Dear Friends and Colleagues,

As we welcome the New Year, Preferred Family Healthcare (PFH) has some exciting news to share about developments that better position our organization to pursue our mission and to continue to provide the highest quality of customer care.

PFH’s mission statement received a makeover in December of 2014. While the changes may seem minor, they represent something very significant—PFH’s commitment to respond to the changing landscape of behavioral healthcare, as well as the adoption of a culture of integrated care for all individuals we serve. Accordingly, we are proud to share that our new mission statement is:

Preferred Family Healthcare is a dynamic and caring organization committed to providing integrated care to assist individuals in achieving overall health and wellness.

To complement the revised mission, PFH also unveiled its 2015 Strategic Plan, a three-year plan that will guide PFH toward an integrated care model. A key element of the Strategic Plan will be engaging the entire PFH family to achieve four strategic goals:

1) Clinical Excellence
2) Employee Engagement
3) Fiscal Growth
4) Innovative Practices

We are excited about this new plan and its potential to help the agency evolve to meet consumers’ changing needs.

Another significant development in this is the establishment of a new PFH facility! In September 2014, PFH opened the doors at ADVANCE@PFH, an innovative residential and outpatient treatment program, designed specifically for young adults ages 18-26 who suffer from behavioral health disorders.

This state of the art facility is located in St. Louis and is an example of our agency’s commitment to meeting the needs of targeted populations with custom solutions. As many of you may know, the young adult population is facing a dangerous epidemic—that of opioid abuse. Opioids, such as heroin, claim more lives today than ever before; and, statistically, this age group is most at risk for overdose and death as a result of using/abusing opioid drugs.

PFH aims to break the cycle of addiction to these and other drugs by providing a positive environment where young adults can receive the treatment and support they need to overcome addiction and maintain long-term recovery and resiliency. For more information about ADVANCE@PFH, please visit www.pfh.org/ADVANCE.

Finally, PFH is excited to announce an addition to the PFH family. In September 2014, we welcomed Scott Frederick as our new Chief Operating Officer (COO). As COO, Scott will serve as a member of the Executive Team and will be responsible for enhancing the internal organizational processes and infrastructure that allows the agency to continue to grow and fulfill its mission. As he provides oversight to the Human Resources, Information Technology, Operations and Community Development/Marketing facets of PFH, Scott will draw upon his extensive experience in managed care. He brings nearly 30 years of Behavioral Healthcare Leadership and Managed Care Operations experience to our team. Welcome Scott! He resides in St. Louis with his wife and two children.

More information on these and other exciting initiatives may be found in this newsletter or by visiting our website at www.pfh.org.

Thank you for your support and interest.

Sincerely,

Michael T. Schwend
President and CEO
Preferred Family Healthcare

www.pfh.org
ADVANCE@PFH - St. Louis Missouri
October, 2014—Open House
Young Adult Treatment Center

Serving the Behavioral Health Needs of young adults 18-26 years of age.

Over 100 friends, family, staff, and collaborative partners attended our open house at ADVANCE@PFH. The program is one of a kind in Missouri—tailoring treatment specific to the behavioral health needs of young adults. More information can be found on our website at www.pfh.org/ADVANCE regarding referral and admission to the ADVANCE@PFH program. (Pictured above from left to right and below) Mark Stringer, the Department of Behavioral Health Director, and Mike Schwend President and CEO of Preferred Family Healthcare address attendees. Below Mike accepts a donation check from supporter Kris Rasley of Belleville Illinois.
Preferred Family Healthcare, Inc., an integrated health care system, announced the completion of final renovations for Clarity Healthcare located at 141 Communications Drive, Hannibal, Mo.

Clarity Healthcare is a new Community Health Center which serves Hannibal and the surrounding counties of Montgomery, Ralls, Pike and Monroe.

In celebration of this announcement Clarity held an open house and provided tours of the facility to the community in December.

Guest Speakers included Representative Lindell Schumake (right) and Senator Brian Munzlinger (left).

Mark Conover, Vice President of Services introduced the Clarity Healthcare staff and providers and President and CEO, Michael Schwend addressed the crowd with his vision of what true integrated healthcare looks like.

Thanks to the Hannibal Community and Chamber of Commerce for assisting with making this event a success. More information about Clarity Healthcare can be found on our website www.clarity-healthcare.org
While some describe her as simply "fun", Rachelle Burnett could be more deeply perceived as generous, kind-hearted, and motivated. Rachelle Burnett, acting as a representative of Rockhill Pharmacy, joined the Preferred Family Healthcare Community Advisory Board in 2013, after working to train and form relationships with the nursing staff and assist in medicine procedure changes. While at first this was merely a business transition, the work became dear to her heart. Some may be surprised to know that she is intrinsically motivated to work for a non-profit because of her two teenaged boys; having sons has motivated her to help kids with addictions get through their struggles in order to live a better life. Rachelle also has personal experience with the struggles of addiction through experiences with family members and wishes that the resources that Preferred Family Healthcare offers were more widely known about so people like those in her family could get help. Rachelle finds the Kansas City location clean, the staff friendly and eager to learn the best ways to help those struggling with addictions. She could not imagine living without giving. She recently enlisted the help of her coworkers at Rockhill Pharmacy to make the holiday season even brighter for each of the residential patients at the Kansas City location. Each teenager received a stocking full of daily need items including gloves, hair brushes, and deodorant. They received more than a stocking, it gave them the feeling that people in the community genuinely care about their needs.

