

bhn**T**imes

ANNUAL REPORT 2020

The World
Has Changed...
So Have We
*Meeting the Evolving
Needs of Our Community*

inside

1 *TeleCare Services Virtually
Connect Individuals
with Therapists*

bhnTeleCare



2 *Kathy Wilson's
Lasting
Legacy*



5 *Kamp for Kids™
Goes
Virtual*

A Year of Transition and Challenge

Board of Directors

George Marion, Chair (Executive Committee)
Attorney, George Marion Law

Lynn A. Brown, Vice Chair & Treasurer (Executive Committee)
First VP, Commercial Banking, People's Bank

Michael Serafino, Clerk (Executive Committee)
Sr. Vice President
Serafino Moore Wealth Mgt of Raymond James

Kenneth J. Albano (Executive Committee)
Attorney, Bacon Wilson

Beverly Dwight (Board Member)
VP for Advancement
Western New England University

Philip J. Cameron (Executive Committee)
Business Development Manager
The Tapco Group, Kleer Lumber

James Gelinis (Executive Committee)
Attorney, Gelinis & Lefebvre, PC

Stephen Graves (Board Member)
Person Served, Behavioral Health Network

Marisa Hebble (Board Member)
Massachusetts Community Justice Project
Executive Office of the Trial Court

Lauri Lavell (Board Member)
VP, Cash Management Services, Westfield Bank

John Odierna (Executive Committee)
Attorney, Law Offices of John Odierna

Kevin O'Regan (Board Member)
Attorney, US Department of Justice

Deepika Shukla (Board Member)
Attorney, US Department of Justice

Miriam Siegel (Board Member)
Senior VP – Human Resources & Administration

Robert Stewart, Jr. (Executive Committee)
Insurance Agent
Chase, Clarke, Stewart & Fontana

Sasha N. Jimenez (Board Member)
Retired

Agma Sweeney (Board Member)
Retired

Dawn Carignan Thomas (Board Member)
Retired

O'Rita Swan (Board Member)
Retired

Steven Winn
President & CEO, Behavioral Health Network

*Overall, this was a year like no other.
But in other ways, it was just another year at BHN.*

We started out knowing it would be an unusual year, as our former CEO Kathy Wilson planned for retirement in June 2020. As she had been our leader for more than three decades, we knew this would challenge us with a transition unlike any we had experienced to date. We began to make plans for how BHN would work without Kathy, and started to feel confident that we had the right team to support our staff and clients throughout the transition. Then, in March, COVID-19 exploded on the world stage and we were faced with challenges we had never imagined. How do we continue to deliver the essential services that our mission mandates, while keeping our staff and those we serve safe? Where will we find adequate PPE when there is a shortage worldwide?

The pandemic hit, slowly at first. But on March 12 many of us read a piece by Ariadne Labs that detailed what was about to happen and how we needed to “flatten the curve.” On March 13 we began a pivot that changed the way we do our work in many areas. Within days we had people working remotely. We begged, borrowed and pleaded and found PPE for our staff. And despite this massive disruption, everyone at BHN pulled together to ensure that those who needed our services got them. Nowhere was this more impressive than in our residential programs, where those who were able to, continued to show up and be the healthcare heroes that we needed them to be! What else could possibly happen to assure that even an organization as adept at change as BHN, would have those skills tested? Quite a bit, as it turned out.



Steve Winn
President & CEO

In late May George Floyd was killed. This served as a catalyst for massive social upheaval and unrest that had a tremendous impact on our staff, those we serve, and the communities in which we all live.

Indeed, a year like no other!

Then how could it be “just another year at BHN?” I say that because of the ways that the BHN community responded to each of these challenges.

When cities across the country burned after the Floyd and other killings, the BHN community responded. With guidance from our existing Social Justice Committee, we came together. We looked inward and outward. We said their names. We told each other that we mattered. We made and began to implement plans to address social

justice issues at BHN, and then hired a Social Justice Director to join our Executive Leadership Team. And we did our best to remember that as in our communities, at BHN there are a diversity of views and experiences among our staff and all are to be valued and respected.

At the same time, BHN was the victim of cyber-attack that crippled our IT systems, and exposed our data to what the experts call “bad actors.” Led by a competent and dedicated IT staff, we did what we needed to do and emerged from the attack, and are now in the process of determining how to best meet BHN’s current and future IT needs. And as Kathy’s departure approached, the Executive Leadership Team stepped up to re-organize in a way that would allow us to ensure all programs and departments had the leadership and support they needed.

