Annual Report
Fiscal Year 2015
Message from CEO Jeff O’Neil

Last year at this time, we were celebrating the initial launch of the merger of three accomplished organizations—Greater Cincinnati Behavioral Health Services (GCB), Clermont Recovery Center and LifePoint Solutions—joining forces to increase efficiencies, reduce costs and bring together a more comprehensive array of services. Through its innovative programs and services, GCB is now serving more than 15,000 clients throughout Hamilton and Clermont Counties as well as Northern Kentucky. This year, we are well into the hard work of making this expanded organization function to its fullest capacity.

Though there have been formidable challenges over the year, the rewards have exceeded our expectations. Many accomplishments have been achieved; some were quite technical, such as combining the internal electronic systems. Others were related to our workforce. We brought together employees and teams from different work cultures and backgrounds and consolidated employee benefits. There were also numerous other administrative integration projects successfully completed. GCB also continued to grow several new and exciting programs which will be spotlighted in upcoming editions of our newsletter, “MINDFUL MATTERS”.

This impressive work was made possible through the commitment of our skilled staff and dedicated Board of Directors, all of whom contributed in extraordinary ways. We appreciate their outstanding efforts throughout the year. GCB is also grateful to the mental health leadership in Hamilton and Clermont Counties for supporting this major initiative. There was agreement by all that the merger was great news for our community and most importantly, for the people we serve.

We will continue the hard work into the new year and beyond, learning and advancing as we go, and always with a keen focus on our quality and exceptional services to our valued clients. We appreciate all of the support that we continue to receive from our generous funders, friends and supporters!
**Awards and Recognition**

CRC awarded highest national overall customer satisfaction scores in Drug & Alcohol Services- overall and Outpatient Drug & Alcohol Services; presented by Mental Health Corporation of America

Dr. Tracey Skale, GCB Chief Medical Officer received 2014 Leadership in a Community Setting award from NAMI Hamilton County

Top Workplace for 6 straight years - 2010 to 2015, moving from mid-sized to large company category; presented by Enquirer Media

**GCB Launches FIRST Project**

A ribbon-cutting ceremony was held in April to officially kick off the FIRST project, a series of comprehensive outpatient, team-based programs aimed at improving mental health and quality of life for individuals who have experienced a first episode of psychotic illness (FEP).

Greater Cincinnati Behavioral Health Services was awarded nearly $400,000 from the Ohio Department of Mental Health and Addiction Services to begin to provide FEP services to qualified candidates in the region. GCB is coordinating the project with the Best Practices in Schizophrenia Treatment (BeST) Center, which is based at Northeast Ohio University Medical Center.

“People with Schizophrenia often wait months to years before a diagnosis is made and treatment begins. Early intervention services can lead to reduced hospital stays, relapse rates and improved treatment outcomes,” says Stephanie Henderson, FIRST Team Leader.

**GCB Mission**

To assist persons with mental illness and related barriers to lead productive and fulfilling lives.
GCB has long recognized that collaboration is essential to affecting real change in the health care community. There is much evidence that integrating health care eliminates the poor outcomes of a fragmented healthcare system. Chronic illness without needed mental health treatment or mental illness without care for physical disorders can lead to overall poor health and even early death. GCB has been on the leading edge of integrated care practices, finding ways to collaborate with complementary agencies to provide comprehensive, stigma-free health care for everyone.

It began by partnering with The Healthcare Connection, a Federally Qualified Health Center more than five years ago as a part of a major federal primary/behavioral health integration grant. Since then, GCB has been able to extend integrated care to the area’s most vulnerable and underserved populations by providing behavioral health services at Crossroad Health Center and Cincinnati Health Network’s McMicken Healthcare for the Homeless, as well as many of the health care facilities of the City of Cincinnati Health Department. In January 2016, integrated care services will be expanded to GCB’s Amelia location with the assistance of another federal mental health grant.

This year, GCB introduced the Primary Care Behavioral Health Model, an approach where patients have access to a Behavioral Health Consultant as a normal part of their primary care visit, reducing stigma and increasing trust. When a trusted primary care doctor recognizes the need, a consultant is introduced to offer brief interventions and provide good mental health referral information should there be a need.

“Treating the mind and body together not only de-stigmatizes mental health, but enhances the overall outcomes for patients and reduces costs.”

