



STARTING POINT

Behavioral Healthcare

Healing Begins Here

The Annual Report of
Starting Point Behavioral Healthcare
2017 - 2018

Board of Directors

Starting Point Behavioral Healthcare is governed by a volunteer Board of Directors that represents all areas of our community.

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Laureen Pagel, Ph.D., Chief Executive Officer

Akua Owusu, M.D., Medical Director

John Mosley, Chief Financial Officer

Valerie Ray, Clinical Director

Mission of the Corporation is:

To promote emotional wellness through accessible psychiatric, mental health and substance abuse treatment services, and community education and awareness.

Vision of the Corporation is:

To deliver unmatched behavioral health services. The organization will be a vital part of our community, committed to world class service and the provider of choice for First Coast residents and referrers. Its motto is "Healing Begins Here."

Message from the CEO



As our year comes to a close, I am reflecting back on the amazing progress we have made at Starting Point. From our recognition as a quality provider of behavioral health services by a national accreditation body to our highly successful Community Conversations, Starting Point continues its innovative approach to improving the health of our community.

The impact of opioid drugs on Northeast Florida has been severe. Nationally, there are about 170 deaths each day due to opioid overdose. And the rate continues to climb. Even with NARCAN and other interventions, the use of opioids presents a critical issue for our community. Starting Point has taken several approaches to confront this crisis.

The Medication Assisted Treatment program is a successful method for those addicted to opioids to begin recovery. It combines medication to lessen the severe symptoms of withdrawal with an integrative and intensive program of individual and group therapy and development of a relapse prevention plan. You can read more about this innovative program in the following pages.

Opioid use and treatment also was the topic of our third Community Conversation this year, a new outreach program designed to engage the people of Northeast Florida in discussing important mental health topics. As a program launched by our Board of Directors' Outreach Committee, the series included a session on Autism and Digestive Health.

I am especially proud of our recognition this year by CARF, the Commission on Accreditation of Rehabilitation Facilities. This international organization conducted an extensive accreditation review of Starting Point's facilities and programs, and renewed our three-year accreditation for the 7th consecutive time. As part of its conclusions, CARF noted the positive engagement by the members of the Board of Directors and leadership, as well as the high quality of its programs.

Starting Point has had the privilege of assisting an ever-increasing number of people in our community who are seeking help for their mental health and substance use disorders. In the last year, we have seen a 26% increase in admissions. Through our coordination with Baptist Health to provide mental health assessments and care in the Emergency Department, we are able to help people at the moments when they need it most. In addition, the Mental Health First Aid classes have trained hundreds of people to be a resource in our community, helping those who are experiencing a mental health problem or crisis.

For the coming year, you can expect Starting Point to continue its innovative approaches to mental health care and community outreach. We will be continuing to offer the Mental Health First Aid classes at no charge, thanks to a grant from Baptist Health. Watch for more Community Conversations on important topics, and be sure to let us know if you have a suggestion for a future session.

Lastly, thank you to all of those who have supported us throughout the year, including our partner organizations, sponsors, donors, staff and volunteers. Without this critical support, we would not be able to help so many of our neighbors.

Lauren Pagel, Ph.D., Chief Executive Officer

Message from the Board President



As I begin my second term as President of the Board of Directors, I am proud of the many accomplishments of our team and excited about what lies ahead. In particular, I want to recognize the efforts of our board members to become even more engaged with and knowledgeable about the important work of Starting Point. Earlier this year, we conducted a board retreat where we worked with the Non-Profit Center to raise the level of board knowledge and organizational leadership.

This effort was recognized in our accreditation by CARE, which awarded us our first accreditation in Governance. CARE reviewers noted the many exemplary practices of our board members and complimented the group on the many ways it is engaged with leadership and the organization.

In the following pages, you will learn more about the CARE accreditation, our wide range of services, and the many ways in which we continue to engage our community in learning more about behavioral health. It is our goal to reduce the stigma of mental illness and addiction, improve access to treatment services, and educate as many people as possible on the issues.

One example of this effort is our Mental Health First Aid classes. Since launching the program in 2014, we have trained more than 2,000 people in the skills and techniques of Mental Health First Aid. These efforts resulted in Starting Point's instructor, Katrina Robinson-Wheeler, being named among the top 100 Instructors nationally last year, and among the Top 20 in the second quarter of 2018.

As you read through this Annual Report, I hope you will be inspired to become involved with Starting Point, perhaps by attending a Mental Health First Aid class or Community Conversation, or visiting our website to learn more about each service we provide. Our goal, as a board of directors, is to encourage that involvement and continue to be responsive to the mental health needs of our community.