So, a year like no other? Absolutely! But in typical BHN fashion we came together, figured out what we needed to do, and addressed every challenge that came our way. I couldn’t be any prouder of this organization, and thank each and every one of you who contributes to us being the community that we are!

Steve Winn
President and CEO
BHN



bhn *Tele*Care

*Tele*Care Services Virtually Connect Individuals with Therapists

In response to the COVID-19 pandemic, BHN introduced an innovative new program in March 2020, BHN*Tele*Care, that has allowed current and new clients to access our wide range of counseling supports from a safe and convenient location. The program connects individuals and families with therapeutic supports by phone or through a secure internet connection.

At the onset of the pandemic, the establishment of BHN*Tele*Care addressed the need to avoid close person-to-person contact to prevent the spread of the virus. At the same time the new virtual services allowed more people experiencing stress and behavioral health challenges easier access to counselors and BHN resources. BHN transitioned service at its ten counseling and outpatient clinics to remote therapy, providing services via virtual sessions, seven days a week.

Existing and new clients are now able to connect with their therapist, psychiatric prescriber, care coordinator, behavioral health support team, recovery coach or other behavioral health team member.

For those without access to phone or video technology, BHN's physical outpatient clinics maintained limited hours to continue providing in-person services during this ongoing crisis. Several therapists have driven to the homes of those without transportation, leaving a pre-programmed tablet on the doorstep for the client to access while conducting appointments from their car.

To improve access, BHN established a universal phone number, 413-BHN-WORK (413-246-9675).



BHN has promoted its *Tele*Care program through an animated television spot that has also been widely shared on social media, with the goal of increasing awareness with the general public about the virtual services the organization has been providing during the pandemic. BHN also has a dedicated page on its website for *Tele*Care services.

Kathy Wilson's Lasting Legacy

Katherine Wilson, longtime President and Chief Executive Officer of BHN, retired on June 30, 2020. Wilson was instrumental in the formation of Behavioral Health Network in 1992 when four nonprofit mental health organizations—the Child Guidance Clinic, the Agawam Counseling Center, Community Care Mental Health Center and the Hampden District Mental Health Clinic—formed the then-new entity and appointed Wilson as CEO.



Since BHN's founding, Wilson built the organization from a \$1 million annual enterprise into an organization that is considered the leading behavioral health agency in the region with a budget of over \$115 million. Under Wilson's leadership, BHN grew dramatically, today serving over 40,000 individuals in the four Western Massachusetts counties, and employing over 2,000 people.

Under Wilson's direction, BHN transformed an abandoned factory complex on Liberty Street in Springfield into a sprawling campus that includes BHN's corporate headquarters, the innovative Living Room drop-in center, Cole's Place recovery program for men, BHN's 24-hour, seven-days-a-week Crisis Center, an adult outpatient clinic, and its care coordination and outreach services.

With the rise of the opioid epidemic, Wilson guided the strategy to provide more recovery resources in the community, and BHN opened new outpatient and inpatient programming in the rehabilitated Lunt Silversmiths building in Greenfield for those needing recovery services in Franklin County.

Wilson began her career as a psychotherapist and worked for the Massachusetts Department of Mental Health during the critical time when both Northampton State Hospital and Belchertown State schools were closed by court mandate. The closings began a period of community-based care and services and BHN, under Wilson, was at the forefront. Under her leadership, BHN expanded its footprint for those needing residential developmental services.

Wilson also implemented the merger with *The Carson Center* in Westfield and its affiliate Valley Human Services in Ware.

In Board Chair George Marion's words, "Kathy Wilson's importance to the success of BHN cannot be overstated. Indeed, BHN came into existence largely due to Kathy's efforts and vision. It is no exaggeration to say Kathy Wilson is an iconic figure in Western Massachusetts in the area of behavioral health. She is a trailblazer that helped our community, and the Commonwealth of Massachusetts, replace the state hospital system with the more humane community-based system we have today.

"She has left a legacy of caring and serving in a way that has made a difference in the lives of thousands of individuals needing behavioral health and recovery services. Kathy will be sorely missed but leaves BHN in a strong position to continue its leadership in providing developmental, behavioral and recovery services throughout Western Massachusetts."

Steven Winn, Ph.D., BHN's former Chief Operating Officer, was named as Wilson's successor and took the helm in June 2020.