Rachelle's work with Preferred Family Healthcare has inspired her; through the program she has met several kids whose lives are being changed with the resources offered. She testifies that the kids she has met are going through a real revolution; their lives are being changed by the work people like Rachelle and the Preferred Family Healthcare do every day. Rachelle encourages others to jump in to volunteer work and donations- "what are you waiting for?" Rachelle has even started a volunteer group called the "Karma Corrections", a group that motivates community members to volunteer at least once a month, a way to kick-start community participation in volunteer work. When she isn't donating or volunteering, Rachelle loves spending time with her two teenaged sons. So while she may be "fun", Rachelle Burnett is also charitable, driven, and a dedicated citizen devoted to helping the lives of youth in the community.
In October of 2014, one of our patients involved in our ARTC program won first prize in a video message contest sponsored by the Addiction Technology Transfer Center (ATTC) Network Coordinating Office in partnership with Faces & Voices of Recovery and Young People in Recovery (YPR).

This video represents the positive life choices and changes, Shay is making in her life. [https://www.youtube.com/watch?v=3LeGfai7x6A&feature=youtu.be](https://www.youtube.com/watch?v=3LeGfai7x6A&feature=youtu.be)

Shay, age 17, was admitted to the PFH residential program in Kirksville, Missouri in September 2014. She was struggling with managing her mental health symptoms, and had been through several behavioral health programs when she came to PFH. She had, however, never successfully completed a substance use program, and to explore her drug use as it related to her mental illnesses, she worked with ART-C Regional Coordinator Natasha Vander Weide.

**Outstanding Service Award—Wichita, Kansas**

In the Fall of 2014, PFH was honored to have our very own Dulcinea Rakestraw, Vice President of Treatment Services for PFH in the State of Kansas, receive an “Outstanding Service Award”. This award was presented by the Kansas Alliance for Drug Endangered Children at the Governor’s Conference for Child Abuse and Neglect.

Loretta Severin, Chair of the KADEC reports Dulcinea is the current Secretary/Treasurer of the Kansas Alliance for Drug Endangered Children. Dulcinea joined the board in 2008 and has served as an officer since 2010. Dulcinea is decisive, organized, knowledgeable, and funny. She demonstrates incredible work ethic and an uncanny ability to juggle an ever-increasing number of responsibilities. On behalf of the entire Board of Directors, we thank her for her incredible commitment of time and passion!

**Picture from left to right:** Thomas Stanton (Vice Chair), Dulcinea Rakestraw, and Loretta Severin (Chair)
As you are aware the Ferguson community in St. Louis County experienced a crisis that has highlighted our differences not only culturally, but politically, economically, and for some racially as well. Preferred Family Healthcare, through the St. Louis County Tax Programs, has provided services for many families in that community for many years now. Not only because PFH staff that work directly with consumers in that area, but also because our Outpatient office is located only a couple of miles from ground zero where the initial incident and much of the following aftermath took place.

Staff put aside their own views and chose not to pick a side. Instead they chose to volunteer their time to help those in need. PFH organized an effort to provide therapy, set up resource referrals, and provided food to those in the community that needed. Many businesses and grocery stores were looted and/or had closed down for a couple of weeks. Some businesses had military and police vehicles in their lots so they were not able to have normal business hours and a few just had limited supplies due to the looting. The resulting violence, 24 hour police and military presence, and the protesting, altered many in that area, and the surrounding communities, abilities to go on with their normal daily routines and traumatized many residents.

This past summer and fall, all of the St Louis County Tax program sites volunteered clinical staff to come down and provide services and just wanted to help. Our staff quickly learned the aftermath of the crisis by conversing directly with those in Ferguson. It became a true team effort and an experience we will all remember for some time. PFH staff helped get some of the things that were needed and provided a moment for them to talk about how to deal with the events happening in their communities. Our staff handed out food, they talked with other agencies to coordinate care, and they provided the children with art events to take their mind off of the crisis. It was truly a team effort.
Preferred Family Healthcare is one of only five providers in the State of Missouri to conduct a comprehensive, school-based substance abuse prevention program. The Missouri School-based Prevention, Intervention, and Resources Initiative (SPIRIT) is implemented at the Knox County R-1 School District by PFH Prevention Staff. These specialists use evidence based prevention curricula and best practices in grades Kindergarten through 12 to help educate the students on the dangers of alcohol, tobacco and other drug use and abuse, as well as, working to reduce the number of bullying, cyber-bullying and other related acts of aggressive behaviors in the classrooms.

Preferred Family Healthcare is the first agency to expand SPIRIT services into another school district – Scotland County R-1 School District in Memphis, MO. Scotland County showed a strong interest in partnering with PFH when they witnessed firsthand the tremendous success and outcomes that Knox County District experienced. Now, Scotland County staff are thrilled that the idea was finally brought to fruition and look forward to working together in the future. With this expansion, SPIRIT services are now being provided in two districts and have doubled the amount served to nearly 800 students, which further helps reach the goals of the Missouri SPIRIT initiative.

Katee Hessler Foundation Creative Arts Studio Dedication

In December at ADVANCE@PFH, our young adult treatment program in St. Louis, Missouri, we dedicated our creative arts studio to Katee Hessler. Katee and the Hessler Foundation, have helped hundreds if not thousands of individuals achieve their potential by being champions and supporters of behavioral health diseases! Thank you to the Katee Hessler Foundation for all you do!

More information on the Hessler Foundation found at http://www.kthesslerfoundation.org/
We Would Like to Extend A Special Thanks to Our Funders and Partners