

A photograph of a stone bridge crossing a stream in a lush, green forest. The bridge is made of large, rectangular stone blocks. The water is flowing over the bridge, creating small ripples. The background is filled with dense green foliage and trees. The overall scene is peaceful and natural.

# Improving Lives. Taking Steps.

Proaction Behavioral Health Alliance  
2010 Annual Report

# Dear Friends,

“Improving Lives” has become Proaction’s tagline over the past few years; two words that remind us as board members, staff, volunteers, and stakeholders, of what we are about. In 2010 we saw the need to bring “all that we are about” into “all that encompasses health and health care.” This is an effort to align our organization with the transformation of health care into the broader understanding of health as defined by the World Health Organization: “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (Constitution of the World Health Organization). To move us forward into this transformation we developed *Vision 2010 and Beyond*. We continued the journey of our organization from no longer being satisfied with merely surviving within a very turbulent and challenging economic and political environment, to recognizing the urgency to change so that we can thrive.

The urgency to change is the result of honestly facing the following realities. We were losing market share. The State of Michigan’s economic crisis would continue to diminish funding support. Our stakeholders increased their performance expectations, which required that we must more clearly demonstrate positive health outcomes. We need to bring our work into the health care world of integrated and coordinated care, which is where health care is converging.

Our shared strategy included five strategic targets. We positioned the organization to move forward with Cherry Street Health Services and Touchstone innovare to integrate health care for multiple acute and chronic health care conditions. Simply stated, we are moving to develop a partnership which brings behavioral health for persons with mental illnesses and substance use disorders into a more comprehensive system of care. In this evolving partnership, Proaction has begun implementation of an Electronic Health Record which will help us better manage and monitor clinical services, quality of care, billing information, outcome, and patient flow. We have also invested in staff development and training so that we can achieve a more welcoming and accessible service response, and develop leadership competencies in all of our divisions and programs.

All around us in Michigan we see the need for this State to reinvent itself. Proaction has chosen to be a part of this reinvention. As we continue this journey I am reminded of the words of Aldous Huxley who said, “Experience is not what happens to a man. It is what a man does with what happens to him” (Peter’s Quotations, 1977). These words also aptly apply to us as an organization, community, and State.



Michael Reagan  
President/CEO

## MISSION

**Proaction Behavioral Health Alliance is a leader in healthcare, passionately committed to improving the lives of individuals, families, and communities.**

Improves the ability of individuals to take care of themselves.

Increases awareness, understanding and support of behavioral health in Michigan Communities.

Creates and sustains organizational excellence.

**Proaction Behavioral Health Alliance**

# Improving Lives



When the complications of life interfere with relationships or work, Life Guidance Services helps people build the coping skills needed to live productive lives, provides counseling, employee assistance services, and wellness and prevention programs.

**Medication Assisted Treatment Program** is successfully treating over 400 patients with opiate dependence disorder. Methadone, the most researched drug on the market to date, stabilizes the brain function while other areas of life can be tended to, such as housing, employment, school, and physical and mental health. Research shows an economic savings of \$7 of societal costs for every dollar spent on medication assisted treatment, and 84% reduction in illegal activity.

**Life Guidance Services Outpatient Division** provides counseling and education services to individuals and families for depression, bipolar disorder, marital, grieving, substance use, and other family issues. This past year, we started a Double Trouble Recovery group for persons with both mental illness and a substance use disorder. During 2010, LGS provided services to over 1,275 new clients. Our Recovery Management program works within the community with people who continue to struggle with substance abuse after repeated treatment opportunities. The work is done primarily "in the field" to assist people in securing stable housing and connecting with community resources to increase their opportunities for obtaining a more stable lifestyle.

**During our last fiscal year, LGS provided services to over 1,275 new clients.**



employee  
assistance  
center

During the past year, economic decline has affected many working adults and their ability to focus at work. The Employee Assistance Center (EAC) provides a comprehensive range of services designed to meet the growing needs of businesses and their employees. Spanning its outreach to a nationwide network ensures that services are available for employees no matter where they are working. We work with a variety of non-profit and for-profit organizations in West Michigan as

**In 2010, the EAC provided approximately 3,300 counseling sessions to individuals, couples, and families.**

well as provide services to employers across the United States through a network of affiliate providers. In 2010, the EAC provided approximately 3,300 counseling sessions to individuals, couples, and families. We also provided training to over 3,500 participants on-site, as well as over 15 on-line live Webinars. EAC provided 36 Critical Incident Stress Management Services.

