



ANNUAL REPORT

FY 22-23

BREAKING BARRIERS, BUILDING BRIDGES: A YEAR OF PROGRESS IN BEHAVIORAL HEALTH

The theme of the WMCMH 2022-2023 Annual Report is **Breaking Barriers, Building Bridges**. As you make your way through this report you will see countless examples of the **strength, creativity**, and **resiliency** of the organization, WMCMH Team, and the people we serve. Breaking barriers is tough but incredibly important work. In an organization whose primary mission is to help people lead their best lives, we are called upon daily to witness and support individuals we serve in their barrier-busting, bridge-building work on their road to recovery. The WMCMH Team simultaneously does this same work at the organizational, community, regional, state, and federal levels.

I have two quotes on my computer desktop that I refer to often in the course of our day-to-day work:

To reach an audacious goal, we sometimes benefit from having it lie right beyond our grasp.

~ Sarah Lewis

Courage is contagious. Every time we choose courage, we make everyone around us a little better and the world a little braver.

~ Brene Brown

We have called upon these quotes repeatedly this year as we have continued to experience an unprecedented number of requests for mental health, substance use, and developmental disability services. While managing the ongoing barriers related to the workforce, we have continued to advance towards achieving our Big Hairy Audacious Goal (BHAG) of serving 5,000 people a year by the end of FY2025. While WMCMH experienced an average position vacancy rate of 9% throughout FY2023, our Team provided evidence-based services to 4,243 individuals. This is an increase of 6% from last year and 11% from FY2021 when we established the goal.

This unprecedented access to services was accomplished through building bridges and breaking barriers. Although we were challenged to fill workforce gaps, we built bridges internally to ensure our team felt supported, valued, and competent in their work. We built bridges between teams so that client care was coordinated more effectively, and teams understood and respected each other's roles in coordinating care and providing outstanding services. We built bridges with community partners like COVE, Lakeshore Food Club, local Community Foundations, and Services of Hope to expand access and support to the individuals we serve. We expanded staff competencies with training opportunities like cultural diversity, Zero Suicide, motivational interviewing, and trauma-informed care.

We also busted more than a few barriers. We tackled past practices that were inefficient to streamline workflows and maximize resources. We implemented creative scheduling practices to increase the availability of existing capacity and support enhanced productivity. We were challenged to think about our own belief systems and values around diversity and inclusivity. We advocated in Michigan and federally to advance Certified Community Behavioral Health Clinic implementation. We addressed funding barriers by considering alternate sources of funding for critical services through various types of local, state, and federal grants. We worked with the Michigan Department of Health and Human Services to address challenges related to Medicaid re-enrollment on the heels of the pandemic.

Barrier busting and bridge building is intense work. It requires courage, passion, and a shared commitment to a common goal. This report demonstrates the WMCMH Team and the people we serve continuing to exhibit all of this and so much more every day to ensure recovery in service to our communities.

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



THE HEART OF WMCMH

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.



OUR 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 care 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.



*"Both (my workers) have helped me in every aspect of my life. I can now do things for myself and my children that I **never dreamed possible.**"*
- WMCMH Consumer

"I learn so much from the individuals we serve, I am humbled and honored every day." - Heather Bullock, Adult Care Manager (3.5 years with WMCMH)

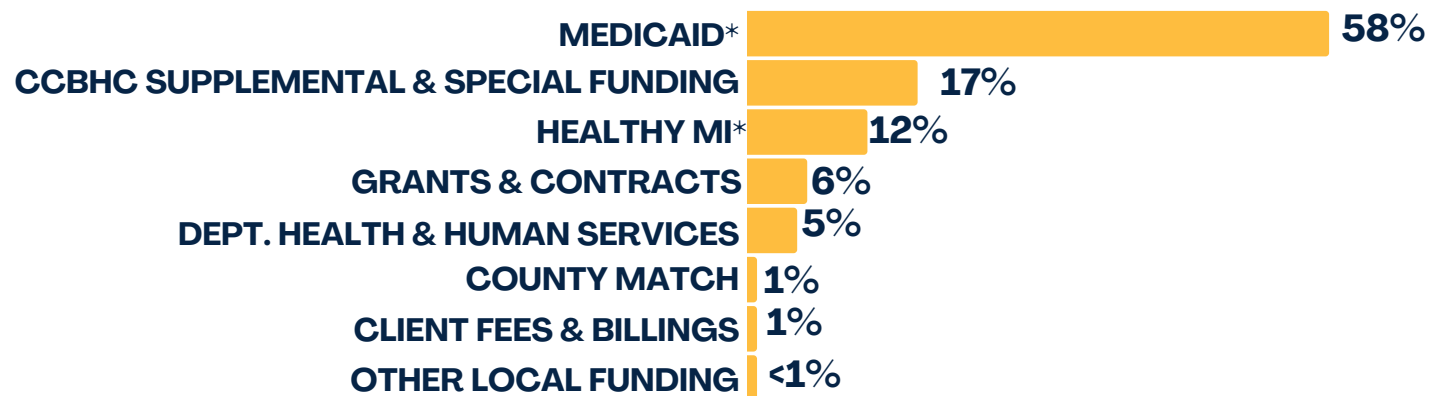
"My job gives me the opportunity to have a positive impact on people's lives and make a difference every day!" - Beth Baker, Reimbursement Coordinator (10 years with WMCMH)

