



2024
Annual Report

A Message From The Executive Director & The Chair Of The Board



Sandra O'Dell
Executive Director

Kim Howell
Financial Officer

Lisa Kilgore
Business Manager

Megan Herron
Quality Assurance and
Human Resources
Manager



Delores Belcher
Board Chair

Board of Directors FY 24

Lee County

Margaret Gibson
Vice Chair

Susan Widener

Scott County

JoAnna Edds

Lana Mullins

Wise County

Bobby Cassell

Robert Ledford

Treasurer

Joey Carico

Secretary

FY 23-24 has been a year of transformation, resilience, and unwavering commitment to behavioral health and developmental disabilities in our communities. This Annual Report for Planning District One Behavioral Health Services in partnership with Frontier Health highlights our dedication to expanding and enhancing services. Through growth, innovation, and strong partnerships, we have worked diligently to address the evolving mental health, substance use, and developmental needs of those we serve.

Our commitment to breaking down barriers to care and fostering hope has been at the forefront of our work. Through compassionate and accessible services, we have expanded programs, strengthened collaborations, and implemented evidence-based approaches to ensure that individuals and families receive the support they need.

As we continue to develop and expand services, we acknowledge the ongoing challenge of workforce shortages. Recruiting and retaining skilled professionals remains a priority. To address this, we have restructured our leadership framework to better support our team members, fostering professional growth and enhancing service delivery. These efforts ensure that we provide high-quality, person-centered care while empowering individuals to lead healthier, more fulfilling lives.

In this report, you will see our commitment to our mission through the intensive services expanded or added over the last year. Key Service Expansions in FY 23-24 include:

- **Mobile Crisis Teams** – Expanded to support both youth and adults in crisis situations.
- **School-Based Behavioral Health** – Increased partnerships with schools to address students' mental health needs.
- **Adolescent Intensive Outpatient Treatment (IOP)** – Launched to provide targeted support for youth with substance use challenges.
- **Crisis Intervention Team Assessment Center (CITAC)** – Now operating 24/7 to improve crisis response.
- **Employment-Focused Individual Placement Services (IPS)** – Enhancing job support for individuals in recovery.
- **Assertive Community Treatment (ACT)** – Strengthened community-based support with evidence-based interventions.
- **Peer Recovery Services** – Expanded across all areas to provide lived-experience support.
- **Innovative Technology Integration** – Leveraged AI and telehealth to improve crisis response and service delivery.

Our gratitude list is long. Our achievements would not be possible without the dedication and support of many. We extend our deepest appreciation to:

- Our **Local Governments** for their continued financial and operational support in sustaining and expanding behavioral health services.
- Our **Partner Agencies** whose collaboration strengthens our ability to serve the community.
- The **Department of Behavioral Health and Developmental Disabilities Services and the General Assembly** for their commitment to funding critical initiatives.
- **Frontier Health** and our entire team, whose passion and expertise make a difference in countless lives.
- Our **Board of Directors**, who generously volunteer their time, commitment, and expertise to guide our mission.
- And most importantly, our **dedicated staff**, whose compassion and hard work provide hope and healing to those in need every day.

FY 2024 has been a remarkable year, and we look ahead to 2025 with optimism and determination. With continued collaboration, innovation, and commitment, we know that even greater achievements lie ahead in our mission to provide high-quality behavioral health services to our communities.

Thank you for being part of this journey with us.

Leadership Team

Kristie Hammonds

Associate Director
President & CEO of
Frontier Health

Heather Crouse

Senior Vice President of
Outpatient & Children's
Specialty Services

Kim Trantham

Senior Vice President
of Virginia Services

Melissa Smith

Sr Director Virginia Child
Adolescent
Developmental Case Man-
agement Services

Susan Chandler

Residential & In Home
Director

Wendy Wampler

Day Programming &
Vocational Director

Debbie Moore

Adult Outpatient Director

Wendy Burgin

Adult Case Management
& Nursing Director

Lara Lilly

Emergency Services
Director

Bonita Vipperman

Quality Director

Catey Lawson

Prevention Director

A Critical Resource for Mental Health Support

The 988 Suicide and Crisis Lifeline is an essential service for individuals experiencing mental health-related distress, offering immediate, accessible support through a simple three-digit number. Available via call, text, or chat through **988Lifeline.org**, the Lifeline connects individuals to trained crisis counselors who provide compassionate, professional care. These counselors respond to a wide range of crises, including thoughts of suicide, substance use issues, and other emotional distress.