When an employee death or unexpected event affects a work team, we provide quick and comprehensive aid to help the organization through the event.

#### **Life Guidance Services cont...**

**Wellness and Prevention** services supported almost 8,000 individuals through programs and community initiatives to promote healthy decision-making and to support community efforts to prevent substance use disorders.

**Neuvo Camino**, our outreach/outpatient program, provides bilingual/bicultural services for the Hispanic population of West Michigan

# Improving Lives



Project Rehab has been providing effective treatment for substance use and co-occurring disorders for over 40 years by specializing in three types of services: Residential Treatment, Transitional Services, and Residential Reentry.

**The Residential Recovery Campus** services individuals released from State Correctional Systems and addresses the more specific behavioral challenges they have experienced while allowing them to begin to make the transition to returning home. The program partners with the Contact Center to ensure they have identification documents and resumes so that they are prepared to begin employment seeking upon returning to their home counties.

**Transitional Housing** offers affordable housing for men in a supportive environment. Residential Aftercare encourages those with addiction histories to participate in self-help support groups.

**Contact Center** is part of the Transitional Services Program. It supports individuals who suffer from addiction or mental health disorders as well as those transitioning from jail or prison. Many of these individuals receive services and referrals to agencies that will satisfy their unmet needs, such as eviction or utility shut-off assistance, food pantry locations, resume writing, and medical or dental services. They are also encouraged to attend self help meetings.

**Community Alternatives Program (CAP)** is an alternative to incarceration that equips clients with the support and skills needed to successfully reenter the community from the Federal Correctional System. It gears programming toward criminogenic behaviors, and uses cognitive behavior therapy and evidence-based practices to reduce risk of recidivism. CAP places special emphasis on assisting clients with developing skills and attitudes needed to find, secure, and retain employment. It also provides training and guidance in interpersonal communications, health, social skills, finance, and restoring connections with family.

## Community Treatment Centers

Community Treatment Centers help clients effectively transition from the criminal justice system to the community by providing the opportunity to develop the skills needed for lifelong rehabilitation.

**Renaissance Residential Reentry Center** specializes in providing opportunities for the client and the family to discuss issues and concerns relating to family reunification. 99% of clients, formerly incarcerated in Federal prison, met eligibility requirements for employment.

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**Monica House Residential Reentry Center** strives to meet the needs of special correctional populations including men with chronic health care conditions, offenders challenged with persistent and profound mental health issues, and the increasingly aging correctional population. In 2010, 163 male offenders transitioned into southeast Michigan communities.

**Genesis Residential Reentry Center** has enhanced their services and partnerships. Residents have been linked with supportive services for Adult Education, GED preparation, higher education, financial management classes, and they have maintained a consistent employment rate above 90%.

**Phoenix Day Reporting Centers** helps clients adopt the attitudes and behaviors necessary to cope with the challenges of life by providing personal counseling sessions and group trainings two to three times per week, among other types of transitional services. During 2010 Phoenix added GED as a service, worked with 346 men, with a 65% completion rate.

# Financials

## Revenue

### Public support

Government grants and payments for care of particular individuals . . . . .	\$10,940,225
other grants and contributions . . . . .	612,993
<b>Total public support . . . . .</b>	<b>11,553,218</b>

### Other Revenue

Program service fees . . . . .	1,684,904
Other . . . . .	344,766
Medicaid . . . . .	925,902
Interest . . . . .	17,588
Rental income . . . . .	2,970
Unrealized/realized gain on investments . . . . .	15,529
Gain on disposition of assets . . . . .	500
Unrealized increase in beneficial trust . . . . .	19,192
<b>Total other revenue . . . . .</b>	<b>3,011,351</b>

**TOTAL REVENUE . . . . . 14,564,569**

## Expenses

### Program Services

Project Rehab and Community Treatment Centers . . . . .	8,162,109
Life Guidance Services and EAC . . . . .	4,644,956

