



*Recovery Starts Here*

Circle Park Behavioral Health Services  
Annual Report 2015

## A Message from the Chief Executive Officer

For over forty years, Circle Park continues to provide high quality, cost effective treatment and prevention services to the greater Florence community. Faced with the challenges of ever changing state and federal budgets, we have responded by focusing on solidifying our core services, upgrading information technology as we integrate the concepts of tele health, and streamlining our financial process through improved billing and collections.

Our organizational philosophy is based on nationally renowned business leader and author Jim Collins' seminal work, Good to Great, which has spread from our executive leadership team to the entire staff. Collins believes that organizational greatness is a matter of conscious choice and discipline, and emphasizes cooperative, pragmatic efforts to build efficient and effective processes.

Many of the changes we have made are based directly on the Good to Great philosophy and are aligned with our Strategic Plan. As the agency's management and staff embrace this concept, we have experienced a renewed emphasis on ensuring the overall success of our efforts.

Recent significant changes within the agency have included:

- Placing leaders that are ambitious in key management positions
- Only employing staff counselors with Master's degrees
- Implemented an Electronic Health Record (EHR) system
- Consistently maintaining a sound transparent fiscal operation
- Strengthening community partnerships for patient referrals
- Sustaining treatment outcomes in all areas of service
- Removing service barriers by purchasing a new facility
- Enhanced our marketing capability with increased media campaigns.
- Increased the community's awareness through year round educational presentations on trending alcohol and other drug issues
- Secured funding for the purchase and implementation of improved technology to establish a telehealth concept for our services.

The results of these efforts are apparent- as our patients are staying in treatment longer with higher success rates and we are consistently generating increased revenues. In 2016 we will determinedly continue these successful programmatic and financial trends. I am convinced that, by emphasizing customer service, the use of research-based treatment and prevention data, the utilization of the latest technology, enriched community partnerships, managerial efficiency, transparency and teamwork, we will continue to provide the highest quality services possible to the citizens of Florence County and the Pee Dee Region.

Sincerely,



Randall Cole  
Chief Executive Officer



Randy Cole  
*Chief Executive Officer*

## Florence County Commission on Alcohol and Drug Abuse (DBA Circle Park Behavioral Health Services)

### Board of Directors

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Chairman



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## CIRCLE PARK AT A GLANCE

### Who We Are...

Circle Park Behavioral Health Services is a private not-for-profit organization that provides affordable clinically-proven substance abuse intervention, treatment and prevention services. Established in 1974, Circle Park serves as the business name of the Florence County Commission on Alcohol and Drug Abuse. It is governed in the public interest by a Board of Directors appointed by the Florence County Council.

*To reduce the impact of alcohol, tobacco and other drug abuse on the citizens of Florence County by providing high quality and cost-effective behavioral health services.*

- Circle Park is affiliated with the South Carolina Department of Alcohol and Other Drug Abuse Services, licensed by the state Department of Health and Environmental Control, and accredited by CARF International.
- We offer a wide range of research-based and evaluation driven services, with an emphasis on environmental prevention, intervention, and individual and family treatment.
- Circle Park proactively collaborates with other area and statewide agencies, as well as national resources to serve the people of Florence County and the Pee Dee Region.

### The People We Serve...

- Last year Circle Park provided direct services to over 2,200 people from all walks of life. A majority were Florence County residents with the remaining being mostly from neighboring counties. Almost a quarter were under the age of 21.
- Over 51 percent of patients suffered primarily from alcohol abuse or addiction, 38 percent from drug abuse or addiction, and 11 percent were dealing with individual and family issues.
- Almost half of Circle Park's patients come from the legal system. A quarter are self-referrals or are referred by friends and family and the remainder originate from social service and mental health organizations, doctors and hospitals, employers, schools, and other treatment facilities.