Frontier Health serves as the primary 988 call center for Region 3 in Virginia and provides back up coverage for the entire state of Virginia. With a dedicated team of 36 staff, our call center is ready to assist at any time. The primary goal of every call is to assess risk and connect individuals to the resources they need. Counselors follow a **least restrictive means approach**, which respects the caller's autonomy and strives to resolve the crisis without escalating to more invasive interventions unless absolutely necessary.

A Lifeline of Hope and Support

The 988 Suicide and Crisis Lifeline is designed to provide immediate, compassionate care during times of emotional distress. By reaching out to 988, individuals can expect a prompt, empathetic response from professionals who are committed to helping them through their crisis. This timely support not only addresses urgent needs but also helps reduce the need for in-person interventions in many cases.

For those callers in immediate crisis, our call center staff can dispatch a mobile crisis team member to assist the caller quickly. Mobile Crisis Response teams throughout Virginia provides rapid response, assessment and intervention to individuals experiencing a behavioral health crisis. This service is provided 24 hours a day, seven days a week. By traveling to the location of the crisis, mobile crisis team members not only provide immediate care but can prevent further exacerbation of symptoms that may worsen or lead to suicide. Crisis staff develop an immediate plan to maintain safety, prevent harm to the individual's self or others, and help prevent the need for a higher level of care.

988 lifeline serves as a beacon of hope, reassuring individuals in crisis that they are not alone, and that help is only a call, text, or chat away. Through this service, we aim to create a culture of understanding, support, and compassion for mental health challenges. The 988 Lifeline is more than just a crisis hotline—it is a testament to our commitment to fostering mental well-being and creating a future where individuals in crisis are met with care and empathy.

988 SUICIDE & CRISIS
LIFELINE

22,988

calls from Virginia & Tennessee from
January 1, 2024 to September 30, 2024.

Success

One night, a person from Virginia needing help called the 988 Crisis Lifeline. Upon answering, call center staff immediately recognized that something was very wrong. The caller's speech became slurred and they revealed they had taken a dangerous number of pills, was scared and in desperate need of help. The caller was alone and beginning to drift in and out of consciousness, not able to verbalize their location.

The 988 call center staff stayed on the line, striving to keep the caller engaged and awake, while other team members jumped into action, searching online for clues about where the caller might be located. Meanwhile, another call center staff contacted local emergency services. After several dead ends, the Washington County emergency services staff was able to ping the caller's exact location.

Thanks to the quick work of our team and collaboration with local responders, help arrived just in time, and the caller received life-saving medical attention. Today, this caller is alive because they had heard about 988 and were just alert enough to dial those three simple numbers.... 988

Success

Bill is a middle-aged man from Southwest Virginia who has faced significant challenges due to mental health issues since his teenage years. At the age of 17, he began experiencing symptoms such as delusional thinking and hallucinations, leading to his admission to an adolescent inpatient facility where he was diagnosed with schizophrenia.

In an attempt to carve out a path for himself, Bill pursued a career in the military when he turned 18. However, his mental health symptoms proved to be a barrier, resulting in his dismissal from service. As his condition evolved, Bill began to experience mood swings and exhibited bizarre behaviors, leading to a diagnosis of schizoaffective disorder. The impact of his symptoms made it increasingly difficult for him to maintain stable employment, secure housing, manage basic needs, and engage in outpatient services.