- Teresa Jacobson, a GCB integrated care coordinator
Delivering Solutions

Across the country, jail systems are overcrowded with people incarcerated for offenses related to substance abuse. The result is not only massive taxpayer burden but also lives destroyed by untreated addiction. Ohio is acutely affected by the opiate and heroin epidemic.

Recognizing that recovery treatment can restore productive lives, Clermont County launched an innovative project called the Community Alternative Sentencing Center, or CASC, currently a one-of-a-kind in Ohio. The county commissioners selected Clermont Recovery Center to be the sole operator of CASC because of its expertise in the field, and because of the added mental health proficiency of its affiliation with GCB.

CASC provides an alternative to traditional jail for adults charged with certain misdemeanor drug and alcohol abuse-related crimes. The services are provided in a separate wing of the Clermont County Jail where participants stay during their participation. Participants are referred by Municipal Court judges for a period of 5 to 90 days.

In addition to medication-assisted treatment for those with addictions, participants receive a wide range of training including coping techniques for substance abuse triggers, stress reduction, and even parenting skills. “We do a great deal of work with corrective thinking,” said CASC Program Manager Sherry Cox.

Initially the program can accept 25 men, with possible expansion to accept women in the near future.

“The commissioners had the foresight to say, ‘We don’t want just substance abuse treatment. We want mental health, education, we want vocational people here. We want a holistic approach.’”

– Steve Goldsberry, Vice President of Addiction Services at CRC
Providing Hope

Robert - One Client’s Journey

Robert’s journey has been a long one. He will be the first to tell you, for a while he lived for nothing more than his daily fix— pills and heroin were constants in his life. After a work-related back injury, Robert used prescribed pain killers, but when his marriage fell apart, the separation and divorce sent him into severe depression. He lost his home and began to self-medicate to deal with the emotional stress. His relationships with his children became estranged as his behavior became more antisocial. Escalating drug-seeking behavior landed him in jail on several occasions. When he wasn’t locked up, he lived in his mother’s basement. “I would go out to get [drugs], and go back to the basement. That was my life.” Robert’s existence was dismal and seemed hopeless.

A case manager from his insurance company, Aetna, suggested Robert visit GCB. He was connected with Care Manager Danielle Rains, and enrolled in Matt Mueller’s Intensive Outpatient group for substance abuse (IOP), an 8-week program that meets 3 times a week for three hours each, and works from a harm reduction approach to reduce substance use and improve client’s functioning. The group’s participants are often court-mandated, but don’t have to be. Robert chose to attend on his own. “I’ve seen five good friends die from heroin since I’ve been with GCB,” Robert explained.

Robert’s path was not without stumbling points; as he weaned off his drug use, he failed more than seven probation-related drug screenings. He didn’t give up. Now one year later, he is a different man. “If you don’t want it, it won’t happen,” said Robert of his recovery.

Robert recently celebrated one year of sobriety with Matt’s new group of IOP members. He joins the group a couple times a month when he isn’t working, both to help the newer members and because he loves it. He also fills in leading another substance abuse group at GCB’s North office, where he was first connected to Danielle.

When he began IOP, Robert had a short list of goals he wanted to accomplish. Now he is well on his way to achieving those goals: he has started to rebuild his relationship with his children, and has an apartment, which he shares with his 21 year old son.

“If it wasn’t for GCB, I wouldn’t be here. That wasn’t me, but I don’t look back; now I’m looking forward.”

Robert
Our Thanks to the Community

The following individuals, corporations, businesses and foundations gave financial contributions to GCB between July 1, 2014 and June 30, 2015. We offer our sincere thanks for their generosity in support of our mission. Every attempt has been made to list donor names correctly. We apologize for any omissions or errors. Please call us at 513-354-7005 for corrections.