### Treatment at Circle Park...

- The counseling staff is composed of licensed Master's level counselors with training in the most current treatment techniques. In the past ten years, the percentage of Circle Park's Clinical counselors with postgraduate degrees has risen from 35 percent to 100 percent. Treatment is always tailored to meet the needs of the individual client by using multiple effective treatment options
- Treatment outcomes, measured by Circle Park and by the South Carolina Department of Alcohol and other Services, are excellent, and 94 percent of patients are satisfied with the services they receive. Nearly 100 percent would recommend Circle Park to a relative or friend.
- Circle Park also operates one of the state's premier residential facilities, the Chrysalis Center, which provides residential treatment to pregnant women and women with children.
- Fees for Circle Park's programs are based on the Department of Health and Human Services Medicaid schedule and payment plans are available. Financial assistance is available as well as a variety of payment options.

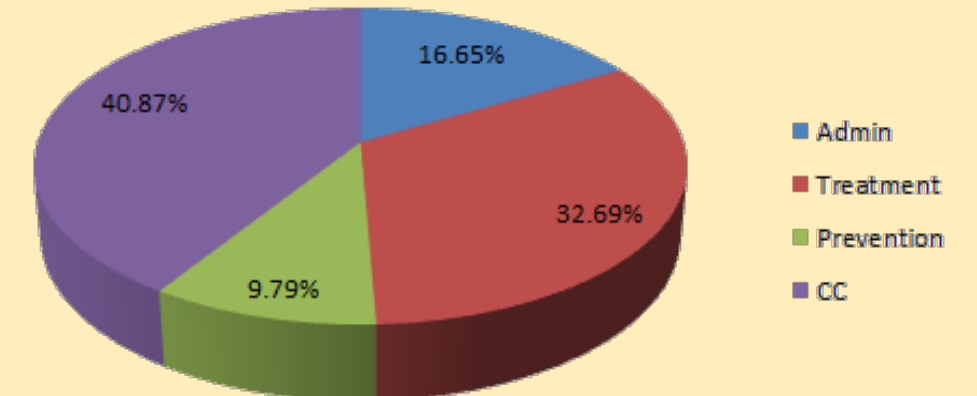
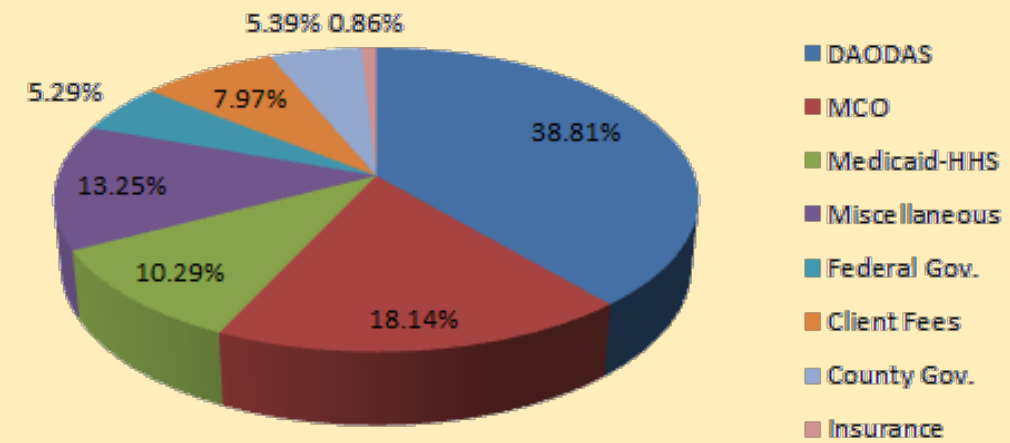
## STEADY PROGRESS ON THE ECONOMIC FRONT

- Over the past five years, Circle Park has greatly increased its fee collections, eliminated a significant amount of debt, and reduced administrative costs.
- Capital debt has been reduced and cash reserves have grown.
- There have been budget surpluses for four consecutive years.



Russ Terrell  
Chief Financial Officer

FY15 Revenue: \$4,425,116



FY15 Expenditures: \$4,310,278

## BOTTOM LINE:

Over 83% of all Revenue is allocated to services.