*"I love (WMCMH) CMH! People are so **friendly!**"* - WMCMH Consumer

FINANCIAL PICTURE

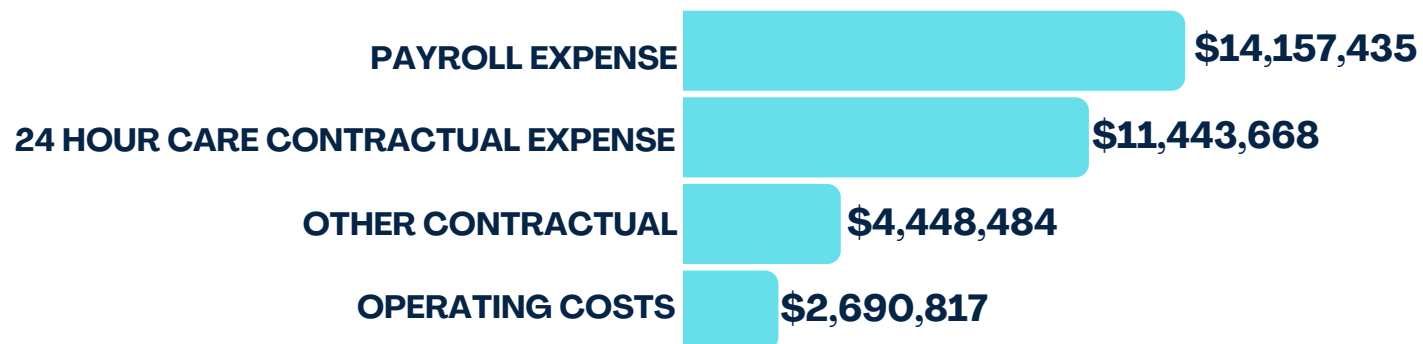
As an organization funded primarily through taxpayer dollars, WMCMH is accountable for its expenditures and takes great care to ensure that every dollar is spent efficiently. WMCMH routinely seeks opportunities to increase revenue through grants and reimbursements. We are pleased to report that WMCMH ended FY 22-23 in a strong financial position.

SOURCE OF FUNDING



*Medicaid and Healthy MI include CCBHC and Non-CCBHC funding

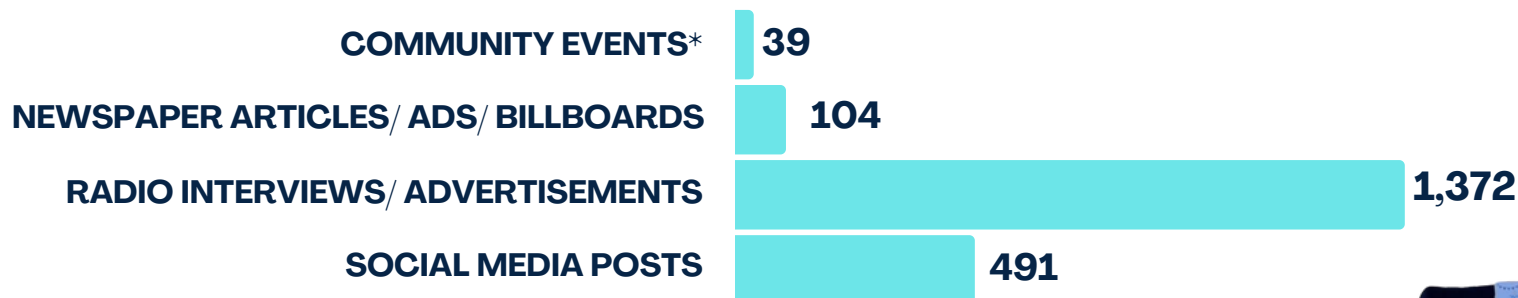
ANNUAL EXPENSE BY CATEGORY



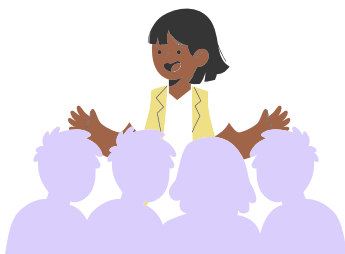
Fiscal Year 2022-2023 Financial information is based on preliminary data.