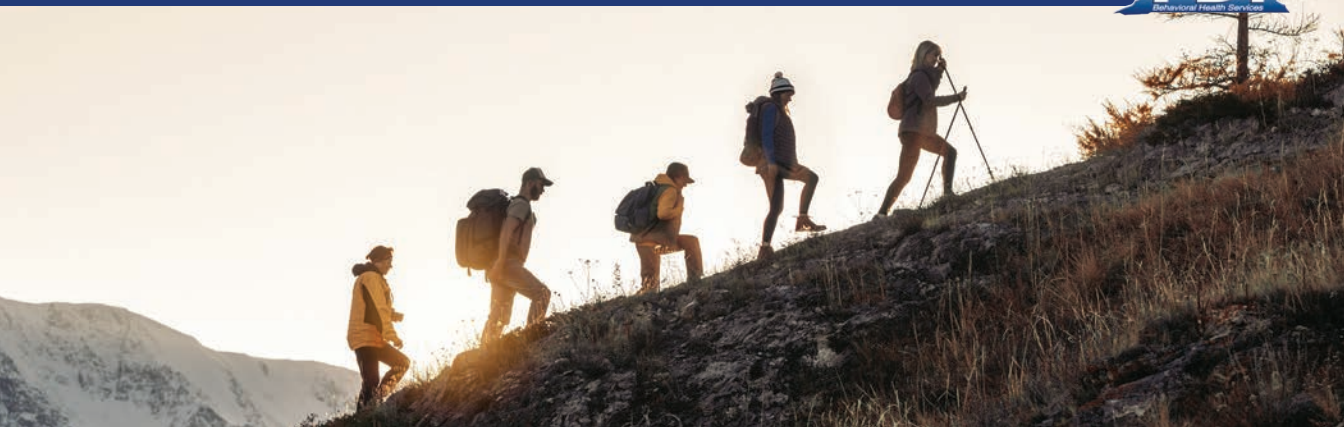
Throughout his journey, Bill tried various medications to manage his mental health. Unfortunately, the nature of his symptoms often hindered his ability to adhere to prescribed treatment regimens. This struggle resulted in several lengthy inpatient hospitalizations, which not only affected his mental well-being but also limited his participation in the community and the life he aspired to lead.

During his most recent inpatient stay, Bill was introduced to a new medication regimen that significantly alleviated his symptoms. Recognizing the progress he had made, the treatment team referred him to the Assertive Community Treatment (ACT) program as he approached his discharge date. The ACT team, comprised of dedicated professionals, provided Bill with the support and resources he needed to navigate the complexities of daily life.

With the guidance of the ACT team, Bill has made remarkable strides in his recovery. He now interacts more openly with his family and community, adheres to his medication schedule, manages his basic needs, and effectively budgets his benefits. Most importantly, he has taken an active role in his treatment, fostering a sense of ownership over his mental health journey.

Today, Bill has been out of the hospital for over a year and enjoys a stable life in the community. His transformation serves as a testament to the power of comprehensive support and tailored treatment in overcoming the obstacles posed by mental health challenges. Bill's story is an inspiring reminder of resilience and the possibility of recovery.





A Lifeline for Long-Term Recovery

This year, Planning District One Behavioral Health Services and Frontier Health were blessed to add an Assertive Community Treatment (ACT) program to our comprehensive array of services in both Virginia and Tennessee. ACT is a team-based, client-centered mental health service model that provides comprehensive, personalized, and intensive support to individuals with severe mental illness, often those who have difficulty engaging with traditional outpatient services. The goal is to help clients achieve stability and independence, with a focus on personal recovery and improving quality of life.

Support services include:

- Medication management
- Individual and group therapy
- Daily living skills education
- 24 hour access to crisis intervention services
- Case management services to include housing support
- Employment support and education

Individuals are often referred to the ACT program through mental health clinics, hospitals, social workers, family members or community organizations. Referrals usually involve individuals with chronic mental health issues such as schizophrenia, bipolar disorder, severe depression who frequently require hospitalization or crisis services. The ACT program prioritizes clients with a history of repeated hospitalizations, homelessness, or involvement with the criminal justice system as well as those who have not responded well to traditional forms of treatment. ACT services are long-term, focusing on sustained recovery and community integration. Clients are supported as long as needed, and the team adapts its intensity based on the client's evolving needs.

Outcomes

This year 100% of the individuals enrolled in ACT program have been successful in maintaining their recovery within a community setting, with no additional mental health hospitalizations after admission to the program.

Real Google review from Kristina D.



The teamwork being displayed at this facility is an example of how other places should be. I Love how committed the staff is to the well being and care of their clients. They've truly changed my life. Thanks!

Since launch,
 service
 documentation time
 has improved by

57%

Eleos Health: Enhancing Provider Efficiency and Patient Care

In the spring of 2024, Planning District One Behavioral Health Services in partnership with Frontier Health implemented Eleos Health's cutting-edge documentation automation technology to improve the quality of care by reducing the administrative burden on providers. Leveraging Augmented Intelligence and specialized machine learning models tailored for behavioral health, Eleos generates up to 70% of progress note content. This innovative solution enables providers to spend less time on note-taking and more time focusing on what truly matters: building meaningful connections with their patients.

Impact of Eleos Health

- **Providers:** Experience a 50% reduction in documentation time, allowing more dedicated patient interaction.
- **Patients:** See a 3 to 4 times improvement in symptoms, alongside a 50% reduction in no-shows.
- **Supervisors:** Increased utilization of evidence-based techniques, supported by actionable insights from deep session data.

