ANNUAL REPORT

FISCAL YEAR 2016

Helping people live healthy and productive lives.
The landscape for Ohio’s behavioral health system is rapidly evolving in both its funding and approaches to treatment. One thing is clear; there is an increasing focus on total wellness of populations. This includes the consideration of all aspects of well-being—mental, physical, social and spiritual. Research is affirming that social issues, physical environment and behaviors are often as significant determinants of health outcomes as more commonly considered factors such as access and use of medical/health care services. GCB understands these issues and continues to be on the forefront of providing comprehensive services that address the complex needs of those challenged by severe mental illness, addiction and other related barriers. The merger in 2014 has also fostered growth of a variety of new services, expertise and a broader reach in our communities.

Program Highlights in 2016 include:

• Outreach to youth and families through the Every Child Succeeds program, giving children and their parents the tools to thrive.
• Our First Episode Psychosis project continues to expand its reach to more clients in our region with some impressive outcomes, including 83% experiencing no hospitalizations and 65% of clients working, in school or both.
• The Holistic Health Integration Project expanded to Clermont County with the opening of a new primary care/mental health clinic at our Amelia office.
• A full service pharmacy opened at our Amelia office.
• Community Alternative Sentencing Center (CASC) achieved first full year of operation in Batavia, providing treatment in lieu of jail.
• School-based counseling was provided to 813 children and youth in 18 schools—six in Ohio and 12 in Northern Kentucky. Ninety-seven percent of those served were promoted to the next grade.
• GCB Behavioral Health Consultants collaborated with four Federally Qualified Health Centers in eight locations.
• Youth Employment Services (YES), a new City of Cincinnati-funded vocational program, assisted youth with mental illness aged 16 to 24 in obtaining and retaining meaningful employment.

Our staff continues to work hard to deliver and improve the services within our innovative programs. We also applaud our Board of Directors as they have supported these developments and worked over the year to revise our Mission and Vision to reflect the need “to ensure people with mental illness, addiction, and related challenges lead healthy and productive lives”. Finally, we thank YOU – our funders, collaborators, donors and friends, for supporting our important work as we stay the course to achieve the mission and help even more people in need.
GCB’s expansion of services, geographic presence and populations served created need for a new Mission Statement, Vision and set of Core Values. A representative team of board and staff collaborated to create this overarching philosophy for services to our growing clientele.

**CORE VALUES**

- **People** - we value and respect the people we serve, our employees, and our partners; we work jointly with the people we serve, instilling dignity, responsibility, and self-respect; we invest in our talented employees recognizing they are our greatest asset; we value our partners’ strengths, expertise, and competence

- **Integrity** – we are always honest and do what is in the best interest of each person we serve; we honor our fiduciary, ethical and moral obligations and are accountable to our funders, donors, and those we serve

- **Quality** – we strive for the best quality outcomes and employ evidence-based practices to guide our services

- **Leadership** - we envision new ways and lead new partnerships to attain better outcomes; we embrace change

- **Hope** - we serve people while instilling a spirit of hope; we believe all people have dreams and a desire to make positive changes

- **Collaboration** - we connect and mobilize community resources to attain common goals; together we can do more

- **Diversity** - we believe people are unique; we respect and embrace the diverse cultural backgrounds, values, and perspectives of our employees, our partners, and the people we serve

**MISSION**

To ensure people with mental illness, addiction, and related challenges lead healthy and productive lives

**VISION**

GCB is a national leader in improving the mental and physical health of people throughout our ever-expanding community.
Every Child Succeeds is a program started in 1999 by three organizations: Cincinnati Children’s Hospital Medical Center, Cincinnati-Hamilton County Community Action Agency and United Way of Greater Cincinnati. The program assists families in Southwest Ohio and Northern Kentucky by providing home visits that help first-time parents create a nurturing, healthy environment. GCB is one of nine local agencies that provide these visits designed to provide children with an optimal start in life, physically and emotionally.

Mothers usually hear about the program through their health care provider, a friend or family member. Some are referred through the Department of Jobs and Family Services. Participation in the program is voluntary; it starts before the birth of the child and can continue through the child’s third birthday. Visits are scheduled once a week from infancy to six months, then generally twice monthly after that.