The Zoom retirement celebration for Kathy Wilson.

Transition to New Leadership

Upon Kathy Wilson's retirement, Steve Winn was appointed to succeed by the BHN Board of Directors. Steve has served the organization for many years and worked alongside Kathy during its dramatic growth and expansion of services.

Steve joined BHN in 1995 as Vice President and Director of the Child Guidance Clinic. He was later promoted to Senior Vice President, and since 2017 has served BHN as Chief Operating Officer.

Winn received a Master's in Developmental Psychology and a Ph.D. in Clinical and Developmental Psychology, both from the University of Massachusetts Amherst. He went on to complete his fellowship at Yale University's Child Study

Center. After Yale, Winn became a staff psychologist at the University of New Mexico Children's Psychiatric Hospital, where he also taught in the Department of Psychiatry as an Assistant Professor of Psychiatry. Winn is a licensed clinical psychologist in the Commonwealth of Massachusetts.

Board Chair George Marion said, "Steve has intimate knowledge of the organization, its people, and its programs. He also has established strong partnerships and enjoys an excellent reputation with local and statewide funders, key partners and stakeholders. In short, Steve has been an important contributor to BHN's growth and success, and the Board believes there is no better person than Steve Winn to assume the role of BHN's CEO and continue that growth and success."

Labor of Love

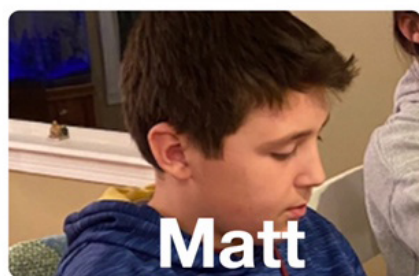
Joy Allen is a Crisis Clinician at BHN, working the overnight shift. When it first became a requirement for staff to wear masks, a limited amount were available. Joy and her coworkers were on the front line, assigned to hospital emergency rooms with nurses, technicians and doctors who were all sharing air space.

"I have always enjoyed creative projects and saw this as an opportunity to use my skills to help," Joy said. She started by making and distributing 58 masks to staff, encouraging them to keep one and share one with someone else in need. HR reached out to thank Joy for her generous donation and informed her that many programs were still requesting masks.

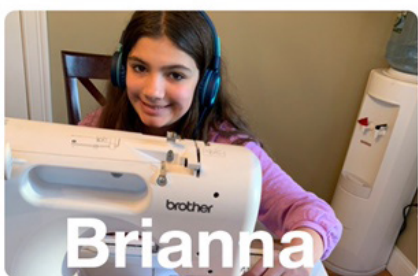
Over the past few months, Joy has made and donated over 650 'no sew masks' to support BHN staff and individuals served. "I plan to continue making masks - it has been a



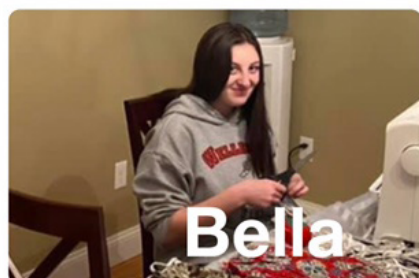
great escape from the heaviness of this year. I was inspired to make the best out of a difficult situation and I'm happy I was able to find a way to help," Joy said.



Matt



Brianna



Bella



Abby



James



Alexandria

Westfield Family Sews Together

BHN is grateful for the support of community members who have donated handmade masks to keep our clients and staff safe. This Westfield family donated over 500 masks to BHN The Carson Center to keep our Westfield staff safe.



Reinventing Care During COVID-19

Since the pandemic began, BHN has reinvented many of the ways we deliver services to our participants, including for the people who live in BHN-staffed homes, like Rene and David who are brothers living with significant developmental disabilities.

Rene and David's relationship provides them love, companionship, stimulation, and comfort. They are as close as two brothers can be and they rely on each other.

In April, Rene tested positive for COVID-19. BHN was able to care for him at home while he was ill, though it required a separation from David. This separation created immediate issues for both brothers. They were frightened and worried about each other. They had trouble understanding why they couldn't be together. David was terrified that his brother was not going to recover and he would never see him again.

To help reduce the stress and anxiety this separation brought on, BHN purchased two tablets for Rene and David to enable them to spend time together virtually and in real time. They spent much of the day with the video running so they could have a sense of closeness throughout the day. While Rene was the most sick, David would sit close by and sing songs to his brother so Rene could know David was close by.