Additionally, Eleos Health contributes to a 5% reduction in staff turnover, positioning behavioral health organizations as employers of choice. By alleviating the stress of documentation, staff experience higher satisfaction and fulfillment. Leadership teams can leverage session insights and detailed reports to drive more impactful coaching and professional development, ultimately enhancing the overall quality of care.

"I cannot live without it. It assimilates the context of the clients' situations beautifully with the clinical work being done in session. My notes were good in the past, my notes with Eleos are GREAT now. Eleos makes excellent suggestions clinically and it is very responsive to the goals we are discussing with our clients in session."

- **Outpatient Therapist**

Real Google review from Shea E.



I have been going to Frontier Health for over a year now! They are the nicest, friendliest people there! What a great facility! I would not be here now if it wasn't for seeking help at this great facility! Regina is one of the nicest people I have met. Thank you all so much!!



Growing to Meet Community Needs

This year, Planning District One Behavioral Health Services in partnership with Frontier Health took significant steps to expand our range of services, addressing the community's growing needs with more comprehensive and timely care. We collaborated closely with longstanding and new partners throughout the year to identify and address service gaps within our community.

Enhancing Services in Virginia

In southwest Virginia, our services have grown with the expansion of the *Assertive Community Treatment* (VA-ACT) program, which provides in-home and community-based care to help patients avoid hospitalization during acute episodes. Additionally, our *23-Hour Observation Program* in Virginia addresses a critical need by offering walk-in de-escalation and stabilization services, providing immediate support without the need for hospitalization.

We have also expanded *VA Mobile Crisis* services, which enhance community-based assessments by allowing for localized evaluations of needs before proceeding with more intensive interventions. All of these efforts are supported by the Virginia Department of Behavioral Health and Developmental Services.

School-Based Services in Virginia

The School-Based Services in Virginia continue to experience significant growth and expansion. This year, Frontier Health has notably enhanced its offerings within the Wise County School System by integrating services into three additional middle schools. These programs are designed to assist children and adolescents who encounter transportation barriers that hinder their access to outpatient services.

Currently, School-Based Services are available in all elementary, middle, and high schools across Lee County, including the alternative education classroom. In Wise County, these services are accessible in all middle and high schools, as well as in the alternative education classrooms.

The provision of these services is supported by a dedicated team comprised of four therapists and two case managers, who deliver support to each school at least one day per week across both counties.



A Vision for Growth and Excellence

At Planning District One Behavioral Health Services (PD1), the pursuit of excellence in behavioral health care is a continuous journey. The newly established role of Director of Clinical Transformation and Evidence-Based Services represents a bold step forward in this journey, designed to elevate the quality, efficiency, and innovation of care across all clinical services. This position is central to the organization’s mission of driving systemic growth and ensuring that individuals receive the best possible outcomes.

This strategic role is not just about administrative oversight; it is about reshaping the way care is delivered, incorporating cutting-edge practices, and building a sustainable model for future growth. The Director of Clinical Transformation and Evidence-Based Services is tasked with leading a comprehensive system transformation that focuses on:

- **Enhancing access to care:** By streamlining processes and integrating new technologies, PD1 and Frontier Health aim to reduce wait times and ensure that individuals can receive timely support.
- **Implementing evidence-based practices:** Research and data-driven interventions are crucial for improving outcomes. The position will focus on integrating the latest in trauma-informed care, holistic wellness approaches, and other proven treatment models.
- **Fostering staff development:** Training and empowering clinical staff with advanced therapeutic techniques ensures they are equipped to meet diverse patient needs. This will contribute to a higher level of care across the board.
- **Promoting collaboration:** Engaging with internal stakeholders, patient advisory groups, and external partners will be key to ensuring that PD1 and Frontier Health remains at the forefront of the behavioral health field. Collaboration will be particularly important in addressing the needs of underserved and high-need populations, such as veterans.

