

2013/2014 ANNUAL REPORT

A LEGACY OF

**EXCELLENCE**  
& **IMPACT**



**NATIONAL COUNCIL**  
FOR BEHAVIORAL HEALTH  
■ STATE ASSOCIATIONS OF ADDICTION SERVICES ■  
*Stronger Together.*

# A LEGACY OF EXCELLENCE

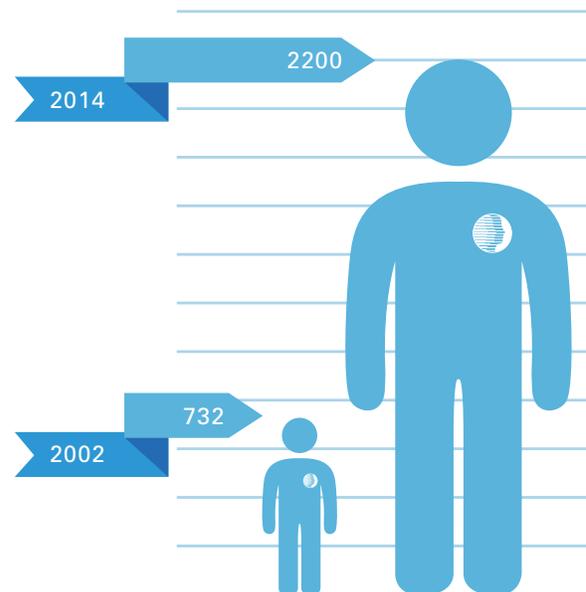
**The National Council for Behavioral Health** is the unifying voice of America's community mental health and addiction treatment organizations. Together with our **2,200+ member organizations** employing **750,000 staff**, we serve our nation's most vulnerable citizens — more than **8 million adults and children** living with mental illnesses and addictions. We are committed to ensuring all Americans have access to comprehensive, high-quality care that affords every opportunity for recovery and full participation in community life.

The National Council pioneered **Mental Health First Aid** in the U.S. and has trained **250,000 individuals** to connect youth and adults in need to mental health and addictions care in their communities.

In October 2014, the National Council and the State Associations of Addiction Services merged, becoming one organization that is stronger together.

“Our office is a very small substance abuse provider and attending the National Council Conference helps us to validate the work that we are doing on a daily basis and also reminds us that by being a National Council member we have a larger voice.”

## Membership Growth



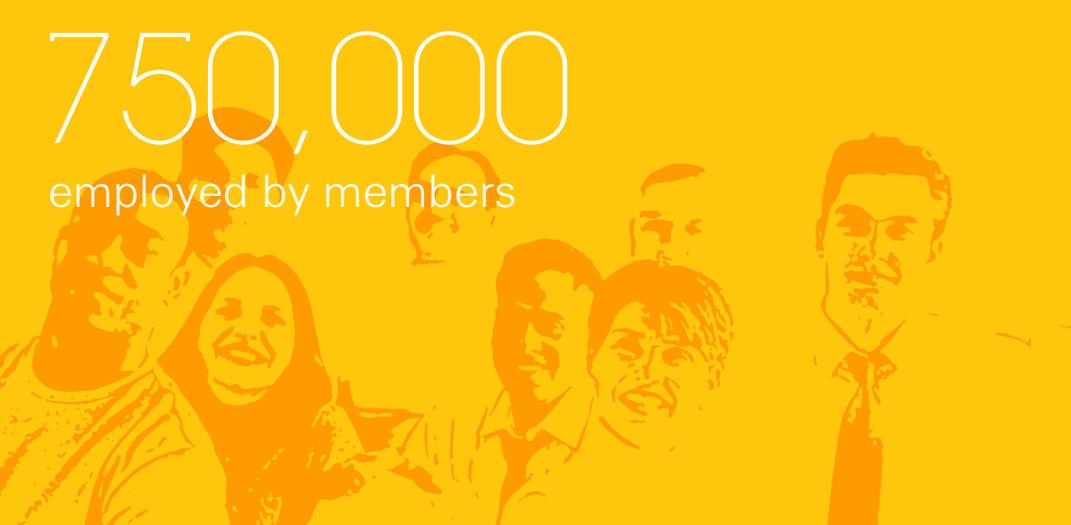
2,200  
member  
organizations



250,000  
people trained in  
Mental Health First Aid

8,000,000  
people cared for by our network

750,000  
employed by members



1 ORGANIZATION

after the National Council and  
SAAS merged



2

pilot programs

“

The **Excellence in Mental Health Act** signed into law by the President today is a historic step in expanding access to mental health services in communities across the nation. It is time for mental health to be treated on a level playing field with the rest of our nation's healthcare system. Today's bill signing is a significant step forward in achieving true parity between physical and mental health care, and will help community mental health centers expand their reach to all individuals in need of help.”