Rene eventually recovered from COVID, and thankfully, David was spared from contracting the virus. They are now both well and reunited.



David



Rene

Kamp for Kids™ Goes Virtual



Due to COVID-19, Kamp for Kids™, BHN's summer day camp for children and young adults with and without disabilities, was held virtually this summer to provide a safe camp experience for the campers and their families. Kamp for Kids™ serves children and youth ages 3-22, offering the opportunity to experience growth, inclusion, and fun in a summer camp setting.

Anne Benoit, who has served as director of the camp since 2010, said the idea to do Virtual Kamp for Kids™ came from BHN's leadership team. "They were the ones to say let's do what we can to keep this important program going," she said.



About 50 families registered, some with more than one child, and more than a quarter of them being new families. Virtual Kamp was free to access online, and for those who could not print the materials at home, there was a delivery option.

For Benoit, creating a virtual space was a new experience. "This is the first time I've ever done anything like this," she said. "The Virtual Kamp web page went up in the beginning of August with help from the BHN marketing department. The values were there, the concept was there, but creating a virtual experience was a new thing."

Three themed activity sets were available that included "In My Backyard," "Only in New England," and "All Around the World." Videos of Kamp staff saying hello and guided instructional craft videos helped bring Virtual Kamp to life. The program will continue with new activity packets each month through December.

Musical programming for Kamp participants was provided by Berkshire Hills Music Academy (BHMA), a music-based program for people with disabilities. BHMA created a

recorded concert for Kamp in place of their usual live performance with the help of a grant from the Westfield Cultural Council.

Benoit said she has received a lot of positive feedback from intensive care coordinators who work with children and families, and staff in partner programs, who have said they like the structure of the virtual activities that are educational, but not so-called school. "Some of the kids are having a very hard time with online school," she said.

"COVID-19 has presented challenges for everyone. Some of the kids that we serve at Kamp for Kids™ have a hard time dealing with change. Change is hard for everyone, but when you have an emotional or cognitive challenge, it makes it more difficult to process and to understand change," Benoit said. Benoit said she knows this firsthand, due to the experience of her son, Christopher, 25, who has severe autism. "The first couple of days when his program closed, it was rough. He would get up and put his backpack on, and try to get on the van and there was no van," she said.

To launch the virtual camp, BHN received a grant of \$10,000 from longtime supporter Westfield Bank. "We consider it an honor to support Kamp for Kids™, which has been changing lives and offering opportunities for growth for children and youth of all abilities in the greater Westfield area. We support the mission and appreciate the work of BHN and all who have made this program such a success," said Cathy Jocelyn, vice president of marketing at Westfield Bank.

Kamp for Kids™ was founded in 1972 by Judy Hoyt, whose son Rick was the inspiration for the camp and continues to demonstrate that all children deserve to participate in fun and educational experiences together.





BHN Launches New Programs

This year BHN launched two new programs to support the needs of local communities.

“This program is an exciting addition to our service offering,” said BHN President and CEO Steve Winn. “The Family Resource Center is a great example of how BHN is collaborating with community partners to provide a support network for families. In these pandemic times when families are experiencing more isolation and stress, resources like this become even more essential.”

Springfield Opioid Treatment Program

BHN opened a new outpatient clinic for the treatment of substance use disorders (SUD) on its Liberty Street campus on June 1. The Springfield Opioid Treatment Program offers Methadone, Suboxone, Vivitrol and counseling services for people struggling with Opioid Use Disorder.

BHN offers a full continuum of care and services in Springfield for those in addiction recovery.

The new clinic serves those 18 and older who have started medication treatment for their addiction in other healthcare facilities or can be a first step in starting



Tanya Brooke, Family Resource Center School Liaison.

BHN Family Resource Center

The BHN Family Resource Center (FRC) opened on August 1 in Ware, offering free support, services and access to community resources for families and their children ages birth to 18 in Hampden and Hampshire counties. The program is funded by the Massachusetts Executive Office of Health and Human Services and the Department of Children and Families

“We offer everything from playgroups and fun family events to connecting families with services and opportunities - no one is turned away and everything is free of charge. Our goal is to emotionally support families, strengthen their bonds and help them engage with the community,” explained Program Director Linda Blouin-Roy.