Sound financial management means more money available for prevention and treatment services.

Every dollar spent on prevention and treatment is a 7 to 1 return on the investment for society.

Most of these savings take place right here in Florence County.





Jeannie James  
Director of Clinical Operations

### Treatment at Circle Park is not only efficient and effective, but timely as well.

- We assess and engage patients in services on the day they enter our agency. Research indicates that the more quickly a patient is assessed and initiates treatment services, the higher their success rate. By prioritizing and minimizing the time involved in initiating services, we increase their potential for success in achieving abstinence, improved health, wellness and quality of life.
- Those that remain in treatment services typically include higher abstinence rates, lower arrest rates, more regular employment, and less dependence on public medical facilities. Other common outcomes include a reduction in homelessness, improved personal and family relationships, increased involvement in wholesome activities and reduced stress.
- Ninety-four percent of patients felt the overall Circle Park experience was “Very Satisfactory” or “Satisfactory” and over 99 percent would recommend Circle Park to a friend.

### The facts:

24 million Americans over the age of 12 suffer from substance abuse. Only 11% actually receive treatment services. Alcohol remains the drug most abused by americans

Addiction is costly...substance abuse disorders are complex, biological, and psychological conditions. They are progressive and chronic in nature and negatively impact individuals, families, communities and society. When substance abuse disorders are left untreated, individuals suffering from these issues are more likely to appear in other systems including child welfare , criminal justice, emergency rooms and hospitals.....the societal and economic cost of not treating substance abuse is staggering.

The financial cost annually is \$184 billion for alcohol abuse and \$143 billion for drug use. These estimates include medical cost, lost earnings, lost productivity, motor vehicle crashes, crime and other social consequences....

### Employee Assistance Program



In 1974 Circle Park became one of the first providers of Employee Assistance Programs (EAP) and since helped thousands of Florence County workers overcome personal problems and substance abuse and successfully maintain their employment. EAPs are a proven cost-effective solution to many of the problems employers face today. Research has demonstrated that they can reduce sick leaves by 33%, work-related accidents by 65%, Workers' Compensation claims by 30%, lost time by 40%, grievances by 50%, and time spent on supervisor reprimands by 74%. Every dollar an

employer invests in an EAP saves between \$5 and \$16.



An extensive year-round media campaign, consisting of press releases, billboards, ads on TV stations and in movie theaters, and social media placements is conducted to increase positive community and social norms in Florence County in support of reducing underage alcohol and other drug use.

The campaign targets trending substance use issues and their causes as well as the influence of social media on today's youth, parents and the community at large.

During FY15, the Circle Park website was utilized by over 6300 consumers viewing over 21,000 pages of information. Circle Park is also actively engaged with our patients and general public through Social Media.





## Community Partnerships

Circle Park collaborates with area resources and statewide partners such as the Pee Dee Mental Health Center, Hope for the Pee Dee, The Department of Social Services, the Florence County schools, Durant Center, House of Hope, Lighthouse Ministries, Pee Dee Coalition Against Domestic & Sexual Assault, United Way, Medical



University of South Carolina, Department of Juvenile Justice, 12th Judicial Circuit Court, Francis Marion University, Florence Darlington Tech, South Carolina School of Social Work, Florence Family YMCA, Florence County Recreation Department, local hospitals and medical services, area law enforcement agencies and the faith based community. Surveys conducted with these stakeholders indicate 100% satisfaction with our programs and services.

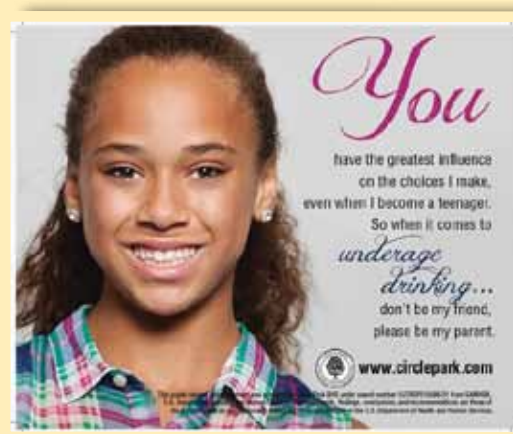
One of its most interesting cooperative ventures is the 12th Judicial Circuit Juvenile Drug Court, where non-violent juvenile offenders receive treatment and rehabilitative services under close judicial supervision. Partnering with families, employers, and schools, the court seeks to turn potential lifelong criminals into productive members of society. Circle



Park played leading role in the creation of the court in 2003 and currently provides treatment for the juveniles under its jurisdiction. During the last fiscal year, the drug court dealt with dozens of young men and women, many of them for periods as long as a year.

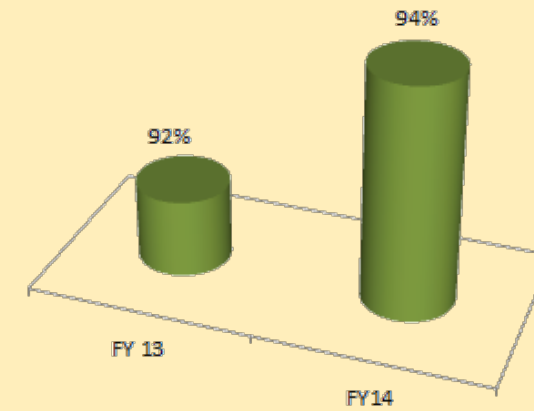


## Circle Park Media Campaign



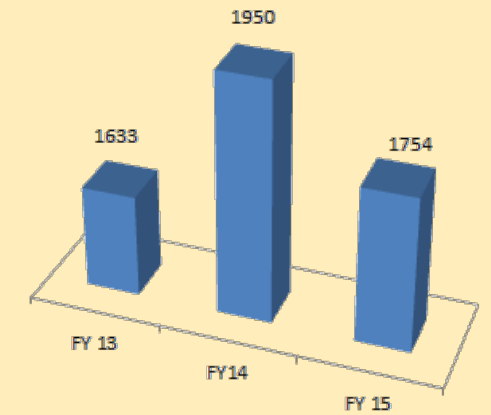
## Circle Park Treatment Services Outcomes

### Initial Contact to Treatment



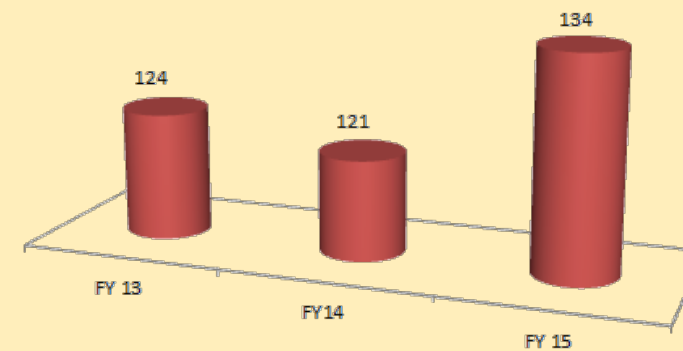
Ninety-four percent of patients were admitted for services within one day of their initial contact with Circle Park

### FY15 Intakes



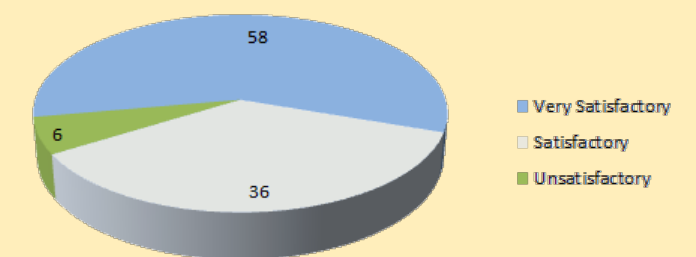
Circle Park registered 1754 intakes in FY15