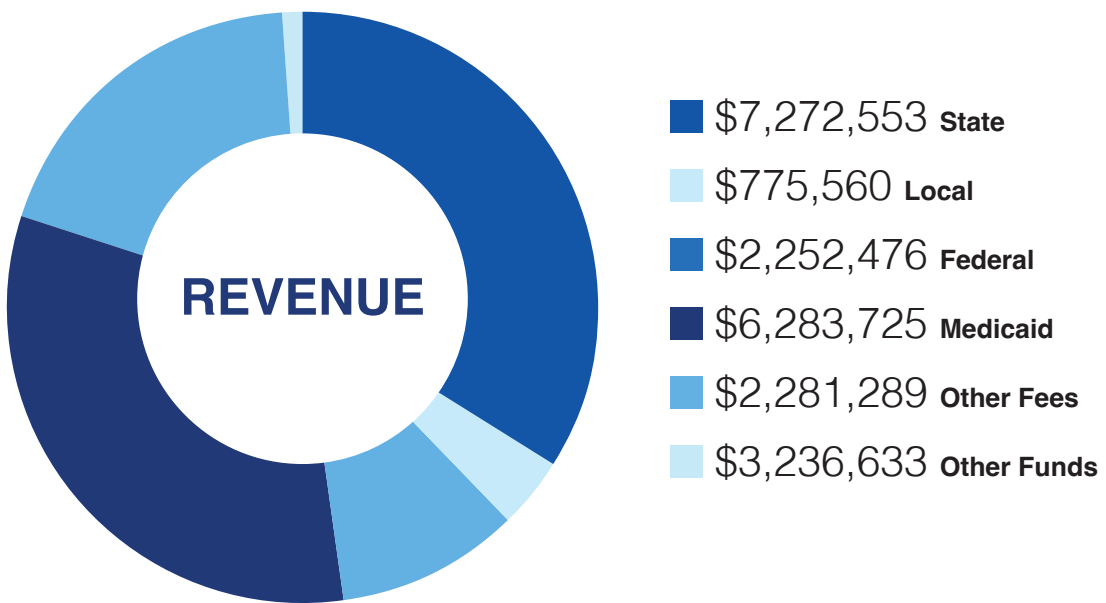
This role is forward-looking, focusing on creating a framework for long-term success. By driving quality improvement initiatives and continually adapting to emerging trends, the Director of Clinical Transformation and Evidence-Based Services will help PD1 and Frontier Health grow not only in its service capacity but also in the impact it makes across the region.

As the inaugural leader in this position, Brittany Baker brings her extensive experience and passion for clinical excellence to this transformational role. Brittany’s background in counseling and behavioral health has given her the tools to succeed, her leadership is part of the organization-wide effort to reimagine what’s possible in behavioral health care.





REVENUE 2023-2024



SOURCES OF SUPPORT

State: 33% of funds come from the State of Virginia.

Local: 4% of funds come from the local governments of Lee, Scott, and Wise Counties, along with the City of Norton.

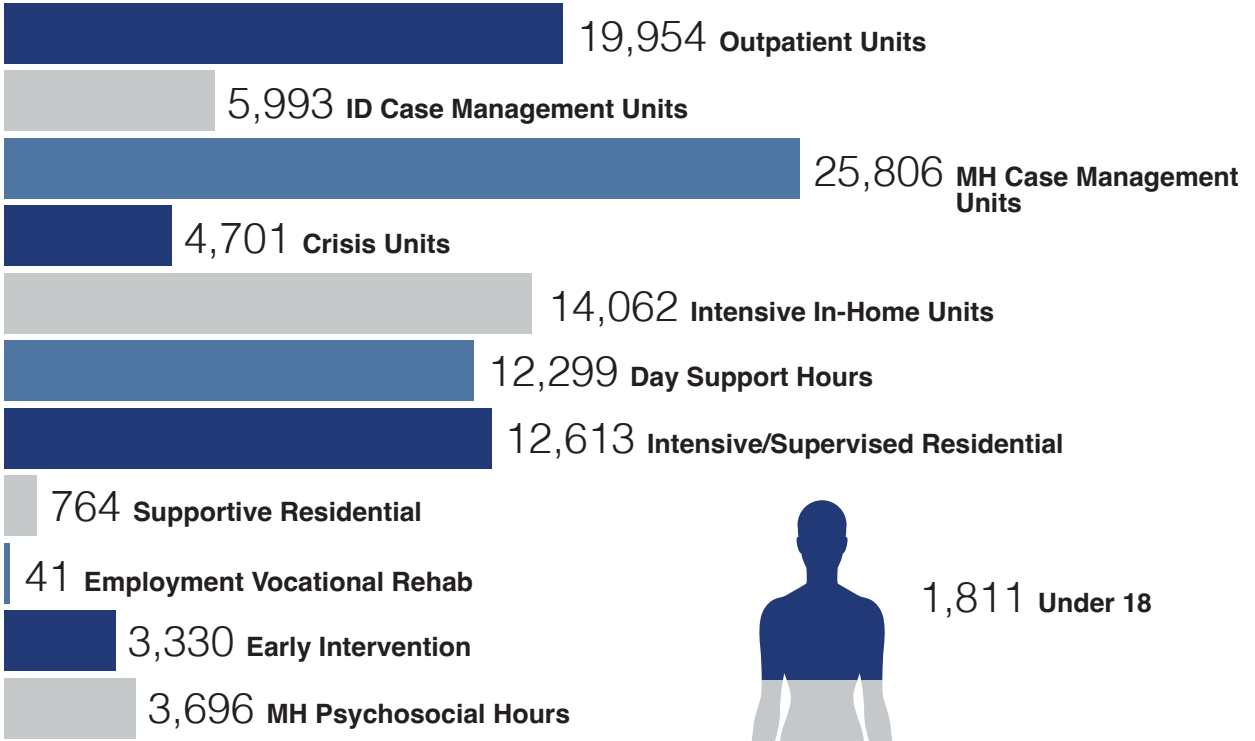
Federal: 10% of funds are federally administered by the State of Virginia.