The FRC offers an array of services through its experienced staff: School Liaisons help families work with school systems to ensure their children are receiving the support and resources they need; Family Support Workers help connect families with community resources; and clinicians and Family Partners work with families to develop a support plan that best meets their needs. Children and families that need additional supports or are at risk of court involvement can be assessed by FRC clinicians to develop a Family Support Plan.



Behavioral Health Network opening drug treatment center in Springfield's Liberty Heights

medication treatment for their addiction. FDA- approved medications in combination with counseling and behavioral therapies provide a “whole-patient” approach to the treatment of substance use disorders.

Dr. Ruth Potee, Medical Director for substance use disorders at BHN, said, “The data shows better outcomes with the use of medication to treat substance use disorders. We have nearly 50 years of experience using methadone to save lives in the United States. BHN has a full scope of services to help people who struggle with addiction.”



Staff Team Up to Distribute PPE

At BHN, we are greatly appreciative and proud of our entire workforce for delivering critical services during difficult times, adapting to each new challenge presented by COVID-19.

BHN's HR Department and Respirator Qualification Team volunteers assumed additional roles during the COVID-19 pandemic – personal protective equipment (PPE) central distribution. In addition to their regular duties, the staff has been resourceful and efficient in obtaining and distributing regular orders of PPE, including gallons of hand sanitizer, masks, gloves, and N95 respirators to support our workforce of 2,000+, along with those served in our programs.

N95 respirators were especially difficult to stock and supply to staff at the onset of COVID-19. Fortunately, HR had the foresight to obtain them - but prior to distribution, medical evaluations, fit testing, and training for over 200 staff members was required. In the interest of supplying employees with respirators as quickly as possible, HR reached out to staff RN's to voluntarily join the Respirator Qualification Team.

“Hiring a third party would have been expensive and time consuming - this group of volunteers is truly incredible,” said BHN Safety Manager, Gordon Brookes. “The Respirator Qualification Team enabled us to efficiently qualify employees who needed N95's and provide them with a one-stop-shop. This included evaluation of medical questionnaires, conducting fit testing, and providing necessary training - in many cases all in one sitting,” Gordon explained.

BHN's HR department and Respirator Qualification Team volunteers stepped up to ensure all employees have the proper protection to perform their job safely during such a challenging and uncertain time.



Chelan Brown: Social Justice Director

BHN's new Social Justice Director, Chelan Brown, has been hired to work collaboratively with staff and move forward the work toward racial and social equity at BHN and in the community.

The creation of the Social Justice Director position is the result of BHN's leadership goal to amplify a significant investment of time and energy to welcome diversity and advocate for social justice.

Chelan has extensive experience in social justice work, both in the for-profit and nonprofit sectors. She previously worked at MGM Springfield as Construction Diversity Manager. She also previously served as manager of the Food Bank of Western Massachusetts' Network Capacity Building department and as Community

Engagement Coordinator, where she coordinated the development of the Springfield Food Access Project.

According to Chelan, “Since I was a child, I have possessed a passion for fighting for people who need allies, and I have used that passion to lead activities, campaigns, and initiatives that hold systems and individuals accountable for ensuring vulnerable populations have equal opportunities. I am excited to join BHN and use my experience to drive racial and social equity in the workplace and community.”

Chelan focused her early-career social justice and community organizing efforts on violence prevention and gang diversion. In 2005, she founded the nonprofit agency **Alive With Awareness Knowledge & Empowerment (A.W.A.K.E.)**, a violence prevention organization in Springfield.

In 2017, BHN established the Social Justice Committee (SJC), whose mission is to strengthen BHN's active promotion of a just workplace and community. BHN's social justice efforts seek to eliminate social and economic inequities and promote respect for human dignity, inclusiveness of diversity and the physical and psychological safety and well-being of all people.