BUILDING BRIDGES: COMMUNITY SUPPORT

WMCMH played a pivotal role in elevating behavioral health awareness by actively participating in community events. With a commitment to destigmatizing mental health issues, WMCMH supported significant outreach efforts in Lake, Mason, and Oceana Counties.



*WMCMH touched over **43,155** individuals in community impact events



**COMMUNITY OUTREACH
INCREASE OF 93% FROM
PREVIOUS YEAR**



**2,800 FENTANYL
TESTING STRIPS
DISPENSED**



**294 FREE NALOXONE
KITS DISPENSED**

BUILDING BRIDGES: COMMUNITY SUPPORT

WMCMH plays a vital role in strengthening the community support system within Lake, Mason, and Oceana counties. WMCMH services extend beyond addressing mental health conditions, developmental disabilities, and substance use disorders for adults, children, and families. WMCMH engages in collaborative initiatives, such as improving access in schools, expanding crisis services, and establishing partnerships with primary care providers and law enforcement.

Three officers received Crisis Intervention Training. Ten officers, to date have been trained to de-escalate and understand mental illness.



52% of health-related referrals received documented coordination follow-up, exceeding goal of 50%



279,020

FY 22-23
BILLABLE SERVICES

8 School Mobile Crisis Intervention Contacts

17 School Based Coordination Events



ADULT
656 Crisis Contacts
453 Pre-Hospital Screenings

YOUTH
55 Mobile Crisis Calls
111 Pre-Hospital Screenings

35% Increase in Crisis Response from previous year

CRISIS



38 Care Coordination Agreements with Community Stakeholders

48 Youth coordination contacts with community partners



BUILDING BRIDGES: COMMUNITY SUPPORT

WMCMH gathering sites walk alongside adults with serious mental illness, substance use disorders, or intellectual/developmental disabilities by providing skill-building, training to help a person participate actively at school, work, volunteer, or community settings and to learn various types of skills. Employment and volunteer sites are in Lake, Mason, and Oceana counties.

EMPLOYMENT PARTNERS

Meijer Ludington
Magic Touch Cleaners
HGA Support Services
Baldwin Area Schools
The Inn of Ludington
Goodwill Industries
McDonald's
Lundquist's Furniture
Yates Dial-A-Ride
Club 37 Restaurant
Kristi's Pour House
Michigan State Police
Dollar General
Table 14

VOLUNTEER PARTNERS

Hart Area Schools
Lakeshore Food Club
Mason County Animal Control
Mason County Public Library
Petunia Parade
Community Gardens
Cup of Kindness
The Ladder Community Center
Love Inc.
Habitat for Humanity

*Call 231-843-7380 if you would like to become an employment or volunteer partner.

"I appreciate WMCMH for supporting my son by providing a program that allows him to work twice a week and provides social time and exercise in a safe/fun environment. WMCMH has helped provide him with a great quality of life. It warms my heart when he smiles and tells me 'I love Dimensions!'"
- WMCMH Guardian



BREAKING BARRIERS: TIMELINESS TO CARE

WMCMH understands the importance of delivering prompt care, especially in emergency situations. Our dedication extends to not only improving our services but also reaching and assisting more individuals. We are actively enhancing communication channels between emergency care providers and follow-up care teams, and implementing strategies to engage a broader spectrum of consumers in follow-up care.

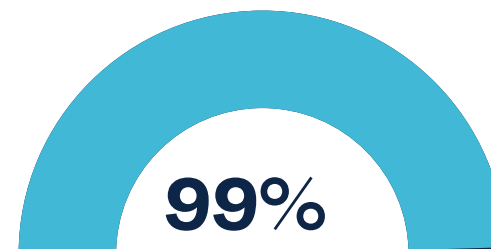
564
Pre-Hospital
Screenings
Completed

327 Admissions to Inpatient
Psychiatric Unit or Crisis
Residential

126 Mental Health
Diversions to Less
Intensive Services to Meet
Consumer Needs

Access Timeliness - Inpatient Screening

99% of pre-hospital screenings were completed within 3 hours



ZERO SUICIDE

WMCMH trained 163 team members (95% of staff) in Zero Suicide.