Drue Ashwell, President, Board of Directors

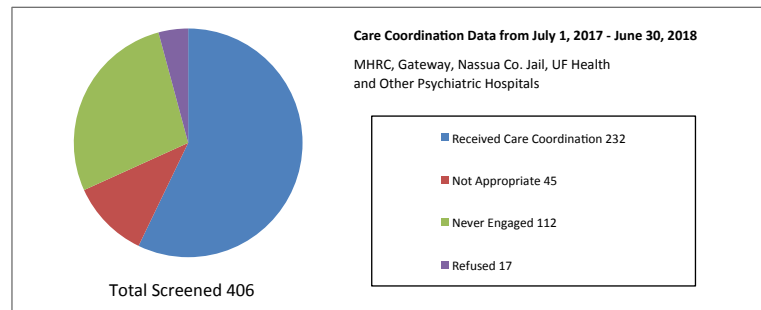
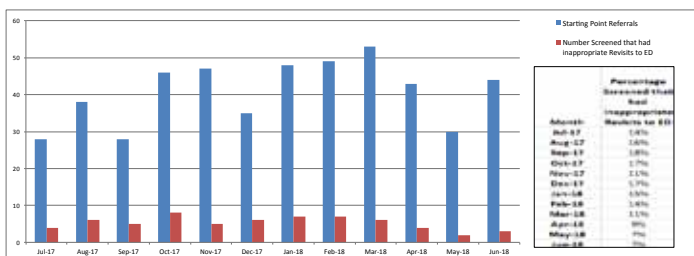
Care Coordination Impacts Quality, Efficiency of Behavioral Health Services

People with chronic medical conditions and serious mental health and/or substance use disorders can experience services that are poorly coordinated and fragmented. This may result in care plans and treatments that are not integrated. Care recipients are also rarely encouraged to be active in their own care or to engage in healthy behaviors. The impact is profound – poor or confusing care access and follow-through, inefficient and inadequate services, higher health care costs, reduced satisfaction for clients and providers, poor health outcomes, and lower life expectancy.

Starting Point Behavioral Healthcare developed a Care Coordination Partnership to assist Baptist Medical Center Nassau and other local providers of acute care in assuring that high risk, high need individuals receive the best care available. Starting Point collects and monitors admission data from Baptist Medical Center Nassau, Mental Health Resource Center, Gateway, and the Nassau County Jail. Care Coordinators follow up with these organizations to bridge the gap from admission to discharge. This assists patients as they move from higher levels of care into behavioral health and physical health care services. It also increases communication, while having the goal of reducing readmission and high cost services.

Between June 1, 2017 and June 30, 2018, the Starting Point Care Coordination Team screened 491 patients through the Baptist Medical Center Nassau Emergency Department alone. During the same time period, our Care Coordinators interacted with 406 people from MHRC, Gateway, Nassau County Jail, UF Health and other psychiatric hospitals in Jacksonville. Over 600 individuals successfully engaged in follow up care coordination and less than 13% had a revisit to the hospital or acute care facility. Many of our clients have expressed gratitude and renewed hope as a result of participation in the program. One person stated, “I didn’t even have goals before. Now I have goals – and I’m achieving them”

Starting Point will continue to expand the program by adding Certified Peer Specialists to the teams, increasing the hours at the Hospital, bringing more services on-site at the jail and providing more in-home counseling.



Responding to the Needs of First Responders

In the past year, the Fire Safety/EMS module was added after Katrina Robinson-Wheeler completed training and became certified to teach the course. This is an especially important group to target because of the high number of suicides among firefighters. In fact, according to a new study, more of them die from suicide than in the line of duty. First responders have PTSD and depression at a level five times more often than civilians.

First responder deaths

The number of firefighters, EMTs and officers who took their own lives outnumber all line-of-duty deaths in 2017.

● Firefighters and EMTs ● Law enforcement officers



SOURCE Ruderman Family Foundation
Frank Pompa/USA TODAY

According to a March 2017 article in US News & World Report, a study of more than 4,000 first responders found that 6.6% had attempted suicide - more than 10 times the rate of the general population. Unfortunately, many of the problems faced by first responders go unreported and their training typically does not include preparation for the tragedies they will encounter. One retired firefighter noted they are “ill prepared to respond to the pressures they face daily.”

Recognizing this issue, a module specific to Firefighters and EMS professionals was launched in May 2018 for the Mental Health First Aid program. The class includes discussion of the unique culture among first responders, the specific risk factors they and their families face, and a review of the resources available to them.