**Congresswoman Doris Matsui**, April 1, 2014, Co-sponsor of the Excellence Act

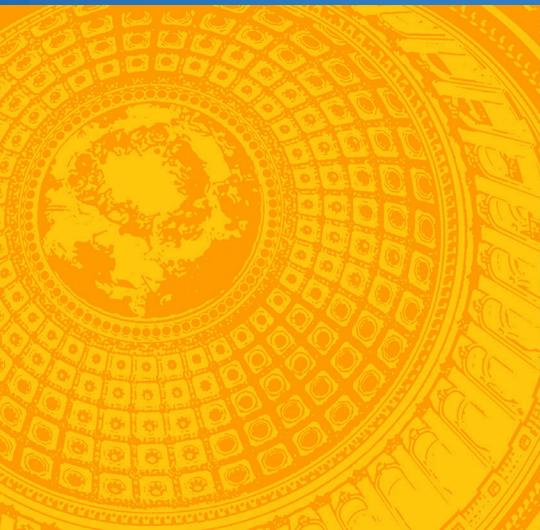
\$25,000,000

planning grant money for states



SENATOR DEBBIE STABENOW

Dear Linda,  
Thanks again for your wonderful help in getting your Excellence in Mental Health pilot passed! I thought you should have a copy of the final signing of the bill into law! On to implementation...  
Debbie



8 STATES

will be selected for  
2 years

## DOWN PAYMENT ON CLINICAL EXCELLENCE

“

With all our steps forward since passage of the Community Mental Health Act of 1963, we still must do more to move community-based care to the next level.

And this year, we did.

In March 2014, President Obama signed the most meaningful mental health and addictions care legislation to pass in well over a generation — **the Excellence in Mental Health Act**. This legislation opens a world of opportunities, and reaches well beyond the agency and patient level, affecting national attitudes toward mental health and addictions care and states' ability to assess value and invest wisely.

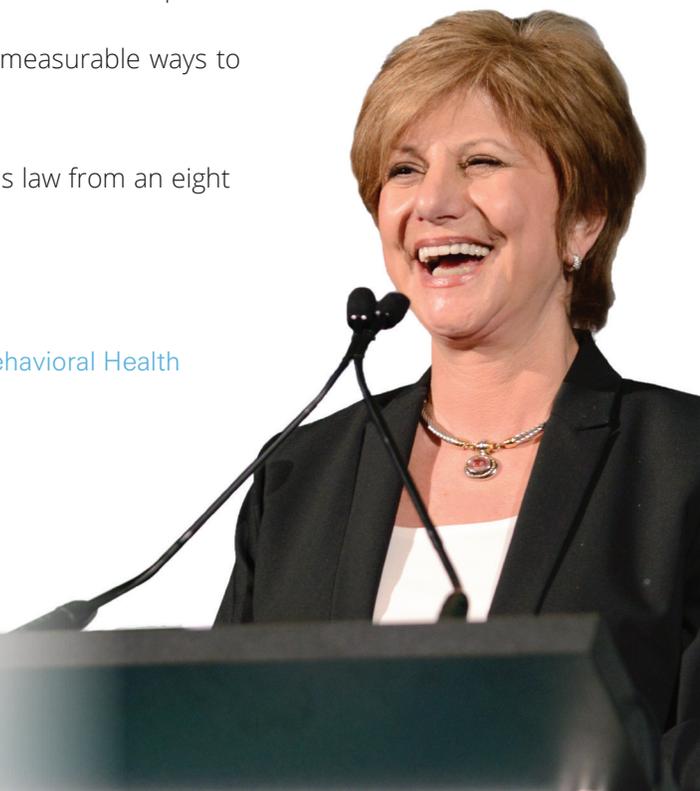
Community mental health and addiction treatment organizations will soon have much greater coverage for the services they provide. They will see improved payment methodology that at least meets the cost of the services they provide.

When someone walks through an agency's door, they will know what they're getting. They know they will be linked to the services they need in the broader healthcare system. And they know they will receive better care coordination from a trained and competent team of providers.

For states, they know what they're paying for and they have measurable ways to demonstrate value.

The Excellence Act is law. Next up: We will work to expand this law from an eight state demonstration project to a nationwide standard. ”

**Linda Rosenberg**, President and CEO, National Council for Behavioral Health



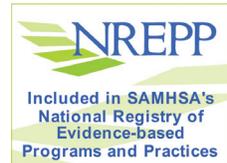
# BUILDING EXCELLENCE IN COMMUNITIES

**Mental Health First Aid** is an in-person training that teaches people how to help others who may be developing a mental illness, having problems with substance use, or in a crisis. The program has been adapted for youth, veterans, public safety officials, and higher education employees.

The **Mental Health First Aid Act** provides funding to offer this groundbreaking public education program to teachers, health workers, firefighters, police officers, emergency services personnel, and other community members.