Mandy Whitton is an ECS Professional Home Visitor for GCB with a background in counseling and as a school-based service provider.

One of Mandy’s clients is Desiree, a young woman who lives with Luke, her partner of nearly ten years and the father of their two children. They share a tidy apartment with a small menagerie of pets (a dog, a cat, two turtles and hamsters,) and are nearing their graduation from the program.

Desiree is the middle child of three, with two brothers. She shares that her mother “meant well,” but struggled with alcoholism, so Desiree was often left to do the cooking and cleaning. Her father was not in the picture although she says she lived with him briefly at one point. “It didn’t work out,” she says pensively after pausing for a moment. Luke had a similar experience growing up, so they became each other’s family.

Their oldest child Beth, who just turned three, lights up at the sight of Mandy on a recent home visit. Mandy immediately plops down on the floor with the child and her younger sibling and proceeds to pull out a large, colorful picture book. The two instantly begin reciting picture names together; there is clearly a warm and trusting relationship.

While Mandy and the children peruse the picture book, Desiree shares how ECS has helped them all. “They taught me everything: how to change a diaper, how to breast feed; then they provided all kinds of materials for Beth. They had [educational] materials for Luke, too.” Desiree is clearly proud of the accomplishments she and Luke have made with the help of ECS, sharing that they have been able to give back by donating extra diapers and other items to the program.

Mandy is equally proud of the family’s hard work and progress.
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In February of 2016, GCB opened its second Holistic Health Integration Project, this time at the Amelia, Ohio location. Much like the clinic that opened at the Madison Road location in 2011, this federally-funded, four year project offers residents in the Clermont County region an opportunity to have both their mental and primary health care needs met in one location.

Like Madison, a full-service Genoa pharmacy was opened just prior to the clinic’s launch, and federally qualified health center The Healthcare Connection has an embedded space to provide primary care. In the eight months since the receipt of the project grant, HHIP-Amelia Program Manager Teresa Jacobson says the project currently has 117 clients enrolled, with a goal of 500.

One such client is Theresa, who has been with GCB’s Amelia location in Clermont County since 2007, when it was a LifePoint Solutions office. In April of 2016, she became a participant in the project, working with Nurse Care Coordinator Racheal Chambers. Although she currently has her own primary care physician, Theresa works with Racheal on managing her primary health, including diabetes education. In the six months since she enrolled, Theresa has cut her Metformin medication intake in half.

“It has helped my self-esteem,” Theresa says of her success. “I feel better and I feel like I look better.” She and Racheal are working on portion control, and on developing better eating habits.