Confronting The Opioid Epidemic With Innovation

Some people get started when a doctor prescribes pain medication and the prescription runs out. They turn to other drugs, such as marijuana or heroin, to replace the opioids that once controlled their pain to give them the high they had become addicted to. Some traveled through the Emergency Room, where they met one of the Starting Point staff, who guided them into treatment. Some walk in on their own. But, no matter how they become part of the Medication Assisted Treatment Program at Starting Point, for many of them it has become a lifeline, says Tina Miller, the program's director.



Tina Miller

“The program has been in place at least five years,” she said. “It started as the suboxone program, but it has expanded and is very different today.” She describes the MAT program assigned to prevent accidental overdoses and extend life by engaging clients in treatment. Because it is not a rigid medical model, but adapts to the individual's specific needs, Tina says the program is more successful.

“Sometimes we see people using marijuana as a way to continue their recovery,” she said. “We redirect them into increased services rather than kicking them out of the program. We always want to see what we can do to help.”

When someone enters the MAT program, they sign a contract that outlines each phase of the treatment program and what their individual responsibilities are. Drug tests are required and they must abstain from alcohol and other medications. Regular attendance at physician appointments, therapy sessions and support groups is required. Together with the staff, the client creates a relapse prevention plan.

The program includes four phases, which can last up from six months to more than seven years, depending upon the individual, Tina said. Those who do not have private insurance must pay for the medication themselves, which can be expensive. Tina said the cost can be between \$400 and \$500 a month. Fortunately, Starting Point

has received funding from the Florida Alcohol & Drug Abuse Association and Lutheran Social Foundation to help clients cover those costs.

Tina also is working with women are in jail, encouraging them to enter the program after their release. “the more educated they are on the program, the more likely they are to come in and give it a try,” she said.

“The best part of the program is watching people be successful. One of the neat things for us is that about 90 to 95 percent of people in the MAT program are self-referred. They walked in on their own. They want to try this recovery thing,” she said.

In the future, she is working on a new group support program called Medication Assisted Recovery Anonymous. It will complement the MAT program, especially because there currently are no NA groups in Nassau County.

The MAT program includes two therapists, a case manager, psychiatrist, an ARNP, LPN, medical assistant and the team leader, Tina.

Katrina Robinson-Wheeler Recognized For MHFA Training

Katrina Robinson-Wheeler was recognized twice in the last year for her outstanding work as a Mental Health First Aid trainer. In April, she was named a Top 100 Instructor by the National Council for Behavioral Health.

The honor recognizes the total number of classes taught by MHFA instructors, ranging from 60 classes to more than 160. Wheeler was recognized on April 22 at the national Mental Health First Aid Instructor Summit in Washington, D.C.

In July, she was recognized as a Mental Health First Aid Top 20 Instructor of the Quarter by the National Council for Behavioral Health. She was among the top instructors nationally as determined by the number of individuals she taught between April and July 2018.

Wheeler is the Community Liaison and Mental Health First Aid Instructor and Educator at Starting Point Behavioral Healthcare, a community-based behavioral health treatment agency in Northeast Florida, where she has worked for the past 17 years. She has worked in several different capacities in the agency; 11 years as a therapist specializing in women's treatment, and five years in management as the Behavioral Health Team Leader and Clinical Director.

Wheeler received her Master's in Mental Health Counseling in 2009 from Webster University, and is a Licensed Mental Health Counselor in Florida, a Licensed Professional Counselor in Georgia, and is a Master's Level Certified Addiction Professional and Substance Abuse Professional.

A graduate of the National Council for Behavioral Health's inaugural Addressing Health Disparities Leadership Program in 2011-2012, Wheeler also is a graduate of the Leadership Nassau program 2014. Wheeler received the Professional of the Year awards for both Florida Alcohol and Drug Abuse Association (FADAA) and the Florida Certification Board (FCB) in 2007.



Starting Point Earns Three-Year CARF Accreditation

CARF International has granted three-year accreditation to Starting Point Behavioral Healthcare for its mental health and substance abuse programs. The latest accreditation is the seventh consecutive Three-Year Accreditation that the international accrediting body, CARF, has given to Starting Point.