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Lawrenceburg Speedway
Lazer Kraze
Lisa Lickert
Stacy Lynch
Margaritaville
Kevin McMurray
Hope Mendelsohn
Dr. Jon Mendelsohn
MiCA
Antwinette Middleton
MODO Yoga
Mt. Washington Jewelers
Dr. Chole Mullen
Patricia Mullen
Jan Mullikin
Natorp’s Garden Stores
Neva Rogers Skin Care
Newport Aquarium
Northern Kentucky University Athletics
Olay
Oriental Wok
Origins
Outerwall
Padrino
Panera Bread
Perfect North Slopes
Piada Italian Street Food
Pretty Pony Boutique
Primavista
Angela Rackley, MD
Raymond Gallery and The Framery
Reading Investments
Renaissance Cleveland Hotel
Reser Bicycle Outfitters
Reynolds Consumer Brands
Rising Star Casino & Resort
Laurie Roessler
Romauldo
Mary Jo Rose
Rusty Bucket Restaurant & Tavern
Ruth’s Chris Steak House
Salon Beck
Kris Sammons
Sam’s Club
Sephora – Crestview Hills, KY
Janeen Sharpshair
Skylake Chili
Susan Scherer
Sherri Schneider
Cassidy Siler-Smith
Rusty Sheehan
Skylake Chili
Kelly Smith-Trondle
Emily Stamm
Starbucks
Tanya’s Image & Wellness Salon
Teller’s of Hyde Park
The Beach Waterpark
The Breathing Room
The Cheesecake Factory
The Cincinnati Zoo & Botanical Garden
The Children’s Theatre of Cincinnati
The Eagle
The Fig Leaf
The Melting Pot
The Pet Spot
The Quarter Bistro
The Wardrobe
The Woodhouse Day Spa
Tina Lay Photography
Tinyprints
T.J. Maxx
Tricia Stewart
Tri-State Running Co.
Ultimate Air Shuttle
United Dairy Farmers
Unwind Wine Bar
Venice on Vine
VIP Back Rubs
Gloria Walker
Walt Disney World
World of Beads
World of Golf
George Wright
Meghan Yung
2015 Board of Directors

Eric Grothaus  
**Board Chair**  
Hydro Systems Co.

Bill Culp  
**Vice Chair**  
Gallagher SKS

Paula Dehan  
**Secretary**  
Macy's Inc.

George Wright  
**Treasurer**  
Milford Animal Hospital

Tom Armstrong  
The Procter & Gamble Company

Elisabeth Baldock  
Cincinnati Childrens Hospital Medical Center

Richard Boydston  
Bingham Greenebaum Doll LLP

Herb Brown  
Western & Southern Life

Sherrill Callahan  
Lion's Club

Tony Carter  
Federal Reserve Bank of Cleveland

Lela Coffey  
The Procter & Gamble Company

Nick Collura  
Cincinnati Asset Management, Inc.

Connie Cunningham  
Community Volunteer

Stephanie Fenwick  
Christ Hospital

Cyndi Gillings  
American Modern Insurance Group

Larry Graham, MD  
Mercy Healthcare Partners

Nick Hahn  
Retired, The Kroger Co.

Steve Harlamert  
Harlow-HRK

Grant Hesser  
PDSC Corp.

Fred Heyse  
Retired, The Procter & Gamble Company

Jamie Hopkins  
Community Volunteer

Patti Jacobs  
Community Volunteer

Sarah Jahnke  
Western & Southern Life

Ann Keeling  
Cristofoli-Keeling, Inc.

Lisa Lickert  
EMI Network, Inc.

Stacy Lynch  
Fifth Third Bank

Kevin McMurray  
Frost Brown Todd, LLC

Erica O’Brien  
Cintas

Ken Parker  
United States Attorney’s Office

Jamie Ramsey  
Calfee, Halter & Griswold

Laurie Roessler  
Hamilton County Educational Services Center

Adrienne Russ  
Russ Consulting, Training and Development

Susan Scherer  
The Kroger Co.

Janeen Sharpshair  
The Procter & Gamble Company

Lamont Taylor  
Frisch’s Restaurants

James Thomas, MD  
Cincinnati Center for Psychoanalysis

Gloria Walker  
GW Consulting and Education
Our Vision

• to continually develop leading edge practices and treatments to assist clients with their recovery.
• to be a leader and share our expertise through cost-effective, outcome-driven mental health and human services.
• to expand the scope and geographic reach of our services through mutually beneficial relationships.

1,250 approximate number of children, adolescents and transitioning youth now served by GCB

Our Clients - Post-Merger

15,260 number of clients served in the 2015 fiscal year

COMBINED REGIONAL ETHNICITY: 66% Caucasian  >33% African-American and other races, or multi-racial

Slightly more (51%) male than female clients are receiving mental health services, while 63% of those receiving substance abuse services are male.