### Supporting services

Administration and general . . . . .	1,109,573
Fundraising . . . . .	965

**TOTAL EXPENSES . . . . . 13,917,603**

Change in net assets from continuing operations . . . . .	646,966
Change in net assets from discontinued operations . . . . .	(229,219)
Change in net assets . . . . .	417,747
Net assets, beginning of year . . . . .	4,092,307
Net assets, end of year . . . . .	\$4,510,054



**Fees for Service (Direct payment by client) 4.2%**  
**Fees for Service (Insurance/HMO) 3.2%**  
**Fees for Service (Public) 38.0%**  
**Fees for Service (Federal contracts) 39.4 %**  
**EAP Contracts 4.4%**  
**Other Revenue 6.7%**  
**Donations .6%**  
**United Way 3.5%**



**Project Rehab Programs 26.9 %**  
**Community Treatment Centers 31.9%**  
**Life Guidance Outpatient 22.6%**  
**EAC 4.4 %**  
**Wellness & Prevention 2.2%**  
**Administration and Fundraising 12.0%**

## Proaction Behavioral Health Alliance Programs

Life Guidance Services	Employee Assistance Center	Project Rehab	Community Treatment Centers
LifeGuidanceServices.org	eaccares.com	ProjectRehab.org	CTCReentry.org
1400 Leonard NE Grand Rapids, MI 49505 (616) 954-1991	1400 Leonard NE Grand Rapids, MI 49505	Community Alternatives Program 801 College SE Grand Rapids, MI 49507	Genesis Residential Reentry Center (313) 822-4060
MATP 822 Cherry SE Grand Rapids, MI 49506 (616) 776-0891 x401	3035 Prairie SW Grandville, MI 49518	Men's Recovery Center 200 Eastern Avenue SE Grand Rapids, MI 49503	Renaissance Residential Reentry Center (313) 822-2024
Nuevo Camino 1251 Century SW Grand Rapids, MI 49503 (616) 745-0218	321 Fulton Street Grand Haven, MI 49417	Transitional Services 750 Cherry SE Grand Rapids, MI 49503	Phoenix Day Reporting Center (313) 822-2422
129 East Main PO Box 836 Stanton, MI 48888 (989) 831-4591 (Wellness & Prevention services only at this location.)	372 Garden Avenue Holland, MI 49424	(616) 776-0891 (all locations)	11105 East Jefferson Detroit, MI 48214
	220 West Main Street Ionia, MI 48846	<b>Corporate Office</b>	Monica House Residential Reentry Center 15380 Monica Detroit, MI 48238 (313) 345-3600
	(800) 227-0905 (all locations)	ProactionAlliance.org	
		330 Eastern Avenue SE Grand Rapids, MI 49503 (616) 776-0891	

## Board of Directors

As Chairperson of the Board I would like to thank the members of the Proaction Corporate Board, the CTC Board, and the West Michigan Services Board for the commitment of your time and talents. I thank our staff, who carry out the important work in the day to day support of the persons we are committed to serve. In 2010 we began to align our correctional health services and our more traditional mental health and addiction services into the world of electronic health records and to position the organization to be more fully integrated into comprehensive health care services. We will move forward with the continued expectation that Proaction will continue to improve lives.

John Schneider

## Community Treatment Centers    Proaction Behavioral Health Alliance    West Michigan Services

Community Treatment Centers	Proaction Behavioral Health Alliance	West Michigan Services
Board of Directors	Board of Directors	Board of Directors
Dr. Robert Crisp	Scott Alfree	Scott Alfree
Thomas Franco	Captain Pam Carrier	Mary Barr
Vincent Gregory	Dr. Robert Crisp	Matt Beaverson
Dr. Subhash Gulati	Robert Geyer	Eric Bredemeier
John Humphrey	Dr. Subhash Gulati	Dr. Douglas Chung
James Jackson	Undersheriff Jon Hess	Captain Randy Demory
Mark Lang	Thomas Hiller	Dr. Nancy Harper
Judge Deborah Langston	Jerry Johnson	Bob Knoll
Walter Pookrum	Charles Robinson	Kevin Muntter
Charles Robinson	John Schneider	Lt. Vincent Reilly
	Maggie Simmons	
	Allison Swets	



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