The specific programs accredited by CARF are:

- Case Management/Services Coordination: Mental Health (Adults)
- Case Management/Services Coordination: Mental Health (Children and Adolescents)
- Day Treatment: Mental Health (Adults)
- Outpatient Treatment: Alcohol and Other Drugs/Addictions (Adults)
- Outpatient Treatment: Alcohol and Other Drugs/Addictions (Children and Adolescents)
- Outpatient Treatment: Mental Health (Adults)
- Outpatient Treatment: Mental Health (Children and Adolescents)
- Prevention: Alcohol and Other Drugs/Addictions (Adults)
- Prevention: Alcohol and Other Drugs/Addictions (Children and Adolescents)

CARF surveyors noted that the board of directors is committed to the organization and that dedication, enthusiasm, skills and professional commitment were found throughout the organization from upper management to direct care staff members. They also found the leadership to have “a clear, strategic direction for the growth and expansion of the organization.” Additionally, CARF pointed out the organization is innovative and community focused, as evidenced by its care coordination partnership with Baptist Health.

Other areas of excellence included in the report are:

- “SPBH has an extremely well-organized quality improvement department committed to ensuring that all programs adhere to licensure and accreditation standards while striving for quality outcomes for the persons served.”
- “Clients interviewed express satisfaction with the organization’s Open Access program that streamlines the admission process.”
- “Staff members present themselves as extremely caring, enthusiastic and committed individuals working as a team to provide the best services possible. They interact with clients in a meaningful and respectful manner.”
- The organization is noted for its commitment to gender-specific services that tend to support more positive outcomes.

“This accreditation decision represents the highest level of accreditation that can be given to an organization and shows Starting Point’s commitment to the CARF standards,” said CEO Dr. Laureen Pagel. “Starting Point has undergone a rigorous peer review process and demonstrated to a team of surveyors our commitment to offering programs and services that are measurable, accountable, and of the highest quality.”

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of the persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF International, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services. For more information about the accreditation process, please visit the CARF website at www.carf.org.

Making A Difference in Our Community With Mental Health First Aid



Since 2014, Starting Point Behavioral Healthcare has been a leader in Northeast Florida in providing Mental Health First Aid (MHFA) training for members of our community. This important training has been offered to more than 2,500 individuals. For the past two years, thanks to grants from Baptist Health, these classes have been offered at no charge.

Like medical First Aid training, MHFA classes provide attendees with the skills they need to intervene and stabilize someone until professional assistance is available. It may be as simple as a conversation about the resources available to someone suffering from depression, or as critical as securing emergency care for a suicidal friend.

MHFA is an eight-hour certification course that is evidence-based and now taught world-wide. It teaches participants a five-step action plan to assess the situation, select and implement interventions, and secure appropriate care for the individual. Typically, one class per month is offered and open to the general public. In addition, First

Coast civic clubs, organizations and companies can provide a private class for their employees and volunteers.

Katrina Robinson-Wheeler is a certified instructor for MHFA and manages the program for Starting Point. She is certified to teach several specialized modules including programs specific to: Adults and Youth; Older Adults: Public Safety and Law Enforcement; Fire Safety/EMS; Rural Communities; Military, Veterans and Family; and Higher Education.

“Through Katrina’s guidance and suggestions from the group of participants, I was able to go home the very same day and talk through what I learned with my dad,” said one participant. “I offered to go with him to the doctor and grief counseling and he agreed to go. He even said he would join us at the beach the next day to get out of the house for a bit and get some sunshine, which he has never done before! I am so grateful for what I gained from this training and I would recommend anyone to take this course!”

“I am so grateful for what I gained from this training and I would recommend anyone to take this course!”

Community Conversations Touch on Important Topics



Community outreach is one of the most important goals for Starting Point's board of directors. In fact, the board created a committee to specifically promote activities that will keep the community informed and engaged with the organization. One outgrowth of that committee was the Mental Health First Aid program that started in 2014, and the latest is a series of workshops called Community Conversations.

Held quarterly, the workshops focus on a topic related to behavioral health and also of wide interest among residents. The programs are designed to be interactive and often feature discussion panels or Q&A sessions following speaker presentations. The Peck Center and Auditorium has been home to the first three workshops.

The first Community Conversation was held April 30. The topic was "Autism: A Community Conversation" and a large group of local residents attended. The speakers included a speech pathologist, behavioral analyst and a certified ESE instructor. The discussion centered not only on the mental health aspects, but on the lifelong issues faced by families affected by Autism.

That was followed by a program on July 30 entitled "How Your Digestive Health Impacts Your Mental Wellness: A Community Conversation." The keynote speaker was the director of Health Partnerships at Baptist Health, who provided an in-depth look at the connections between your gut - sometimes called your "second brain" - and your mental health. An active discussion followed her presentation.