Crisis from the Perspective of Program Director Matthew Leone

1. What kinds of calls are you getting? Calls for assessments, safety concerns, support, referrals and information.

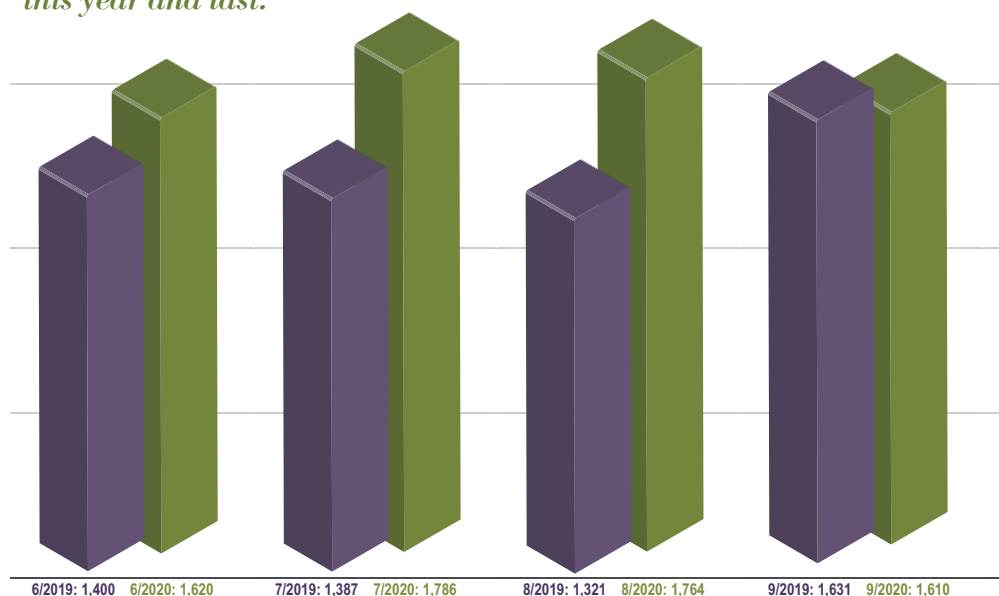
2. Have the types of calls changed at all since the pandemic began? We have definitely seen higher acuity in the individuals that we have been seeing in the past few months and the number of calls have also increased. Many individuals and families have called us looking for assessments for face-to-face interaction due to their providers only providing telehealth services. This has been especially true for youth and families. We have received many calls related to difficulty in accessing care or services, as well as complaints around changes in care/service delivery that they had been receiving.

3. Has there been an increase in volume? Our volume initially dropped significantly in February through April; however it then began to rise significantly. From May through September, we surpassed the number of evaluations we had completed in previous years during those months. There has been (and is still currently) a significant boarding issue statewide since COVID began, which has led to many individuals (both youth and adults) waiting long periods of time in emergency departments to be placed in inpatient programs, often resulting in days-long waits. As a result, we are doing more re-evaluations than ever, as we have to re-assess anyone waiting for inpatient psychiatric level of care every 24 hours.

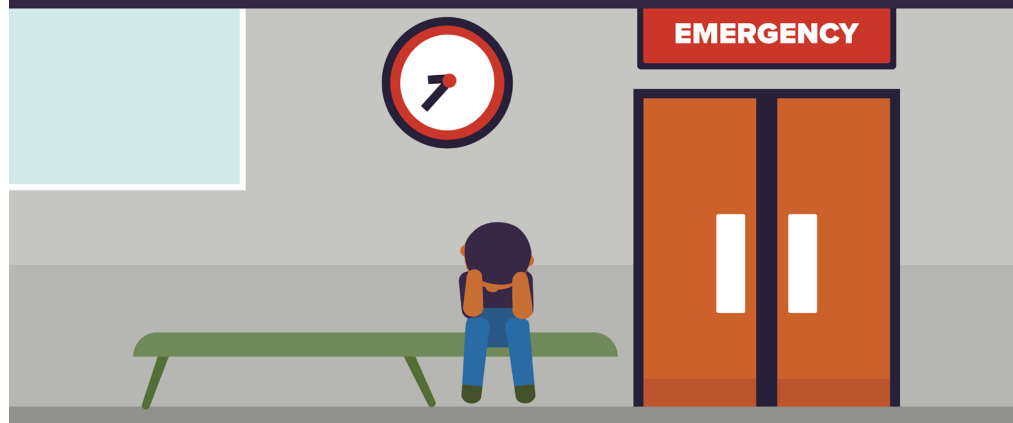
4. Any additional comments? Our staff have been fantastic in keeping up with the calls and providing excellent support and services to everyone we come in contact with!



Total Crisis evaluations and re-evaluations completed per month this year and last.