**MENTAL  
HEALTH  
FIRST AID®**

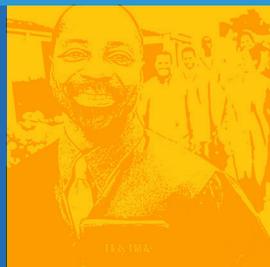


“As part of the “Now is the Time” initiative, the Obama Administration sought from Congress additional funding for Project AWARE, including \$15 million for Mental Health First Aid training for teachers and others who work with youth to “understand, recognize, and respond to signs of mental illness or substance abuse in children and youth, including how to talk to adolescents and families experiencing these problems so they are more willing to seek treatment.” The Substance Abuse and Mental Health Services Administration selected 120 state and local educational agencies for the grant program to support Mental Health First Aid training.”



5,200  
certified instructors  
around the nation

“



250,000  
people trained  
around the nation

One day at a Mental Health First Aid training in Illinois, a participant left the class because of an urgent phone call. After about 45 minutes, he returned to the training room a little pale and sat in class appearing to recollect himself. Later, as the class was reviewing the five step action plan for helping a person in crisis, the man raised his hand and said, “this really works.” He proceeded to share that the phone call had come from his daughter, who was away at college. She was distraught and in a “very dark place” in her mental state. The man said he was caught off guard and for a moment did not know how to respond, until he thought about the action plan they’d been discussing in class. He was serious and astonished as he explained how each step of the action plan had helped him connect with his daughter and help her through her mental distress.

By the end of the call, he could be confident that she was not on the verge of harming herself. ”

**It’s Brave to Help**

Huffington Post, Sept. 22, 2014

21  
states with legislation  
to support Mental  
Health First Aid

5 step-action plan,  
called ALGEE

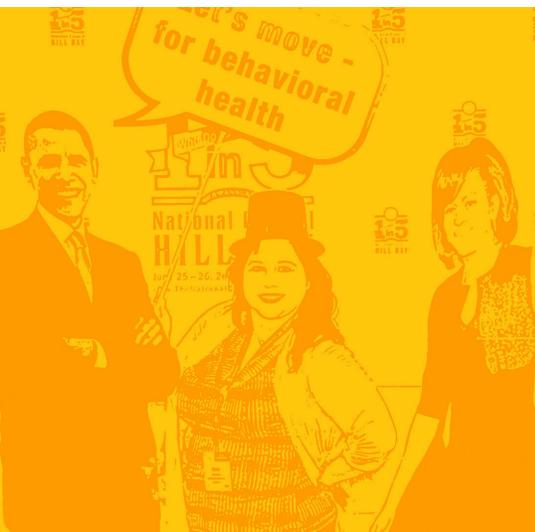


800  
attendees



# SUPPORTING CENTERS OF EXCELLENCE HILL DAY '14

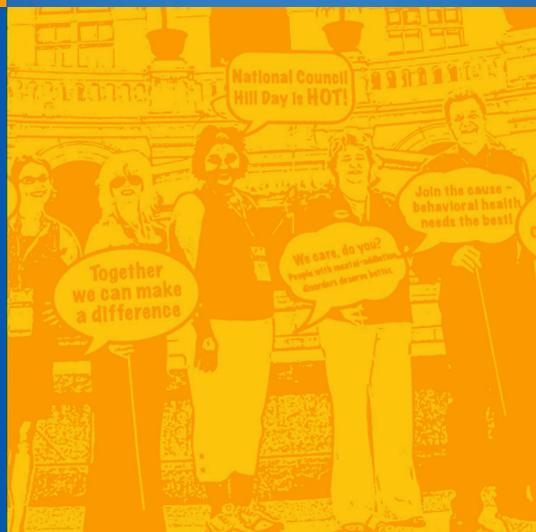
1  
important legislative  
act: the Excellence  
in Mental Health Act  
is now law



11  
new cosponsors of  
the Mental Health  
First Aid Act



10  
new cosponsors  
of the Behavioral  
Health IT Act



# PUBLIC POLICY TRANSLATING POLICY INTO PRACTICE

The National Council promotes a mental health and addiction policy agenda that supports a strong mental health and addiction safety net.

- ▶ Establishing federal status for community behavioral health organizations, as outlined in the Excellence in Mental Health Act
- ▶ Promoting federal initiatives that support public education on mental illness and addiction such as the Mental Health First Aid Act
- ▶ Working to ensure that behavioral health providers are eligible for health information technology incentives, as in the Behavioral Health IT Act
- ▶ Ensuring behavioral health's full inclusion in health reform implementation
- ▶ Protecting federal funding for Medicaid and protecting beneficiaries and providers
- ▶ Preserving funding for other important behavioral health programs such as those funded by the Substance Abuse and Mental Health Services Administration

## Addiction Policy Priorities

- ▶ Supporting substance use treatment and recovery programming as outlined in the Comprehensive Addiction Treatment and Recovery Act
- ▶ Enabling residential addiction treatment facilities to receive Medicaid reimbursement for their services as in the Breaking Addictions Act
- ▶ Protecting the Substance Abuse Prevention and Treatment Block Grant

# QUALITY IMPROVEMENT

## Improving operations to support best clinical practices

- ▶ SAMHSA's BHbusiness Plus
- ▶ Same Day Access
- ▶ Contracting Training Program
- ▶ Mastering Back Office Management Learning Community
- ▶ Capacity-Building to Support Tobacco Interventions
- ▶ Compliance Watch