In October, Starting Point offered the first of two programs on Opioid Abuse that included experts in the field of treatment, a retired fire chief and paramedic, and a woman recovering from opioid use. The program entitled "Opioid Addiction: The Inside Story" will be repeated in December in Hilliard.

Our Services

Mental Health Services

Our mental health services are under the direction of a board-certified psychiatrist and reflect the latest approaches to care and treatment for mental illness. We offer both individual and group therapy programs and an active community outreach program.

Psychiatric Care

Psychiatric care is provided by board-certified psychiatrists and nurse practitioners who treat clients with emotional, behavioral or mental health disorders. Many of these disorders can be treated with a combination of therapy and medication.

Outpatient psychiatric care allows clients to remain in their homes and communities while receiving the ongoing care and treatment they need. Through the use of case managers, we offer clients assistance locating other community resources.

Individual and Family Therapy

Our counseling programs are provided by either Licensed Mental Health Counselors, Licensed Clinical Social Workers, Licensed Marriage and Family Therapists, Registered Counselor Interns or Certified Addictions Professionals. Specific therapy programs for adults focus on many topics including Women's Trauma Recovery, Anger Management, Men's Domestic Violence, Positive Parenting, Living Well, Co-Occurring Disorders and Mental Health Court.

Drop-In Centers

Starting Point Behavioral Healthcare offers two Drop-In Centers that provide mental health counseling and other support services for individuals transitioning back into the community. The centers, located in Fernandina Beach and Hilliard, offer individuals an opportunity for socializing and networking that addresses the isolation felt by many, especially those in mental health recovery. It is open to all mental health consumers. No admission or membership fee is charged. The Centers are called "Our Place" because the clients who attend the centers take ownership of the facilities and for supporting each other in their recovery process.

Psychosocial Rehabilitation Services

Located in our Hilliard Office, this program serves to assist those living with a severe and persistent mental illness with developing the coping and recovery skills needed to be able to live successfully with their illness. The program includes life and social skills development in a hands-on, real time environment. As with our Drop-In Centers, the clients take ownership of the facility and for providing support to one another during their recovery process.

Emergency Services

Starting Point Behavioral Healthcare has a Behavioral Health Professional on call around the clock. If you have an emergency, call our 24-hour hotline at (904)225-8280.



Substance Use Disorder Services

It is common for individuals coping with mental health issues to also become dependent upon drugs or alcohol, which is called a “Co-Occurring Disorder.” Addiction to prescription drugs like pain killers (opioids) is becoming more common and Starting Point has created a specific detox and treatment program to address the medical and psychological needs that arise from these addictions.

Medication Assisted Therapy

The MAT program provides a medically-managed approach to recovering from addiction to opiates or alcohol. A number of medications, including Suboxone and Vivitrol, have been approved for treatment during the detoxification stage of recovery from addictive pain killers and alcohol. Starting Point administers and monitors these medications following a comprehensive history and physical. Treatment is accompanied by individual counseling and support groups.

Group Therapy and Support

Starting Point offers a number of outpatient groups that focus on substance abuse disorders, including a program targeted for those who have been arrested for DUI.

Programs for Children and Teens

Our Substance Use Disorder and Recovery program helps teens prevent relapse by learning to recognize problem situations and avoid them. Our Working Recovery program includes topics such as helping adolescents identify problem situations that occur in their daily lives. The concepts of relapse, substance use triggers, high risk situations, relapse prevention, and developing a “recovery image” are introduced. Services focus on Emotional Management, Coping Skills, Responsible Thinking, and Education and Prevention. Services are provided at a variety of locations throughout the county including in-home and in public and private schools.

Women’s Substance Use Disorder Program

This program joins efforts with individuals, the agency, and the community to help women break the bonds of alcohol or drug abuse. It is free for pregnant women. Women with dependent children and women attempting to regain custody of their children may also receive free services. Our program offers help for chemical dependence, mental health, trauma, and more.

Care Coordination

Care Coordination serves to assist individuals who are not effectively connected with the services and supports they need to transition successfully from higher levels of care to effective community-based care. This includes services and supports that affect a person’s overall well-being, such as primary physical health care, housing, and social connectedness. Care Coordination connects systems including behavioral health, primary care, peer and natural supports, housing, education, vocation and the justice systems. It is time-limited, with a heavy concentration on educating and empowering the person served, and provides a single point of contact until a person is adequately connected to the care that meets their needs.