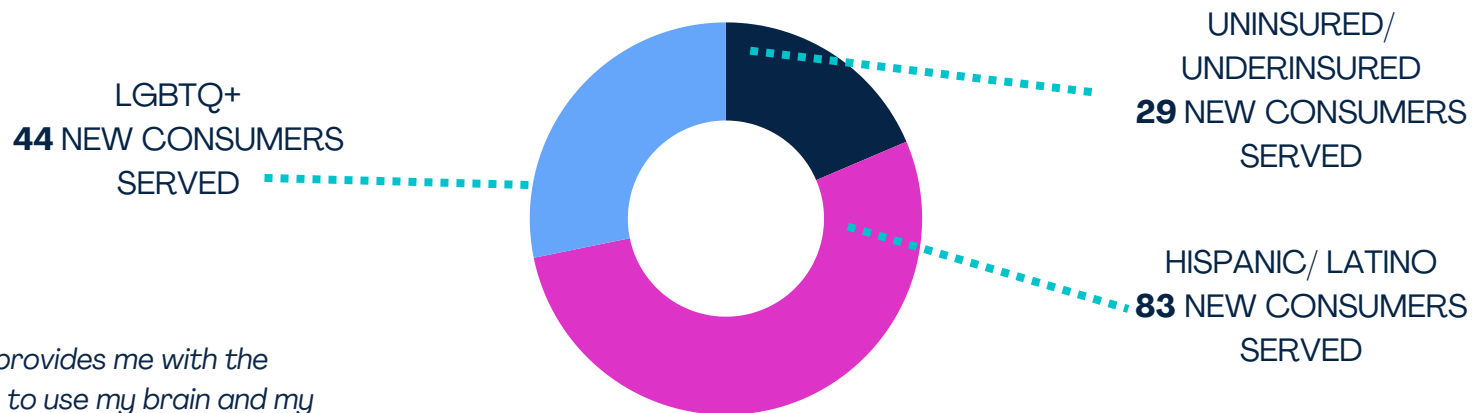
The core concept of the zero suicide model is that suicide is preventable when the community and healthcare systems work together. The zero suicide model identifies 7 core elements of a comprehensive suicide care system that drive achieving the goal of a "zero suicide community".



EMPOWERING MINDS, ENRICHING LIVES

WMCMH continues to transform our healthcare environment and enhance the experience of the individuals we serve by living into our organizational value of honoring the diversity of all individuals.

INCREASE ACCESS TO CLINICAL SERVICES IN UNDERSERVED POPULATIONS



"My job provides me with the opportunity to use my brain and my heart. I have found a passion in providing life-changing support to our community to assist consumers to navigate and live a life they perceive as worth living." - Jamie Stewart, Clinical Service Planner (6 years at WMCMH)

I love working at WMCMH because of the people. I love the people that I work with. They are supportive, and we work very well as a team. I also love helping the consumers at WMCMH and seeing their improvement through the year from doing their annual assessments." - Amber Huizenga, CSS Clinician (1 year with WMCMH)

INCREASED THE NUMBER OF YOUTH SERVED FROM THE PRIOR YEAR BY 26.7%

59 UNIQUE INDIVIDUALS PARTICIPATED IN WMCMH SMOKING CESSATION PROGRAMS

20.8% INCREASE OVER THE PRIOR YEAR IN INDIVIDUALS PARTICIPATING IN WMCMH AUTISM SERVICES

STRENGTH IN VOICES: WMCMH AND CONSUMER ADVISORY PANEL MEMBERS TAKE STRIDES FOR MENTAL HEALTH AT COMMUNITY MENTAL HEALTH ASSOCIATION OF MICHIGAN'S WALK-A-MILE RALLY



In a powerful display of unity and advocacy, members of the WMCMH Consumer Advisory Panel and our Veteran Navigator recently participated in the Community Mental Health Association of Michigan's Walk-a-Mile rally at the State Capitol. This annual event serves as a poignant reminder of the collective commitment to mental health awareness and the critical barrier stigma creates to access mental health and substance use disorder services.

WMCMH consumer participation added a significant voice to the cause, emphasizing the need for accessible mental health resources and supportive communities. We walked alongside fellow advocates with a shared commitment to fostering understanding, empathy, and positive change in the realm of mental health.

HIGHLIGHTING RESILIENCE

WMCMH's 'Consumer Artwork Event' showcased over 40 exceptional pieces, offering a poignant exploration of behavioral health experiences—mental health, substance use, and intellectual and developmental disabilities. These expressive artworks, now displayed in the WMCMH Board Rooms across our three counties, stand as a visual testament to the strength and resilience within our community, fostering awareness and understanding.

