lange - 15 Years

Stephen Plummer - 10 Years

Sarah Hendershot - 10 Years

Ashely Mendez - 10 Years

Marie Jensen - 10 Years

Devon Hernandez - 10 Years

Zack Vander Wall - 10 Years

Jodi Heitz 10 - Years

Chasity Morris - 5 Years

Renee Berens - 5 Years

Amanda Stalmack - 5 Years

Scott Barber - 5 Years

Ron Bacon - 5 Years

Todd Dancz - 5 Years

Andy Sebolt - 5 Years

"I am honored to serve the community through my work at WCMCMH. Oftentimes, people come to us when they're at their lowest point. We help them build a healthy, meaningful life. I can't think of more important work that people can do for other people!"
- Betsy Reed-Henry, Continuous Quality Improvement Coordinator

"I truly like working with people with a developmental disability, it's a different adventure every day. It is a very rewarding job when you see them learning new tasks and enjoying themselves." - Scott Barber, CELSS - 5 years at WCMCMH

BETTER TOGETHER

TOGETHER WE CAN. TOGETHER WE DID.



visit our
website



follow us
on
facebook



1-800-992-2061

www.wmcmhs.org