Annual Golf Tournament Brings Puts The “Fun” In “Fundraising”

This year’s 7th Annual Golf Tournament delighted participants with its spectacular course, fellowship and, of course, fun. With over ?? players plus others who came just to enjoy the BBQ and Silent Auction, the crowd was gifted with a beautiful day at Amelia National Golf & Country Club. Funds raised by the annual golf tournament are used to support programs for adults, children, and teens including community education, uncompensated care, and community out-reach. We are deeply grateful to all of our sponsors, players and donors who made our event possible.

Sponsors

1st Coast Community Bank
ACT Soutions, INC
Amelia Coastal Realty
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Amelia Tavern
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Crab Trap
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Dome Healing Center
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Genoa
Horizon’s Restaurant
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Journey Church
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Sam Entriken
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Starbucks
Steve Kaye
The Surf Restaurant
Tom McKenna
Valant



Financials

Starting Point receives funds to pay for its services from several sources:

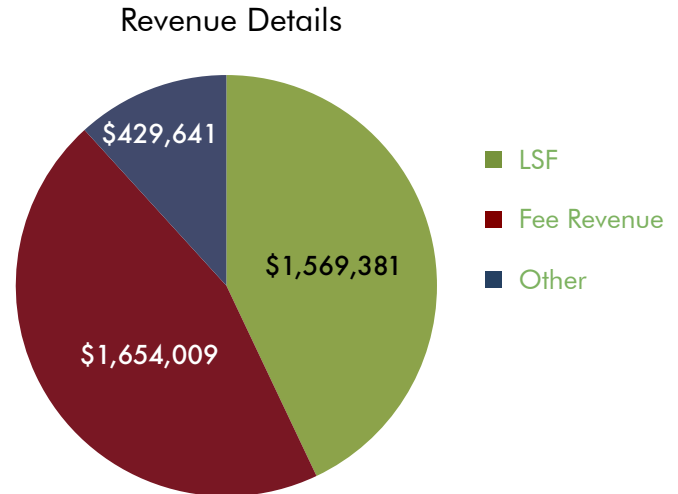
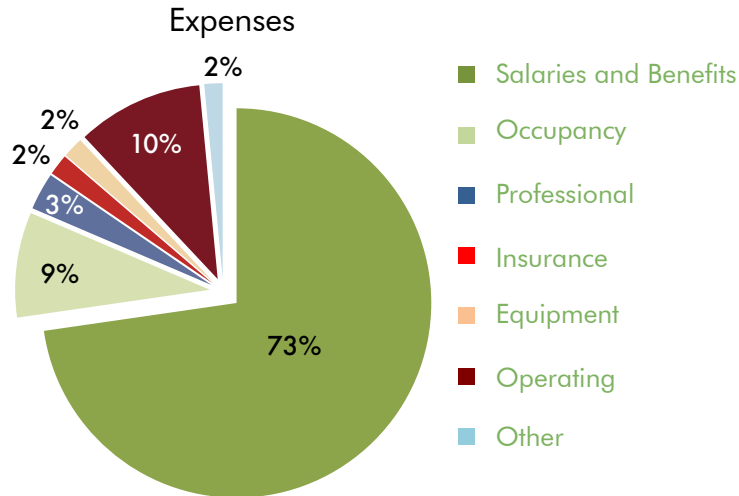
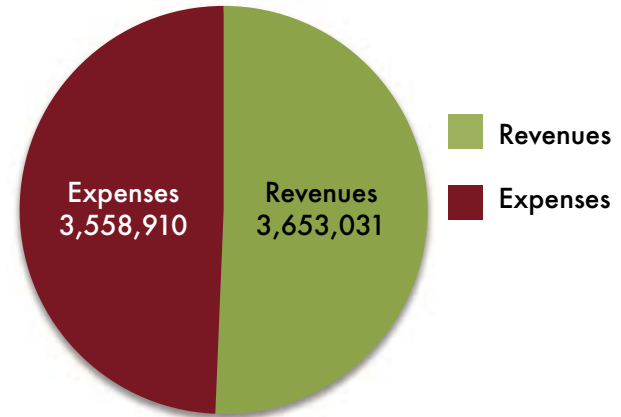
- Private Insurance
- Medicare & Medicaid
- Public & Private Grants
- Client Out-of-Pocket Payments

Starting Point has been the designated safety net provider of mental health and substance abuse services for all of Nassau County since 1992. Currently, we receive about 7% of our current budget from the Nassau Board of County Commissioners in a match program. This match allows us to keep our co-pays very low for those who can afford to pay and to deliver services at no cost for children, adults and families who have no other means to pay for their care.