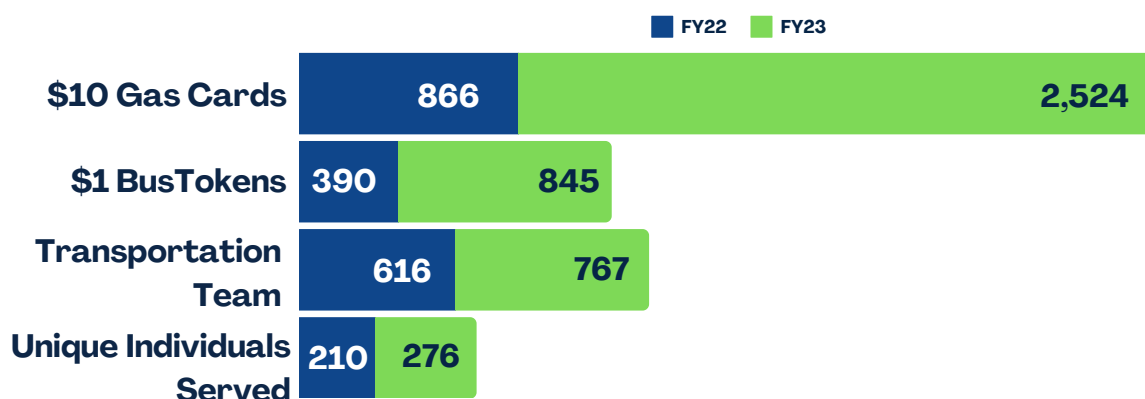


BREAKING BARRIERS: ACCESSING SERVICES

WMCMH is devoted to bridging the gap in accessing behavioral health services for our rural communities. Understanding the unique challenges faced by individuals in more remote areas, we have implemented innovative strategies to ensure easier and more convenient access to vital behavioral health resources. Through integration of technology and telehealth services, alternate hours, outreach programs, and community partnerships, we strive to break down barriers and bring essential behavioral health services closer to home. Our dedication to nurturing a supportive environment empowers individuals to seek help confidentially, fostering a healthier community for all.

- **Expanded hours in Ludington and Hart**
- **Added Free Fentanyl Testing Strips to Free Narcan Vending Machines**
- **Added Designated Collaborating Organization (DCO): Services of Hope**
- **Expanded access by providing choice in providers with contractual providers such as dietitians, speech therapists, and telehealth**
- **Served through our Medication Assisted Treatment Clinic 49 consumers, with 387 clinic visits**
- **Served through our Medical Clinic 1,287 consumers, with 6,082 clinic visits**
- **Provided No-show Clinic for patients who have missed medication reviews and require refills**
- **Expanded assistance with transportation to WMCMH appointments**

TRANSPORTATION ASSISTANCE FOR INDIVIDUALS SERVED

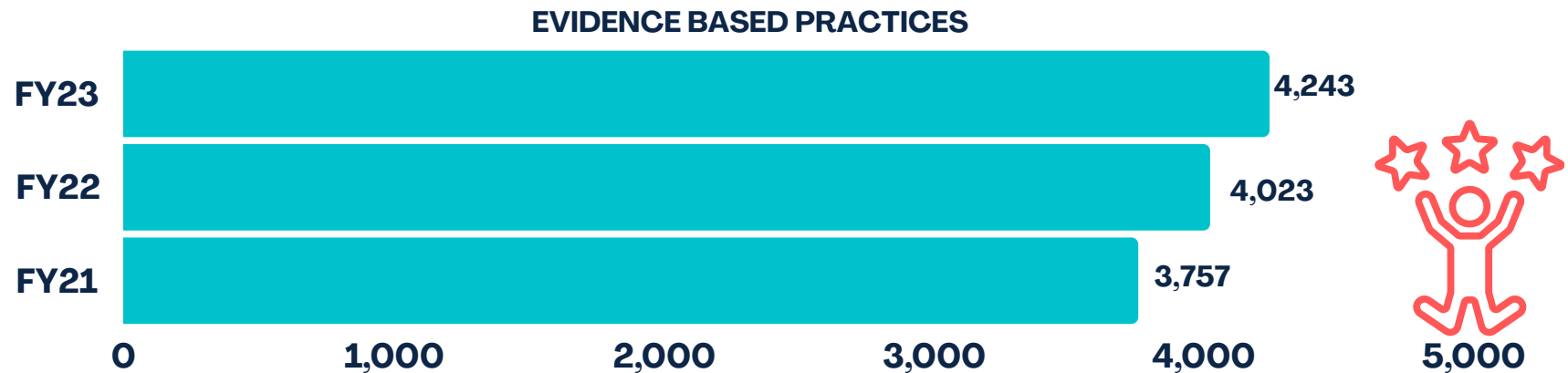


WMCMH's transportation assistance is a vital component of our commitment to comprehensive care, improving access to care for individuals in our rural three-county area.