## Improving patient outcomes through evidence-based and promising practices

- ▶ New York Geriatric and Ohio Integration Technical Assistance Centers
- ▶ Reducing Adolescent Substance Abuse Initiative
- ▶ Advancing Standards of Care
- ▶ Co-occurring Disorders
- ▶ Early Onset Schizophrenia
- ▶ Long Acting Therapies Leadership
- ▶ Ohio Technical Assistance Center
- ▶ Depression Care Collaborative
- ▶ Learning to Love Groups
- ▶ Substance Use Disorder
- ▶ Trauma-Informed Care

## Engaging new stakeholders in behavioral health

- ▶ National Network for Tobacco & Cancer Control
- ▶ Health Justice Learning Collaborative
- ▶ NASMHPD Technical Assistance Coalition

## Preparing current and future health care leaders

- ▶ Executive Leadership Program
- ▶ Addressing Health Disparities Leadership Initiative
- ▶ Middle Management Academy



“ Because of the Executive Leadership Program, I have gone from an overwhelmed leader to one that leads with confidence. ”

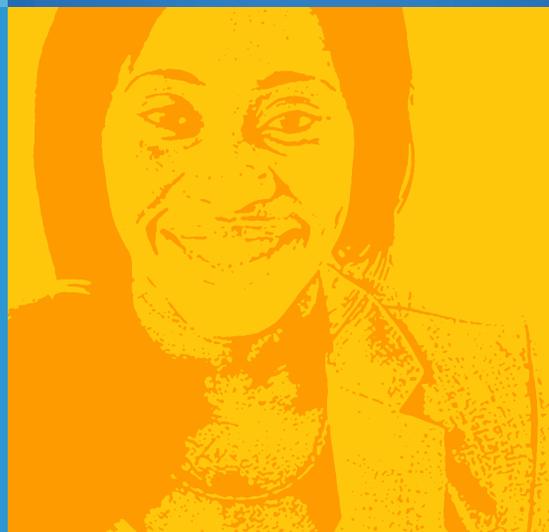
**CEO of a community addiction treatment provider**

30

training initiatives

“ Mastering Back Office Management was life changing – not only provided skills but developed a previously non-existent support group. ”

**CFO of a community behavioral health organization**



“

One peer previously almost never spoke and her affect was flat for over a year due to unstable living environment. She is now reconnected to her family who are supporting her efforts to get back on her feet. She won the ‘Best Humor’ award at the annual Peer Support Banquet. ”

**Care manager at an integrated behavioral health-primary care agency**

2 mental health and addiction community partnerships supporting Screening, Brief Intervention, and Referral to Treatment (SBIRT) for youth at risk of addiction

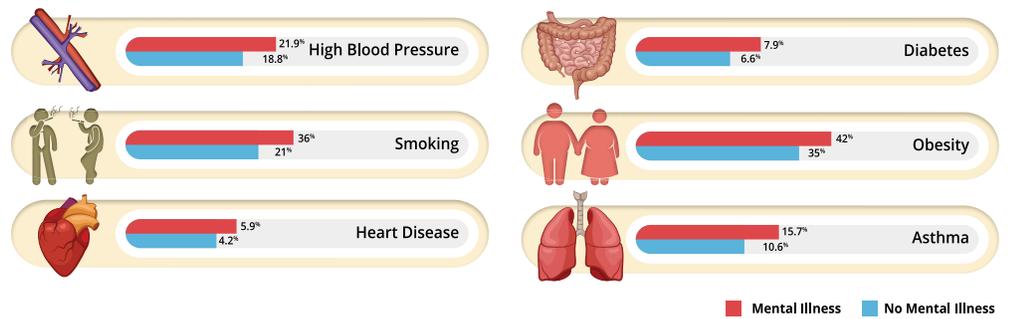
1,600 organizations reached



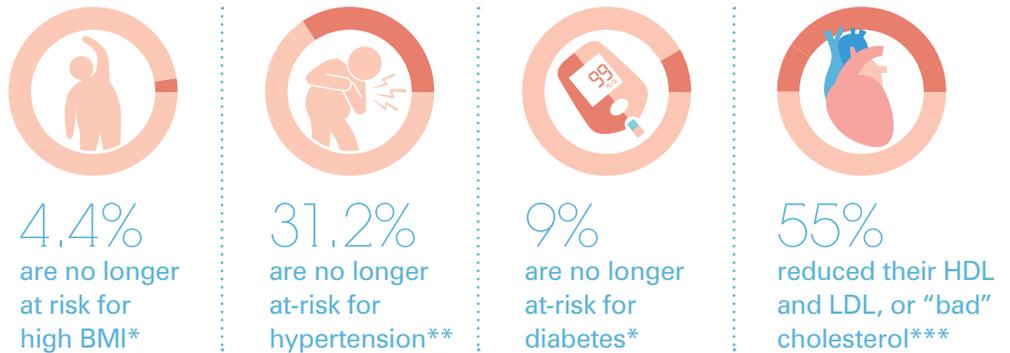
50,710  
people served

100  
organizations

Individuals with mental illnesses are more likely than others to have co-occurring chronic conditions.