**In a mental health or substance use crisis,
avoid the ER. Call BHN 24/7 | 413-733-6661**



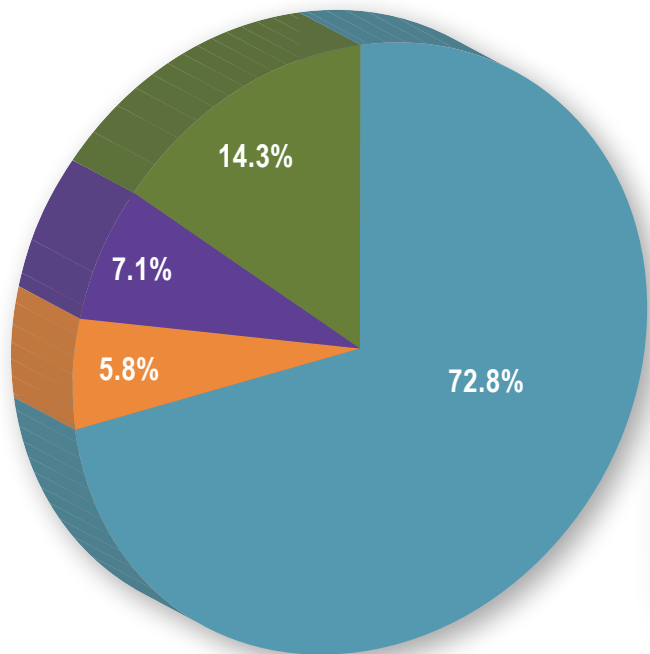
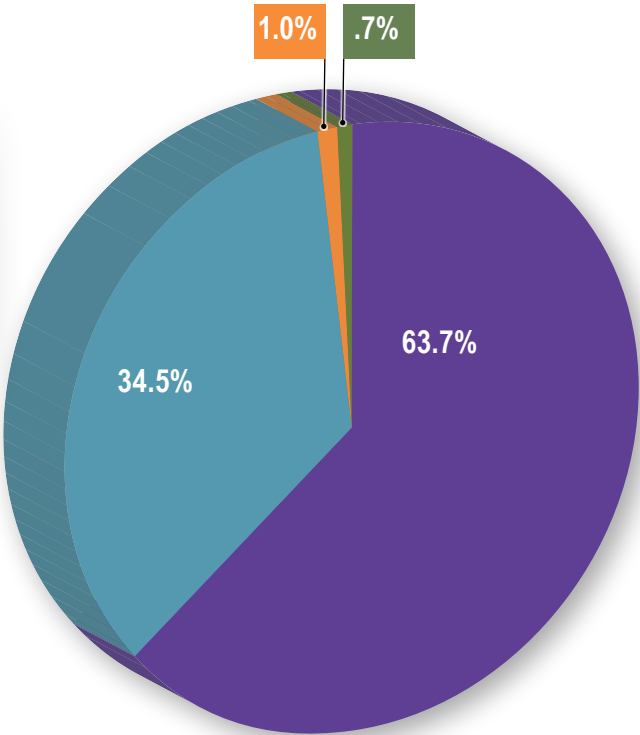
FY2020 Annual Stats

INDIVIDUALS SERVED	
Approximately 43,702	
Addiction Services	4,109
Community Outreach	3,130
Outpatient	19,589
Integration	5,093
Emergency Services	9,436
Forensics	1,966
Residential	379
GENDER	
Female	51.1%
Male	48.9%
AGE %	
17 and Under	26.9%
18 and Over	73.1%
ETHNICITY	
White	49.1%
Hispanic/Latino	35.6%
African American/Black	8.8%
Undisclosed/Other	6.5%
TOTAL COMMUNITIES SERVED	268

BHN WORKFORCE PROFILE	
2009 employees residing in 168 communities	
GENDER RATIO	
Male	21.65%
Female	77.50%
Undisclosed/other	0.85%
ETHNICITY	
White:	48.18%
Hispanic/Latino:	23.90%
African American/Black:	16.09%
Asian:	1.00%
Other/Undisclosed:	10.83%
AGE	
17 – 29	21.55%
30 – 39	27.97%
40 – 49	21.50%
50 – 59	16.18%
60 – 69	10.95%
70+	1.85%

FY2020 Revenue & Expenses

REVENUE*	\$119,472,227	
Third Party Insurance	76,128,042	63.7%
State and Federal Contracts	41,275,708	34.5%
Client Fees and Rents	1,180,768	1.0%
Other Revenue	887,709	0.7%



EXPENSES*	\$117,574,953	
Program Personnel Expense	85,595,344	72.8%
Program Occupancy Expense	6,843,084	5.8%
Program Other Expense	8,349,264	7.1%
Administration	16,787,261	14.3%

*Audited year-end financial statements

BHN Staff Promotions



Jordan Landry, Senior Program Manager for Integration

Job responsibilities: Oversee the following teams – Engagement and Retention, CCBHC, Central Intake, Integration Administrative Team, BHN Access Initiative, Integration Hiring and Recruitment.