***Please note that there are eligibility criteria to participate in the transportation program.**

BREAKING BARRIERS: IMPROVING LIVES

This graphic illustrates the cumulative number of individuals supported by WMCMH throughout fiscal years 2021, 2022, and fiscal year 2023. Armed with data, we're crafting strategies for FY24 to progress toward our overarching objective: enhancing the lives of 5,000 individuals by September 30, 2025.



Examples of Evidence Based Practice (EBP's) at WMCMH:

Parent Management Training - Oregon Model (PMTO), Dialectical Behavioral Treatment (DBT), Assertive Community Treatment (ACT), Supported Employment, Jail Diversion, Medication Algorithms, Eye Movement Desensitization and Reprocessing (EMDR), Motivational Interviewing, SMART Recovery, and more!

ACCESSING SERVICES: IMPACT OF BEING A CCBHC



26% increase in individuals accessing services overall
20% increase in services to individuals not on Medicaid
20% increase in individuals receiving Substance Use Disorder Services
On average approximately 17% of people WMCMH serves are over the age of 55
200% increase in number of children receiving services

STRENGTHING SATISFACTION: THRIVING ON EXCELLENCE IN CONSUMER EXPERIENCE

Consumers identified their treatment teams to be “knowledgeable”, “responsive to questions”, and “effective in providing assistance”.

“WMCMH has helped me change my life for the better. I would not be here today without their help” WMCMH Consumer



96.3%

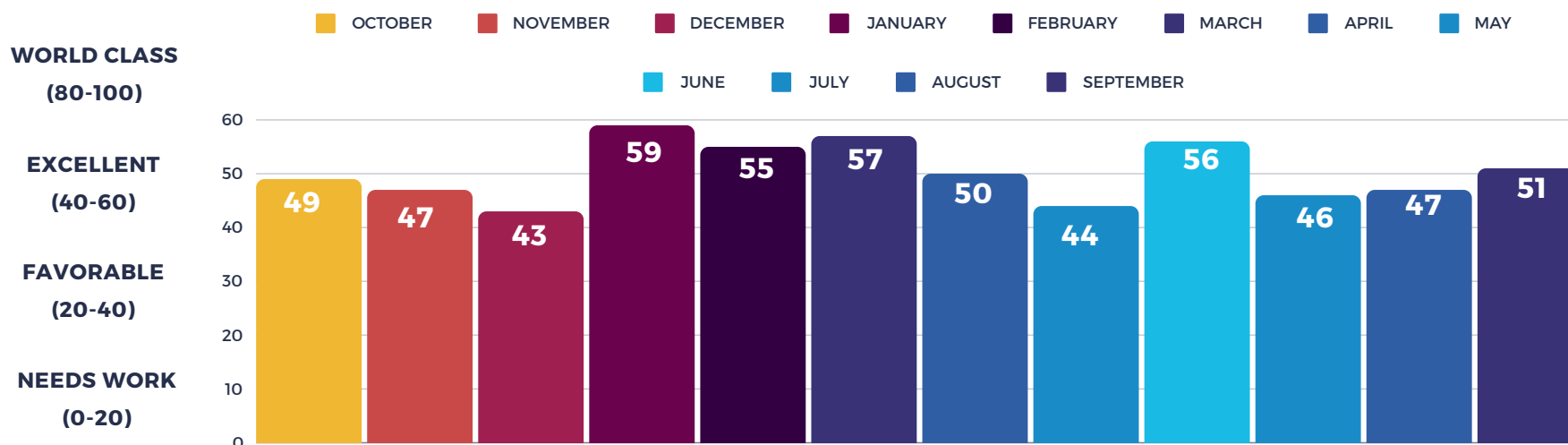
Felt their treatment team answered any questions they had



96.8%

Satisfied with help received from WMCMH

CONSUMER NET PROMOTER SURVEY SCORES WERE CONSISTENTLY IN THE EXCELLENT RANGE FOR THE ENTIRE FISCAL YEAR (2ND YEAR IN A ROW)



TEAM WMCMH: THE BARRIER BREAKING TEAM

WMCMH fosters a workplace culture that recognizes the importance of positive interpersonal dynamics, effective communication, and adaptability. This not only cultivates a thriving and harmonious professional environment but also significantly contributes to better care and service for the individuals we serve. The word cloud to the right highlights the themes and strengths our WMCMH team members use to describe each other. The larger the word in the cloud, the more frequently it was shared by a team member. The cloud reflects the diverse talents and capabilities that make our team a powerhouse dedicated to providing exceptional care.