Changing health behavior takes time. Yet, between their initial screen and most recent screens, individuals at-risk show improved outcomes



\* FMRS Health Systems, Inc.

\*\* Shawnee Mental Health Center

\*\*\* Regional Mental Health Center

10  
key health indicators  
measured



# EXCELLENCE IN CARE

## SAMHSA-HRSA CENTER FOR INTEGRATED HEALTH SOLUTIONS

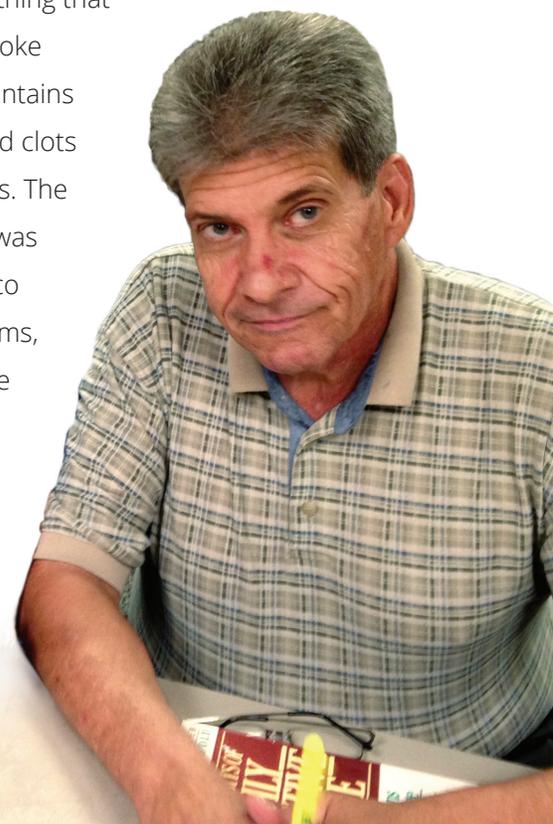
The first national home for information, experts, and other resources dedicated to bidirectional integration of behavioral health and primary care.

The SAMHSA-HRSA Center for Integrated Health Solutions (CIHS) is funded jointly by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the Health Resources and Services Administration (HRSA), and run by the National Council for Behavioral Health, and provides technical assistance to SAMHSA's Primary and Behavioral Health Care Integration (PBHCI) grantees, HRSA grantees, and a broader health care audience.

“

After decades of living addicted to amphetamine and street drugs, Philip Critchfield got help at the urging of friends from the NorthCare in Oklahoma. Now, at 53, he's been clean for two years. But, as many self-described stimulation-lovers, Critchfield was also a heavy smoker — something that served him with a scary wake up call. After being sober for two years, he woke one day to severe pain in his leg — he couldn't walk. NorthCare, which maintains a PBHCI program, immediately referred him to specialty care. He had blood clots from smoking for about 30 years and had to undergo two bypass surgeries. The doctors told him in no uncertain terms that he had to quit smoking — he was putting his life in grave danger. “Of all the things I've done in my life, tobacco was definitely the hardest to quit,” he avows. Now, Critchfield leads programs, like WRAP And WHAM, at NorthCare, and says, “My recovery is one of those ‘by the grace of God’...I'm still alive.” ”

**Philip Critchfield**



# CONSULTING

The National Council has a robust suite of consulting products provided by a team of unparalleled experts. Consulting lines include:

- ▶ Integrated Health Care and Treatment
- ▶ Health Homes
- ▶ Trauma-informed Care
- ▶ Case to Care Management
- ▶ Whole Health Action Management (WHAM)
- ▶ Community Health Workers
- ▶ Compliance
- ▶ Change Management & Health Reform Readiness
- ▶ Workforce Development
- ▶ Operational Efficiencies & Data-Driven Decisions
- ▶ Same Day Access
- ▶ Measuring Outcomes Measurement
- ▶ Health Information Technology

KATHY  
REYNOLDS  
integration  
innovator



LARRY FRICKS  
peer workforce  
promoter



CHERYL SHARP  
trauma-informed  
care leader

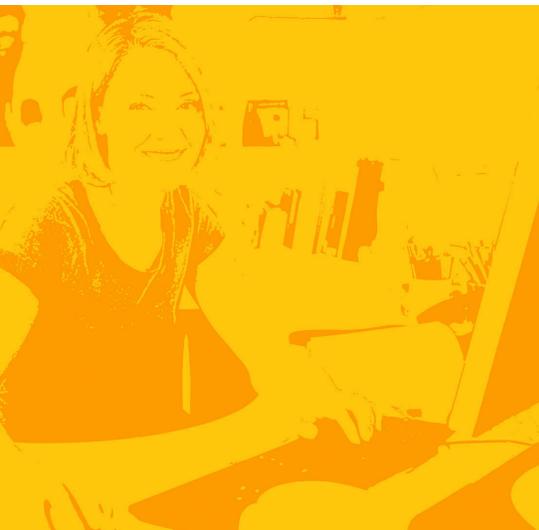




“

I absolutely love working with the National Council consultants. They are passionate, dedicated, and bring a wealth of experience and expertise to our communities. They are viewed as trusted, respected leaders in the field, and our community members highly value their advice and services.”