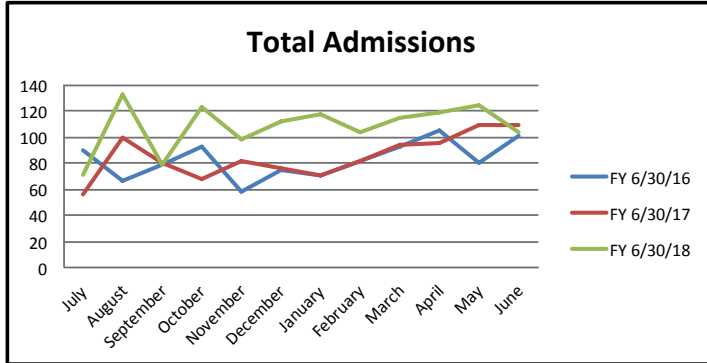
Despite the payment sources available to us, we still provided more than \$376,000 in uncompensated (charity) care last year. It has always been our policy to treat everyone in need, regardless of their payment status. Those additional funds are provided through donations from businesses and individuals in the community, as well as public and private grants.

Starting Point is invested in our community. We own all three of our buildings, three company vans and our company car.

FY2016

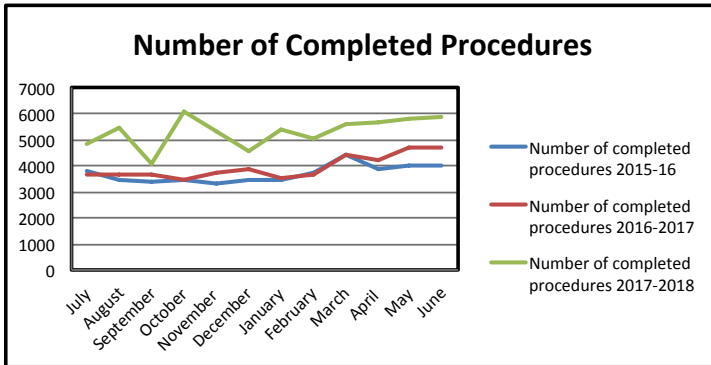


Admissions



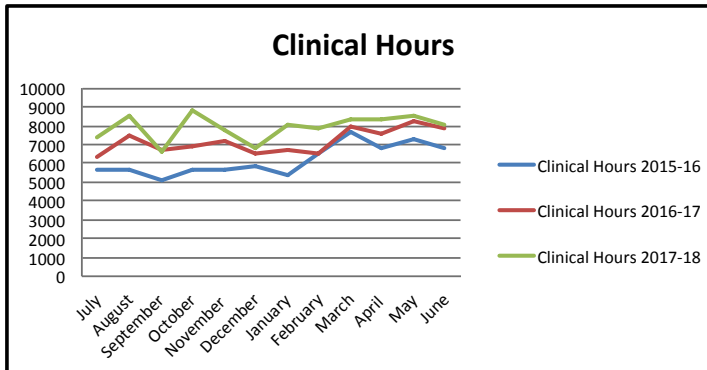
July	71
August	133
September	79
October	123
November	98
December	112
January	117
February	103
March	114
April	119
May	124
June	103

Procedures



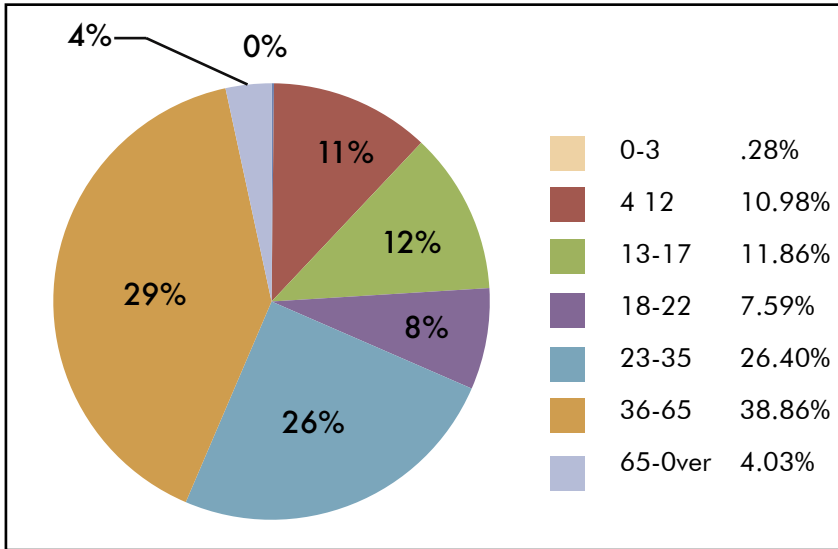
July	4820
August	5454
September	4066
October	6057
November	5321
December	4534
January	5380
February	5055
March	5595
April	5679
May	5816
June	5852