**CE-CERT TRAINING FOR
LEADERSHIP TO HELP TEAM
MEMBERS UNDERSTAND
AND ADDRESS THE IMPACT
OF SECONDARY TRAUMA**

**KEYSCAN ACCESS WAS ADDED TO
EACH SITE'S HALLWAYS FOR TEAM
MEMBERS AND CONSUMER
SECURITY AND TO PROTECT
CONFIDENTIALITY**

**TEAM MEMBER
SAFETY FEATURE
ADDED TO
AGENCY CELL
PHONES**

**14 DIVERSITY, EQUITY,
INCLUSION TEAM MEMBER
LEARNING SESSIONS**



TEAM WMCMH: THE BARRIER BREAKING TEAM

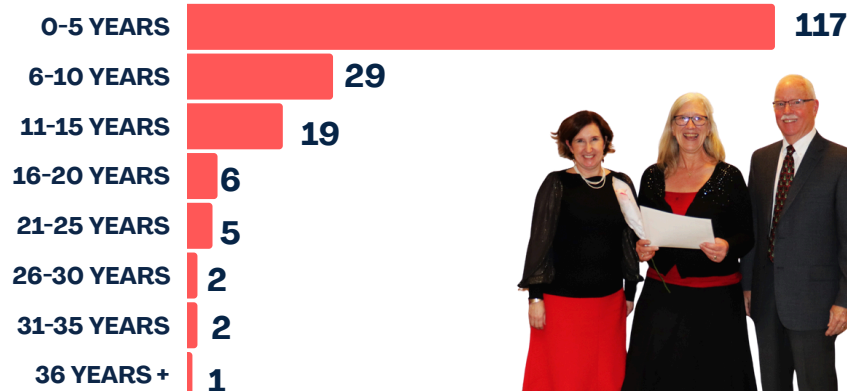
BUILDING OUR FUTURE: YEARS OF SERVICE AND RECRUITMENT EFFORTS

WMCMH is thrilled to acknowledge the remarkable achievements and significant milestones of our team members in their tenure with WMCMH. The incredible dedication and hard work of our esteemed team members have contributed to the success of our agency.

WMCMH is excited about our future. Our success lies in recognizing achievements and actively working towards building an even more dynamic and diverse team.

Recruitment efforts have expanded to focus on difficult-to-fill positions and embracing creative solutions. WMCMH sees strategies to address workforce barriers as opportunities for growth and transformation. Our collective efforts will not only address the present needs of our organization but will set the stage for a future where WMCMH continues to be a beacon of innovation and excellence.

TEAM MEMBERS YEARS OF SERVICE



*"I love being treated well as a person, not just another number/employee. Coworkers and administration/upper management do a great job of making personal connections. Working here means a lot as I know I am doing my part to help make a difference." - Lucas Hawley, ICSS Aide
(4 years at WMCMH)*