Medicaid: 28% of funds are fees from medicaid for services provided.

Other Fees: 10% are funds from other fees. Included in other fees are sliding scale fees paid by individuals, insurance payments, Medicare fees, foster care, supportive service fees, parenting groups and vocal rehab fees.

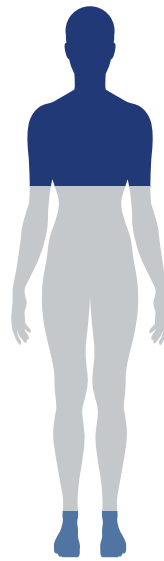
Other Funds: 15% are other funds. Included in other funds are workshops, data-line grant, client earned funds, transportation and retained earnings.

2023-2024 Services



5,104 Individuals Served

PD1BHS/Frontier Health's Prevention Team served **5,350 individuals** through **65 community-based events**. PD1BHS/Frontier Health provided services to **5,104 unduplicated individuals** addressing mental health, intellectual and developmental disability, substance use, early intervention, and crisis needs.



1,811 Under 18

3,029 Ages 18-64

264 Over 64

Impact

PD1BHS / Frontier Health Sessions for the 5,104 Individuals Served During 2023-2024.

Total Jobs	Direct Impact 223	Ripple Effect 62	Total Impact 285
Total Labor Income	Direct Impact \$14,484,213	Ripple Effect \$2,627,436	Total Impact \$17,111,649
Total Economic Output	Direct Impact \$22,102,236	Ripple Effect \$4,234,788	Total Impact \$26,337,024

Planning District One Behavioral Health Services (PD1) and Frontier Health Earn Eighth Consecutive Three-Year Accreditation from CARF International

Planning District One Behavioral Health Services in partnership with Frontier Health has again demonstrated its dedication to excellence, receiving its eighth consecutive three-year accreditation from CARF International. This prestigious recognition covers 18 program areas, including crisis intervention, crisis stabilization, detoxification, residential alcohol and drug treatment, intensive outpatient, and employment services, among others.



Achieving the highest level of accreditation, which extends through June 2026, underscores PD1 and Frontier Health's commitment to delivering high-quality care and meeting the rigorous standards set forth by CARF. Over three days, a team of eight surveyors evaluated PD1 and Frontier Health's programs and services, praising them for their effectiveness, accountability, and measurable outcomes.

Surveyors noted that PD1 and Frontier Health continues to evolve and adapt to the changing needs of its clients, the community, and national healthcare trends. The organization's dedication to embracing best practices and positive change has made it a vital resource in the region. The organization was commended for its high standards of care and the teamwork and commitment of its staff members.

Frontier Health's achievement reflects the organization's long-standing focus on improving the quality of life for the individuals it serves and its consistent drive for growth and innovation in behavioral health services.

Real Google review from Joey W.



This is the absolute best place for substance abuse rehabilitation in the state!! The staff actually cares about your well being and how u intend on continuing your own recovery. The skill set of the staff is one in your own... Recovering addicts. The best part of the program is they set you up with all the tools that you need to get your recovery and make it an everyday path. I cannot express how much this place has done for me but I can say this... They gave me a life I didn't think was possible. So Thank you Magnolia Ridge for everything.





www.pd1bhs.org

Suicide and Crisis Hotline Call or Text 988