Clinical Hours

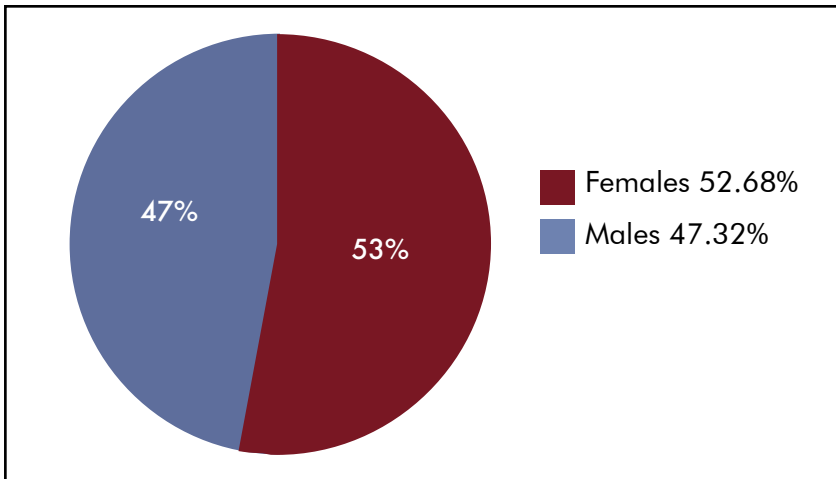


July	7391
August	8541
September	6597
October	8782
November	7778
December	6805
January	8063
February	7817
March	8326
April	8377
May	8519
June	8032

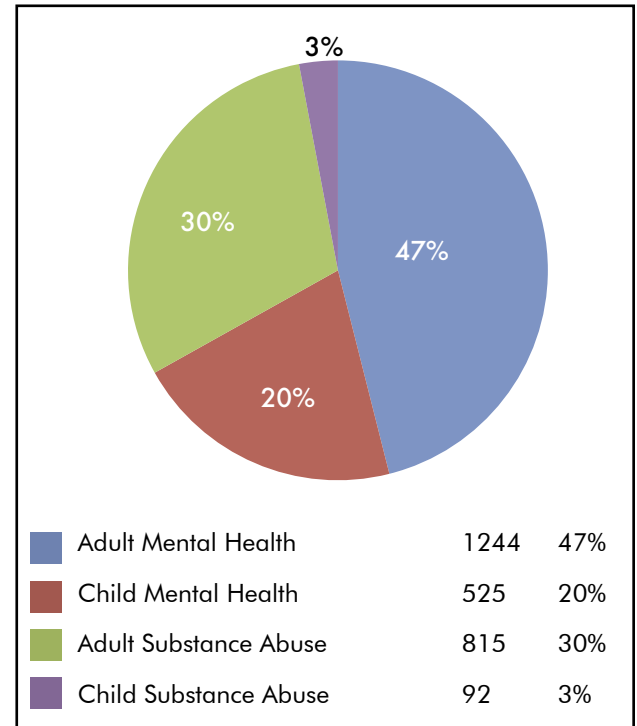
Clients Served By Age



Clients Served by Gender



Clients Served



Community Partners



Dayspring Village Inc.

Human Services, Inc.
Rebuilding Families, Restoring Communities

Changing Health Care for Good!



Donors and Community Partners

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Joseph Robinson

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The Newbern Foundation

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First Presbyterian Church

Starting Point Behavioral Healthcare is an equal opportunity and drug free workplace and prohibits discrimination in all of its programs and activities on the basis of race, color, religion, national origin, gender, sexual orientation, marital status, age, veteran status, disability or genetic information.

If you are a person with a disability who needs any accommodation, you should contact the office of our ADA Coordinator, 463142 SR 200, Yulee, FL 32097; VOICE (904) 225-8280, ext. 448; FAX (904) 225-9125 or E-mail info@spbh.org

STARTING POINT

Behavioral Healthcare

Healing Begins Here

24/7 Emergency
(904) 225-8280

Pre-registration hours are from 1-4 Monday - Friday

463142 State Road 200
Yulee, Florida 32097

371015 Eastwood Road, Hilliard, FL 32046
(904) 845-4033

2201 Sadler Road, Fernandina Beach, FL 32034
(904) 491-2009



Starting Point Behavioral Healthcare is accredited by the Commission on Accreditation of Rehabilitation Facilities.