**Integration program director at a large community behavioral health center**



575

Organizations helped



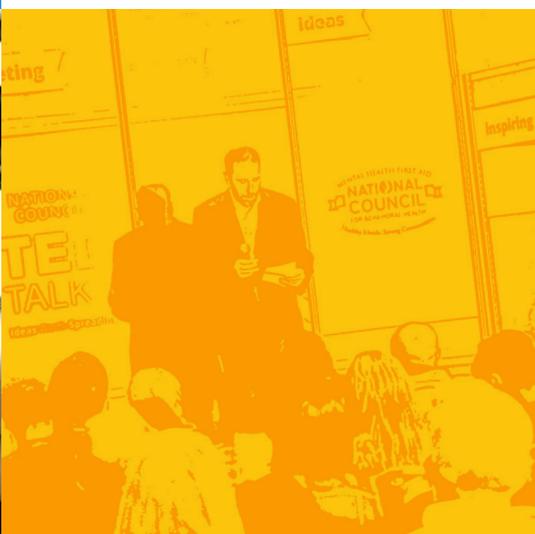
4,500  
attendees



300  
speakers

## INSPIRED BY EXCELLENCE

The National Council Conference is the nation's premier specialty healthcare conference, attended by executives, board members, and staff from the nation's community mental health and substance use treatment organizations. Each year, this can't miss event features the latest innovations, science, and business and clinical best practices.



280  
marketplace booths



125  
sessions



1,900  
organizations

**CONFERENCE**  
**365**

The best information and leaders in our field convene at the National Council Conference every year. Tap into the conversation and explore real-world solutions year-round.

[www.TheNationalCouncil.org/conference-365](http://www.TheNationalCouncil.org/conference-365)

APRIL 20-22, 2015, GAYLORD PALMS, ORLANDO, FL



“The National Council Conference is the very best conference for the behavioral health field, always cutting edge, always relevant.” **Conference '14 attendee**



#NatCon15



1 biannual theme-based magazine that mails to 10,000 subscribers

75,000 people reached by newsletters and email campaigns



1,000 average number of national webinars participants

## GROWING OUR IMPACT

Get the latest news & subscribe to e-updates  
[www.TheNationalCouncil.org](http://www.TheNationalCouncil.org)

Follow us on Twitter

<http://twitter.com/NationalCouncil>

Like us on Facebook

[www.facebook.com/TheNationalCouncil](http://www.facebook.com/TheNationalCouncil)

[Communications@TheNationalCouncil.org](mailto:Communications@TheNationalCouncil.org)

1400 K Street, NW, Suite 400, Washington, DC 20006

Phone: 202.684.7457



500,000,000 media impressions earned in one day during the National Council Conference





4  
websites

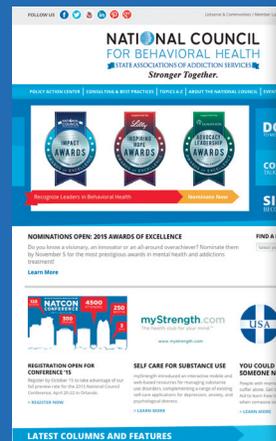
[www.TheNationalCouncil.org](http://www.TheNationalCouncil.org)

[www.BHtheChange.org](http://www.BHtheChange.org)

[www.Integration.SAMHSA.gov](http://www.Integration.SAMHSA.gov)

[www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org)

180,000  
unique page views per month on  
[www.TheNationalCouncil.org](http://www.TheNationalCouncil.org)



10,000  
followers on both  
Twitter and Facebook



7  
e-newsletters  
that reach 75,000  
subscribers

15,000  
blog readers



1  
peer-reviewed  
journal

# NATIONAL COUNCIL BOARD MEMBERS 2014

## Board Officers



Jeff Walter  
**CHAIR**

Vice President, Behavioral Health  
Hartford HealthCare Corp.  
Hartford, CT



David Ptaszek, LCSW  
**VICE CHAIR**

CEO  
Pennyroyal Center  
Hopkinsville, KY



Susan Blue  
**SECOND VICE CHAIR**

CEO  
Community Services Group  
Mountville, PA



Don Miskowiec  
**SECRETARY-TREASURER**

President & CEO  
North Central Behavioral Health  
System  
LaSalle, IL



Carl Clark  
**IMMEDIATE PAST CHAIR**

President and CEO  
Mental Health Center of Denver  
Denver, CO

## Committee Leaders



Tim Swinfard  
**CHAIR, PUBLIC POLICY**

President & CEO  
Pathways Community BH  
Clinton, MO



Rich Leclerc  
**VICE CHAIR, PUBLIC POLICY**

President & CEO  
Gateway Healthcare  
Pawtucket, RI



Vic DiGravio, III  
**CHAIR, ASSOC. EXEC. GROUP**

CEO  
Assoc. for Behavioral Healthcare  
Natick, MA



George Delgrosso  
**100% STATE ASSOC. REP.**

Executive Director  
Colorado BH Council  
Denver, CO

# NATIONAL COUNCIL BOARD MEMBERS 2014

## National Directors



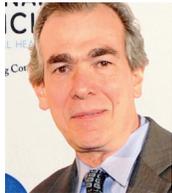
**Ralph Provenza**  
**REGION 1**  
Executive Director  
United Counseling Services  
Bennington, VT