**181
TEAM
MEMBERS AT
END OF FY
2023**

**7
VETERANS
EMPLOYED
AT WMCMH**

**33
NEW
HIRES**

**19 OF 33
NEW
HIRES WERE
EMPLOYEE
REFERRALS**

LOCATIONS

MAIN OFFICES

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

Mason County Office
920 Diana Street
Ludington, MI 49431

Oceana County Office
105 Lincoln Street
Hart, MI 49420

GATHERING SITES

Integrations
645 N. Michigan Avenue
Baldwin, MI 49304

Progressions
101 S. Water Street
Hart, MI 49420

Dimensions Unlimited
910 Conrad Industrial Drive
Ludington, MI 49431

AUTISM CENTERS

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

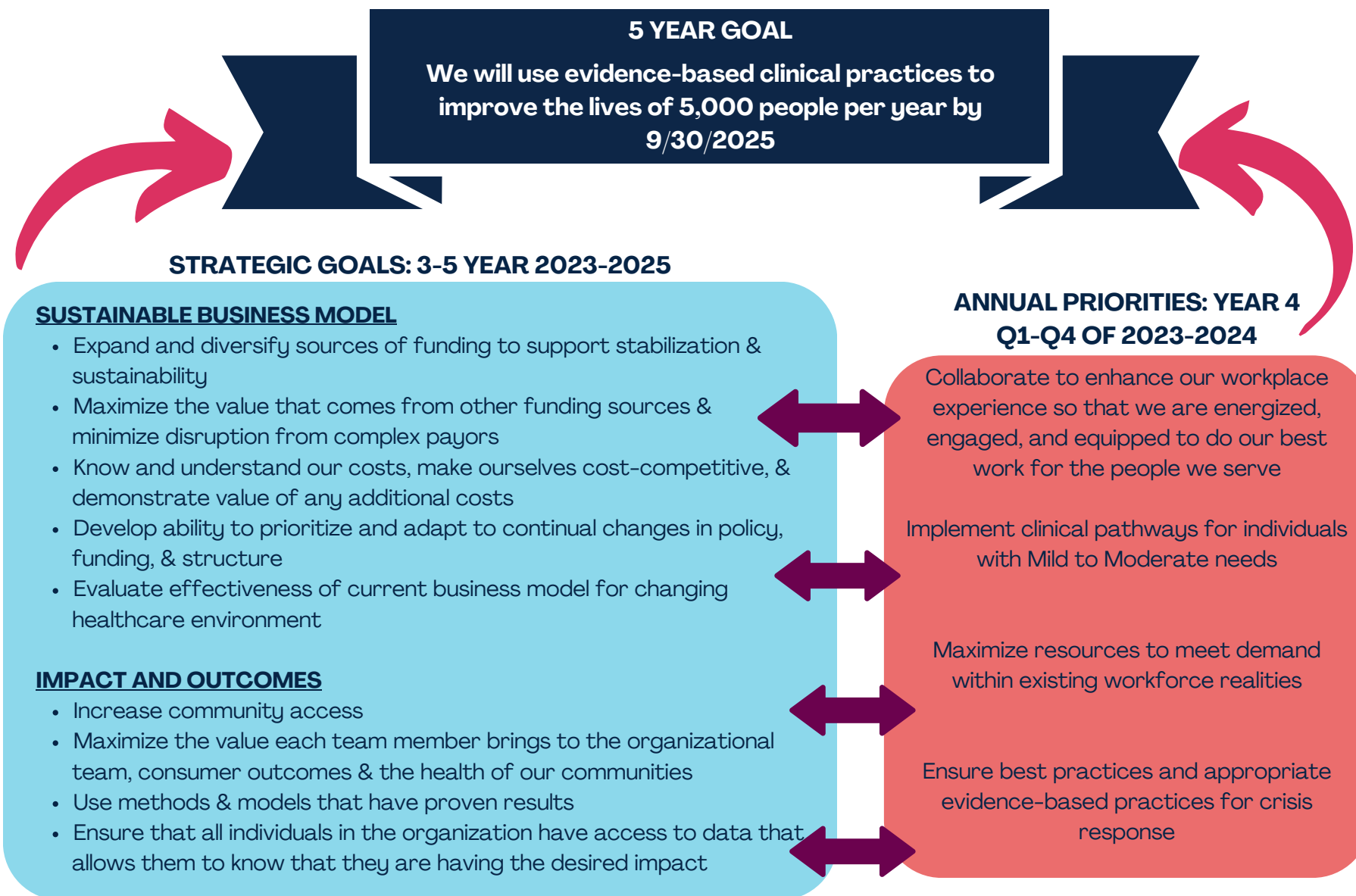
Hart Autism Center
11 Washington Street
Hart, MI 49420

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

*If you are seeking services, please visit one of the three main office locations or call 1-800-992-2061

WHATS NEXT: STRATEGIC PLAN & GOALS

In addition to our 3-5-year goals, WMCMH establishes annual goals each year to ensure that we are amplifying our reach, and providing greater access to those who need our care and support.



GOVERNING BOARD

The WCMH 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
Chair
Oceana County
Representative
27 Years

Larry Vansickle
Vice Chair
Oceana County
Representative
22 Years

Pat Bettin
Secretary
Mason County
Representative
32 Years

Mary Alway
Mason County
Representative
4 Years

Ron Bacon
Mason County
Representative
6 Years

Linda Baierl
Lake County
Representative
3 Years

Jennifer Branning
Mason County
Representative
8 Years

Todd Dancz
Mason County
Representative
5 Years

Clyde Welford
Lake County
Representative
2 Months

Kay Seng
Oceana County
Representative
20 Years

Lucinda Schafer
Oceana County
Representative
4 Years

Robert Walker
Oceana County
Representative
6 Months

SENIOR MANAGEMENT

WCMH Senior Management Team works with the WCMH Board to cast vision, establish goals, drive leadership and organizational culture, and ensure sustainability.

Lisa Williams
Chief Executive Officer
24 Years

Michele Condit
Chief Operations Officer
35 Years

Josh Snyder
Chief Clinical Officer
17 Years

Ellen Plummer
Chief Healthcare Integration Officer
13 Years

Bethany Sherfinski
Chief Financial Officer
23 Years

Kelly Hein
Executive Assistant
1 Year



visit our
website



West Michigan
w^mCMH

1-800-992-2061

www.wmcmhs.org

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on
facebook