What do you enjoy most about your job? Working with brilliant BHN staff who possess deep passion for the work they do in the community. I have also

enjoyed learning the other side of healthcare.

Where are you from? New York

Matthew Snow, Chief Information Officer (Interim)

Job Responsibilities: Oversee the planning and implementation of technology, application, and business intelligence solutions to help BHN meet its operational and strategic goals.

What do you enjoy most about your job: I enjoy working with staff and leadership around creating effective solutions to common dilemmas;

I especially enjoy learning new methods for addressing needs with a cost-effective, best practice mindset. I like to employ the lessons I have learned professionally and to always bear in mind that people have the right intentions behind what they do.

Where are you from: Originally born outside of Boston, but spent the better part of a dozen years living in Quebec, Canada. Moved back as a young adult and have migrated around New England for secondary and graduate education.



Jose Rosado, Senior Program Manager

Job responsibilities: Oversee all integrated teams at Baystate Health System, Holyoke Health Center, Wesson Women's Clinic, and other developments in the integrated health space.

What do you enjoy most about your job? The opportunity to provide direct care to the latinx

community in the Springfield area; create and develop new comprehensive behavioral health programs and support the growth and development of new BH/MH professionals.

Where are you from? Born and raised in Yabucoa, Puerto Rico, a small coastal town in the east-south part of the island. Moved to Springfield, Massachusetts in 2013, after finishing a Doctoral degree in Clinical Psychology.



Chelan Brown, Director of Social Justice

Job responsibilities: To provide organizational leadership around implementing Social Justice internally with teams and staff, externally with our constituents and those we serve, and within the larger communities and society.

What do you enjoy most about your job? There are many aspects

of doing this work that I enjoy. I enjoy helping others to raise their awareness level so that they can become allies to oppressed groups; I enjoy working with leadership to foster work environments that are just and where every team member is afforded equal opportunity for growth and development. Most of all, I enjoy bringing people together, and helping diverse groups of people ally with one another and support one other's freedoms and rights, in spite of differences.

Where are you from? Springfield, Massachusetts

Erin Donohue, Senior Program Manager, Behavioral Health Community Partner Program

Job responsibilities: Oversee program that partners with primary care providers to provide care coordination and care management across services including medical, behavioral health, long-term services and supports, and other state agency services.

What do you enjoy most about your job? Making connections with members and care coordinators.

Where are you from? I have lived in Massachusetts for many years now, but am from the Philadelphia area originally and still have lots of family there.



Joy Ifill, Senior Programs Manager, Emergency Services & Supports

Job responsibilities: Oversee Crisis, Respite, The Living Room and the Trauma Response Team.

What do you enjoy most about your job? I absolutely love crisis work! My current job allows me to utilize both the clinical skills and leadership skills that I have

developed over the past twenty years while working within the crisis services field.

Where are you from? I grew up in Framingham, Massachusetts. I lived in Las Vegas, Nevada for the past 20 years and I just moved back to Massachusetts last year.

Digital Update

Website: bhninc.org

(OCT. 2019 - SEPT. 2020)

Total Sessions 110,313

MONTHLY AVERAGES

Total Users: 7,276

Users: 6,583

Sessions: 9,418

How Users Are Engaging

TOP 10 PAGES VISITED PAGE VIEWS

BHN Locations 14,529

BHN Works (Employment) 11,778

Emergency Services 9,056

Mental Health Programs 8,981

Contact Us 8,349

Addiction and Recovery Programs 7,742

Children, Youth and Family Programs 7,182

Counseling & Wellness Services 6,567

About BHN 4,979

Residential Recovery Programs 4,552



How Our Website is Viewed



Social Media

LinkedIn

3,513 engagements
(clicks, reactions, comments & shares)

21% Page Follower Growth Rate
(3,882 page followers)

facebook

12% Page Follower Growth Rate
(1,936 page followers)

17,108 engagements
(clicks, reactions, comments & shares)



We Are Grateful to Our Sponsors:

