



December 17, 2010

"Great works are performed not by strength but by perseverance." – Samuel Johnson, British poet, essayist, literary critic, biographer, editor and lexicographer

Dear Community Members,

When I look back over 2010, I see a year of challenges and obstacles balanced by achievement and transformation. Undoubtedly, our biggest challenge was the non-Title 19 transition. Over the period FY09-FY11, funding for the behavioral health system was reduced by \$68.6M, and in 2010, we saw the system undergo some of the most significant cuts ever experienced for non-Title 19 adult and children's funding. These cuts forced Magellan and our provider partners to work to transition more than 7,500 adults to a lower level of benefits and 895 children to no benefits other than crisis. Although this change was hard for many service recipients, the transition went relatively smoothly due to our high-touch, high-relationship individual transition process that involved town hall meetings at every clinic, one-to-one meetings with recipients and community stakeholders, the development of a resource guide and sponsoring of resource fairs.

Although I would like to report that these cuts are isolated events, our state continues to face the prospect of additional budget reductions in 2011. The lessons we've learned in 2010 will help us to move forward and continue to improve efficiency and effectiveness with the goal of preserving the system and its positive outcomes.

This year has been focused on delivering these outcomes on many fronts. For example, we've made real progress on three of our clinical initiatives—suicide prevention and intervention; health, wellness and longevity; and outcomes dashboards.

Our nationally recognized suicide prevention initiative is designed to equip behavioral health practitioners with new skills and support, develop innovative suicide-attempt survivor support groups, and identify tools to engage and integrate family support into the lives of those challenged by suicidal thoughts. The first year's results have been extraordinary, with more than 1,600 of our target of 2,000 behavioral health staff going through Applied Suicide Intervention Skills Training (ASIST).

Our health, wellness and longevity initiative treats the whole person by focusing on mind and body wellness through the integration of both physical and behavioral health treatment at the practice level. To date, the initiative has focused on development of a peer-based whole health program that addresses issues such as stress management, nutrition, weight reduction and exercise. It has also included the implementation of a tobacco cessation program for service recipients and the behavioral health care staff who serve them.

The outcomes initiative has seen the refinement of our adult system dashboard, which provides objective, transparent data on how the system as a whole and each service provider at a neighborhood level is performing on a series of key outcomes metrics. Dashboards for our children's, crisis, and general mental health and substance abuse systems will soon be launching.

This year we built on our program that uses "promotoras"—Spanish-speaking community health workers—to reach out to underserved segments of the Latino community and connect individuals with much-needed behavioral health services. We have expanded the program from the 85040 zip code to zip codes throughout Magellan's service area. Since the program's inception, promotoras have educated almost 10,000 community members, resulting in the processing of nearly 5,400 AHCCCS applications by Latino families, many of whose family members now receive behavioral health and substance abuse services through our system.

In 2010 we also implemented an innovative program for transition-age youth that brings developmentally appropriate services under a new structure to help youth bridge the gap from youth to adulthood and the children's system to the adult system of care. Begun as a pilot project serving 240 youth/young adults, Magellan adopted the Transition to Independence Process (TIP) System Model developed by Hewitt B. "Rusty" Clark, Ph.D., BACA of the University of S. Florida, Tampa. Currently more than 440 youth/young adults have received or are receiving supports and services through the Magellan TIP program.

Finally, to help reduce the stigma around mental illness, this year we introduced the Extraordinary People program. This program, which spanned the Web, radio, billboards, television and in-person presentations, looks at the positive experiences and contributions of individuals in recovery.

All in all this was a difficult year. But I also feel it was characterized by great work that took the dedication, innovation and, yes, perseverance of Magellan, our provider partners, the Arizona Department of Health Services/Division of Behavioral Health and our many community partners. We are making real, measurable, observable progress in transforming the system of care, and I would like to thank you for your support. We here at Magellan look forward to working with you in 2011 and beyond to continue to help those facing mental health or substance abuse challenges find recovery and become healthy, positive contributors to our community.

Best wishes and happy holidays!

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Clarke". The signature is fluid and cursive, written in a professional style.

Richard Clarke, Ph.D.
Chief Executive Officer
Magellan Health Services of Arizona