95% Caucasian Clermont County clients  48% Caucasian Hamilton County clients
Many thanks to area employers hiring GCB vocational clients!

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>4 We Help Moving Services</td>
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<td>AAA</td>
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<td>ABM</td>
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<td>Advantage Sales &amp; Marketing</td>
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<td>Affordable Language Services</td>
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<td>B&amp;B Elite Complete Garden &amp; Lawncare</td>
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<td>Better Business Bureau</td>
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<td>Grace Plastics Inc.</td>
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<td>Jeiho Plastics</td>
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<td>Jimmy Buffet’s Margaritaville</td>
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<td>Jimmy John’s</td>
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<td>Job Store</td>
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<td>John Morrell &amp; Co.</td>
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<td>Multi Color Corp.</td>
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<td>Natural American Spirit</td>
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<td>Newport Aquarium</td>
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<td>Nolte Manufacturing</td>
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<td>North College Hill Bakery</td>
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<td>Oblivion Inc.</td>
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<td>Parking Solutions Inc.</td>
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<td>Paxico Company</td>
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<td>Penn Station</td>
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<td>Performance Plastics Inc.</td>
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</table>
Accreditations and Funders

National Accreditation through CARF; Licensed and Certified by Ohio Department of Mental Health; Funded by Hamilton County Mental Health and Recovery Services Board; Clermont County Mental Health and Recovery Board; Ohio Rehabilitation Services Commission; Hamilton County Department of Job and Family Services; City of Cincinnati; United Way of Greater Cincinnati; Ohio Department of Rehabilitation & Correction; and Hamilton County Board of Developmental Disabilities

Executive Leadership Team

Jeff O’Neil
President and Chief Executive Officer

Tracey Skale MD
Chief Medical Officer

Tawnya Dunn
Chief Financial Officer

Roger Rosenberger
Vice President, Business Operations

Alicia Fine
Vice President, Employment & Recovery Services

Jeff Kirschner
Executive Vice President, Mental Health Services

Steve Goldsberry
Vice President, Addiction Services

Anne Combs
Vice President, Family & Children’s Services

Work is Therapy
Greater Cincinnati Behavioral Health Services - 2015 FISCAL PICTURE

**Revenue**

- Medicaid/Medicare $16,747,865 45.1%
- Hamilton County Mental Health and Recovery Services Board (HCMHRSB) $7,285,465 19.6%
- Clermont County Mental Health Board and Recovery Center $3,218,019 8.7%
- Other Contracts $2,841,408 7.7%
- My Care Ohio $2,130,471 5.7%
- Grants and Contributions $1,835,489 4.9%
- United Way $1,291,942 3.5%
- Fee for Service $857,771 2.3%
- Investment Return $415,418 1.1%
- Ohio Bureau of Vocational Rehabilitation $368,799 1.0%
- Other $136,212 0.4%

**TOTAL REVENUE** $37,128,859 100.00%

An annual financial report is filed with the Attorney General’s Office of the State of Ohio and the United States Internal Revenue Service. The accounts of Greater Cincinnati Behavioral Health Services are audited by an independent firm of Certified Public Accountants. Complete audited financial statements are available upon request.
Expenses By Program

- Programs: $30,426,975 (87.9%)
- Administration and General: $3,875,961 (11.2%)
- Fundraising: $317,957 (0.9%)

**TOTAL EXPENSES**: $34,620,893 (100.0%)

Total net assets at June 30, 2015 - $25,695,424

Community Support (includes psychiatric, case management, housing and residential, and other community mental health services)
Vocational (includes Supported Employment Program)
Fundraising (includes Development and Capital Campaign expenses)
Our People-Building Programs

Care Management and Coordination ■ Counseling ■ Criminal Justice Services ■ Early Childhood Services
Deaf/Mental Health Services ■ Domestic Violence Prevention ■ Homeless Services ■ Mental Health Court
Pharmacy Services ■ Primary Care ■ Psychiatric Services ■ Residential and Housing Options
Peer Support Services ■ Psychosocial Rehabilitation ■ School-based Services
Substance Abuse Prevention and Treatment ■ Medication-assisted Treatment
Translation and Interpretation Services ■ Transitional-aged Youth Services ■ Vocational Programs