One distinction at the Amelia clinic is its two Integrated Nurse Care Coordinators, Racheal and Craig Kisner, Registered Nurses who are skilled in both primary and psychiatric care services. This allows them to work with clients both in the GCB behavioral health clinic and the primary care suite. Dean Visk, Director of Nursing Services for GCB, says, “We hope to learn from this opportunity to develop a plan to not only provide co-location of primary and behavioral health care, but to provide true integration of primary and behavioral health care.”
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Menards
Merchant’s Security
Mercy Health West Park
Mercy West
Meridian
Midway Café
Midwest Mole Inc.
Millard Mall Services
Millenium Hotel
Mobile Conversions
Mud Diggers
MultiColor Corporation
Nada
Noram International
Oakley Die and Mold
O’Charley’s
Olive Garden
Ollie’s Bargain Outlet
On Display
O’Rourke
Wrecking Company
OTT Services
Pacific Manufacturing
Paddock Drive Thru
Paklab
Pamper Yourself Cleaning
Panera Bread
Papa John’s
Paul Brown Stadium
Penn Station
Pet Supplies Plus
Pioneer Glazing
Pizza Hut
Precision Plastics
Preferred Meals
Press-Tide Dry Cleaners
Pro2col
Professional Maintenance
Puppy Pet Resort
Queen’s Cleaning
Randstad
Red Balloon Café
Red Barn
Red Robin
Refresh Produce
REM Of Ohio
Res Care for Sunny
Side East
REV Media Marketing
RGIS
Rogers Pavement
Root Electric
Roses
SAF Holland
Salvation Army
Sam’s Club
Save-a-lot
Schwans
Securitas
Servatii’s
Skyline Chili
SMB
SMX
Snider Blake/Groupon
SPA, Inc.
Speedway
SST Bearings
St. Vincent DePaul Society
Staffmark
Staples
Starbucks
Startek
Steak n Shake
Stepping Stones
Subway Restaurant
Superior Auto Mart
Superior Linen
Taco Bell
Taste of Belgium
TGI Fridays
The Central Community Health Board of Hamilton County
The Glenny Glass Company
The Goodyear Tire & Rubber Company
The Service Companies
The Yard House
Thornton’s
Time Warner
TLC Hardwood Flooring
T-Mobile
TNG
Trade Solutions
TREDS/Advantage Production Corp.
Tree Wise Guys
Tri-Pack
UC Hospital
UDF
Universal Window Direct
University of Cincinnati
UPS
US Bank Arena
Valassis
Valley Thrift Store
Vitronics
Vote Ohio
vRide Inc.
Walgreens
Wal-Mart
Water Tower
Fine Wines
Wendy’s
Wesley Chapel Mission Center
Westin
White Castle
Williams Custom Painting
Wings and Rings
WIS International Yardhouse
Yellow Cab
YMCA-Blue Ash
Zip Printing
### Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid/Medicare</td>
<td>$17,938,000</td>
<td>47.8%</td>
</tr>
<tr>
<td>Hamilton County Mental Health and Recovery Services Board</td>
<td>$8,236,000</td>
<td>21.9%</td>
</tr>
<tr>
<td>Clermont County Mental Health and Recovery Services Board</td>
<td>$3,326,000</td>
<td>8.9%</td>
</tr>
<tr>
<td>Grants and Contributions</td>
<td>$2,325,000</td>
<td>6.2%</td>
</tr>
<tr>
<td>Contracts/Sales</td>
<td>$1,987,000</td>
<td>5.3%</td>
</tr>
<tr>
<td>Client and Third Party Fees</td>
<td>$1,333,000</td>
<td>3.5%</td>
</tr>
<tr>
<td>United Way</td>
<td>$1,282,000</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other Public Support</td>
<td>$597,000</td>
<td>1.6%</td>
</tr>
<tr>
<td>Fundraising Revenue</td>
<td>$258,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>Opportunities for Ohioans with Disabilities</td>
<td>$212,000</td>
<td>0.6%</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$58,000</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$37,552,000</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>
2016 FINANCIAL PICTURE

EXPENSES BY PROGRAM

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Services</td>
<td>$16,206,000</td>
<td>43.2%</td>
</tr>
<tr>
<td>Child and Family Services</td>
<td>$5,286,000</td>
<td>14.1%</td>
</tr>
<tr>
<td>Vocational Services</td>
<td>$5,494,470</td>
<td>14.6%</td>
</tr>
<tr>
<td>Addiction Services</td>
<td>$4,502,000</td>
<td>12.0%</td>
</tr>
<tr>
<td>Pharmacological Management</td>
<td>$1,659,000</td>
<td>4.4%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$192,617</td>
<td>0.5%</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$37,557,204</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Total net assets at June 30, 2016: $45,427,955

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.
Since 2014, GCB is a merger of the following organizations:

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**AWARDS AND RECOGNITION**

GCB was named Organization of the Year by the National Rehabilitation Association.

Dr. Tracey Skale was chosen as a Cincy Magazine “Best Doctor.”

Teresa Jacobson was named Exemplary Therapist by NAMI Southwest Ohio.

Steve Goldsberry was presented with TOMKO Lifetime Achievement Award by Southwest Ohio Rehabilitation Association.

Steve Goldsberry was also chosen as finalist for Health Care Heroes by Cincinnati Business Courier.

GCB was named one of the 2016 Top 100 Workplaces for the seventh consecutive time by Enquirer Media.