**Kathy Wilson**  
**REGION 1**  
President & CEO  
Behavioral Health  
Network  
Springfield, MA



**James Marhold**  
**REGION 2**  
President & CEO  
Declarations, Inc.  
Manalapan, NJ



**John Kastan**  
**REGION 2**  
Executive Director  
Peninsula  
Counseling Center  
Valley Stream, NY



**Alan Hartl**  
**REGION 3**  
CEO  
Lenape Valley  
Foundation  
Doylestown, PA



**Jeff Richardson**  
**REGION 3**  
CEO  
Mosaic Community  
Services  
Timonium, MD



**Jon Cherry**  
**REGION 4**  
President & CEO  
LifeStream Behavioral  
Center, Inc.  
Leesburg, FL



**Tom Ford**  
**REGION 4**  
Executive Director  
Lookout Mtn. Comm.  
Services  
LaFayette, Georgia



**Ed Woods**  
**REGION 5**  
Board Member  
Lifeways Comm. MH  
Authority  
Jackson, MI



**Eileen Durkin**  
**REGION 5**  
President & CEO  
Comm. Couns. Ctrs.  
of Chicago  
Chicago, IL



**Phillip (Randy)  
Tate**  
**REGION 6**  
CEO  
NorthCare  
Oklahoma City, OK



**William (Bob)  
Brown**  
**REGION 6**  
Board Member  
Texas Council of Comm.  
Centers  
Mansfield, TX



**Topher Hansen**  
**REGION 7**  
Executive Director  
CenterPointe  
Lincoln, NE



**Cindy Kaestner**  
**REGION 7**  
Executive Director  
Abbe Center  
for Community MH  
Cedar Rapids, IA



**Neal Cash**  
**REGION 8**  
CEO  
Comm. Partnership  
of S. Ariz.  
Tucson, AZ

# NATIONAL COUNCIL BOARD MEMBERS 2014

## National Directors



David W. Covington

**REGION 8**

Chief of Adult Services  
Magellan of Arizona  
Phoenix, AZ



Kita Curry

**REGION 9**

CEO  
Didi Hirsch MH Services  
Culver City, CA



Richard Van Horn

**REGION 9**

President Emeritus  
MH America of  
Los Angeles  
Long Beach, CA



Shirley Havenga

**REGION 10**

CEO  
Community  
Psychiatric Clinic  
Seattle, WA



Rick Weaver

**REGION 10**

President & CEO  
Cent. Wash.  
Comprehensive MH  
Yakima, WA

## Off-Board Appointees



Kevin Campbell

**AUDIT COMMITTEE**

CEO  
Greater Oregon BH, Inc.  
The Dalles, OR



Lauri Cole

**AUDIT COMMITTEE**

Executive Director  
NYS Council for Comm. BH  
Albany, NY

## NATIONAL COUNCIL LEADERSHIP



Linda Rosenberg  
**PRESIDENT AND CEO**



Jeannie Campbell  
**EXECUTIVE  
VICE PRESIDENT**



Chuck Ingolia  
**SENIOR  
VICE PRESIDENT**  
Public Policy and Practice  
Improvement



Alicia Aebersold  
**SENIOR  
VICE PRESIDENT**  
Communications and  
Strategic Development



Bruce Pelleu  
**CHIEF FINANCIAL  
OFFICER**



Heather Cobb  
**VICE PRESIDENT**  
Communications



Laura Galbreath  
**DIRECTOR**  
SAMHSA-HRSA  
Center for Integrated  
Health Solutions



Betsy Schwartz  
**VICE PRESIDENT**  
Public Education and  
Strategic Partnerships