### Average Length of Stay



In FY15 patients remained in services for an average of 134 days

### Client Satisfaction Survey



Ninety-four percent of patients surveyed reported Circle Park services as "Very Satisfactory" or "Satisfactory"



## Chrysalis Center

The Chrysalis Center is a unique, extended term residential treatment facility for chemically dependent women and their young children. Established in 1993, the Chrysalis Center provides long term services



designed for women addicted to alcohol and other drugs. Women with young children and pregnant women with or without young children are eligible for placement. Services provided include group, individual and family counseling as well parenting and life management classes. The sixteen bed facility, located at 1430 South Cashua Drive in Florence, SC, is modern, spacious, well-furnished and equipped to meet the every changing challenges and needs of its residents. The Chrysalis Center is distinctive in that it offers mothers an opportunity to live with their children during the

entire inpatient treatment process. This allows women an opportunity to seek help without the fear of losing their children. The children residing at the Chrysalis Center also receive professional support and counseling while their mothers gain a new chance at life and the chance to break the cycle of addiction. A variety of family services are provided including family counseling and education and supervised visitations. Another valuable resource at the Chrysalis Center is its medical services that include family physician and pediatric visits on site, routine health exams and ongoing health care and monitoring. Services do not end when the women complete a successful stay at the Chrysalis Center. Follow up services and



support including outpatient services and referrals are provided to ensure a successful recovery and reentry into the community. In FY15, Ninety-three mothers and sixty-eight children were served with eleven coming from Florence County. Eight infants were born during their mother's stay at the Chrysalis Center, ensuring they were given the best opportunity to start their lives drug free.



## Prevention



Clyde Nance  
Director of Quality Assurance

- Circle Park is nationally recognized as a leader in environmental prevention, which seeks to change personal perception, community attitudes and public policy about substance abuse. In addition, the Prevention Services provide a vital component by delivering community awareness and prevention education directly to thousands of area youth, parents and professionals.
- The Florence County Coalition for Alcohol and Other Drug Abuse Prevention, composed of local agencies and concerned citizens and staffed by Circle Park, is Florence County's longest standing and most powerful force for prevention. It has served as the cornerstone of Circle Park's prevention and community efforts for nearly twenty five years and has garnered nearly 12 million dollars in prevention grant funding during that time.

- Circle Park Prevention Services and the Florence County Coalition conduct a continuous needs assessment process to ensure that the most current behaviors, trends and data are identified and prioritized.
- The most recent survey data of youth in Florence County reflects that their 30 day use of alcohol, tobacco and marijuana is significantly lower than other youth across the state.

### Current Prevention Initiatives include:

- Surviving the Teen Years /Dark Side of Social Media - Surviving the Teen Years and the Dark Side of Social Media are presentations regularly provided in the Florence area to give parents, youth agency staff, law enforcement, teachers and school administrators the latest information on the alcohol, tobacco and other drug use trends among youth as well as its causes.
- RIDDE – Rotarians In Drug Deterrence Education (RIDDE) is a collaborative effort between the three local Florence Rotary Clubs, Florence School District One, and Circle Park to increase the perception of risks and consequences associated with alcohol, tobacco and other drug use and develop the resiliency skills of local third graders.
- AET – Alcohol Enforcement Team (AET) is a collaborative effort by law enforcement agencies in the 12th Judicial Circuit to prevent underage drinking in Florence and Marion Counties through a series of evidence based environmental strategies and initiatives.
- Compliance checks - Over 500 alcohol and tobacco sales compliance checks are conducted annually in Florence County by local law enforcement and consistently demonstrate one of the lowest youth buy rates in South Carolina. This is a key component of denying access of alcohol and tobacco to youth in our county, and results in lower monthly use rates.
- Drug Free Communities- the Florence County Coalition garnered a ten year prevention grant to focus on the lower county communities of Johnsonville and Pamplico. This grant initiative utilizes several environmental and evidence-based strategies to measureable reduce the use of alcohol, tobacco, and other drugs by youth in these communities.