Kara Sweeney  
**VICE PRESIDENT**  
Membership and Corpo-  
rate Relations



Becky Vaughn  
**VICE PRESIDENT**  
Addiction Services



Mohini Venkatesh  
**VICE PRESIDENT**  
Practice Improvement

## STATEMENT OF FINANCIAL POSITION

	PROJECTED SEPT. 30, 2014	AUDITED SEPT. 30, 2013
 <b>CURRENT ASSETS</b>		
Cash and cash equivalents	1,429,000	881,554
Receivables, net	2,021,000	3,135,093
Prepaid expenses	211,000	126,555
	<b>3,661,000</b>	<b>4,143,202</b>
  <b>OTHER ASSETS</b>		
Investments	15,335,000	9,982,969
Investment in subsidiary	42,000	42,000
Property and equipment, net	431,000	488,788
Other assets	154,000	6,091
	<b>15,962,000</b>	<b>10,519,848</b>
<b>TOTAL ASSETS</b>	<b>19,623,000</b>	<b>14,663,050</b>
  <b>LIABILITIES</b>		
Accounts payable and accrued expenses	1,843,000	2,606,544
Accrued vacation	310,000	290,339
Deferred revenue	2,423,000	2,313,555
Deferred rent	1,057	6,669
	<b>4,577,057</b>	<b>5,217,107</b>
  <b>NET ASSETS</b>		
Unrestricted	13,976,087	8,884,087
Temporarily restricted	1,069,856	561,856
	<b>15,045,943</b>	<b>9,445,943</b>
<b>TOTAL NET ASSETS</b>	<b>15,045,943</b>	<b>9,445,943</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>19,623,000</b>	<b>14,663,050</b>

## STATEMENT OF ACTIVITIES

		PROJECTED SEPT. 30, 2014 Temporarily Restricted	Total	AUDITED SEPT. 30, 2013 Total
 <b>REVENUE</b>	<b>Unrestricted</b>			
Grants and contracts	8,148,000	2,108,000	10,256,000	9,777,354
Consulting services	4,080,000	—	4,080,000	3,936,636
Training and support	4,778,000	—	4,778,000	2,505,488
Registration fees	2,819,000	—	2,819,000	2,503,285
Membership dues	2,370,000	—	2,370,000	2,143,772
Exhibit fees	682,000	—	682,000	547,500
Other	440,000	—	440,000	392,005
Publication sales and royalties	400,000	—	400,000	267,869
Net assets released from restriction: Satisfaction of program restrictions	1,600,000	(1,600,000)	—	—
<b>TOTAL REVENUE</b>	<b>25,317,000</b>	<b>508,000</b>	<b>25,825,000</b>	<b>22,073,909</b>
 <b>EXPENSES</b>				
Program Services:				
Educational services	5,350,000	—	5,350,000	6,018,795
Integrated health	5,320,000	—	5,320,000	5,507,708
Public education	3,570,000	—	3,570,000	2,897,721
Public policy	2,215,000	—	2,215,000	2,087,751
Membership services	1,600,000	—	1,600,000	1,594,385
Communications	620,000	—	620,000	421,607
<b>TOTAL PROGRAM SERVICES</b>	<b>18,675,000</b>	<b>—</b>	<b>18,675,000</b>	<b>18,527,967</b>
Supporting Services: Management and General	1,550,000	—	1,550,000	1,529,086
<b>TOTAL EXPENSES</b>	<b>20,225,000</b>	<b>—</b>	<b>20,225,000</b>	<b>20,057,053</b>
 <b>CHANGE IN NET ASSETS</b>	<b>5,092,000</b>	<b>508,000</b>	<b>5,600,000</b>	<b>2,016,856</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>8,884,087</b>	<b>561,856</b>	<b>9,445,943</b>	<b>7,429,087</b>
<b>NET ASSETS, END OF YEAR</b>	<b>13,976,087</b>	<b>1,069,856</b>	<b>15,045,943</b>	<b>9,445,943</b>

# THANK YOU

## STRATEGIC PARTNERS

-  Datis
-  MTM Services
-  Mental Health Risk and Retention Group & Negley Associates
-  myStrength
-  Relias Learning
-  University of Southern California School of Social Work

## SUPPORTERS

-  Actavis Pharmaceuticals
-  Alkermes
-  Askesis Development Group
-  AstraZeneca Pharmaceuticals
-  Behavioral Health Link
-  Bristol-Myers Squibb Foundation
-  Cenpatico
-  Centene Corporation
-  Centers for Disease Control and Prevention
-  Chronos DocVault
-  Conrad Hilton Foundation
-  Eli Lilly and Company
-  Forum Pharmaceuticals
-  Genoa Healthcare
-  Health Resources and Services Administration
-  Ittleson Foundation
-  Janssen Pharmaceuticals
-  The Joint Commission
-  Lundbeck
-  Magellan Health Services
-  Netsmart Technologies
-  New York Community Trust
-  Novartis
-  OptumHealth
-  Otsuka America Pharmaceuticals
-  PHRMA
-  Providence Service Corporation
-  Qualifacts
-  Substance Abuse and Mental Health Services Administration
-  Sunovion Pharmaceuticals
-  Takeda Pharmaceuticals USA
-  United Health



“

The merger of the National Council with the State Associations of Addiction Services is a big step toward our shared goal of ensuring the availability of a full range of addiction services in every corner of the country. Together we are better positioned to take on what has emerged as America’s biggest public health crisis: addictions.”

**Jeff Walter**, National Council Board Chair





1400 K Street, NW, Suite 400, Washington, DC 20006

202.684.7457

[www.TheNationalCouncil.org](http://www.TheNationalCouncil.org)