



Homing in on integrated health care

Dealing with a serious mental illness (SMI) like bipolar disorder or schizophrenia is very challenging. But imagine if you also lived with health conditions such as diabetes, obesity or heart disease high blood pressure. Or, had no natural supports to help you navigate the health care system and follow a treatment plan? Suppose you were also uncomfortable with visiting a primary care provider due to symptoms of your mental illness or because of stigma in the primary care environment?

Scenarios like this are very real and can have a negative impact on the quality and length of life of those who live with SMI. In fact, the National Association of State Mental Health Program Directors and the National Research Institute report that on average people challenged with SMI die 25 to 30 years younger than those in the general population do.

Why such a huge gap? Behavioral health issues can be made worse by chronic physical conditions such as heart disease, chronic respiratory problems, and diabetes. It's estimated that 75 percent of those with SMI have at least one chronic physical condition in addition to their mental health challenge. Thirteen percent have three or more health conditions on top of SMI.

The need to address these issues led Magellan Health Services of Arizona, Maricopa Integrated Health Systems, and provider networks CHOICES Network, Partners in Recovery, People of Color Network and Southwest Network to partner to develop the Integrated Health Home Program (IHH). Announced by Governor Jan Brewer in August, IHH is a behavioral-health-led program. It's designed to integrate physical and mental health services in joint treatment planning and provide real-time cross-coordination of care to help those diagnosed with SMI live longer, healthier lives.

IHH is targeted to the more than 14,000 people challenged with SMI who are enrolled in the Arizona Health Care Cost Containment System and receive their behavioral health services in Maricopa County. The program will provide a person-centered, integrated



behavioral health home where service recipients can receive treatment for their mental illness as well as chronic physical health conditions.

Those enrolled in IHH will have the opportunity to participate in wellness and prevention programs. Participants will also benefit from support and training in disease self-management. Whole health peer supports, integrated treatment planning, health coaches, peer medication coaches and integration of electronic health medical records are a few of the highlights in IHH.

As the first step in the program, Magellan's provider partners have conducted health risk assessments of more than 8,700 individuals in the behavioral health system who have been diagnosed with SMI. Magellan and its partners also have held health and wellness fairs at the clinics that will first implement IHH. These fairs introduced service recipients to IHH and began building awareness of the importance of working toward whole health—in mind, body and spirit.

Richard Clarke, Ph.D., Magellan Health Services of Arizona's CEO, recently commented on the importance of IHH. "By integrating health and wellness to meet the needs of the whole person, we will not only increase their life longevity, but improve the quality of their lives and contribute to the success of their mental health recovery journey," he said.

To learn more about the Integrated Health Home Program, please visit www.MagellanofAZ.com/Wellness.

The benefits of an Integrated Health Home

Carla Bracy is a mother of three and a student. And, she has a serious mental illness. She was diagnosed with bipolar disorder and depression when she was 20 years old. If those weren't big enough challenges, she has struggled with several physical conditions, including diabetes and hypertension. She's also battled with her weight.



Carla and Governor Jan Brewer were part of the Aug. 2, Integrated Health Home Project launch.

Carla is looking forward to having an Integrated Health Home where she can receive treatment for both physical and mental health conditions. Having the ability to receive coordinated physical and mental health care in the clinic where she currently receives behavioral health services will make it easier to manage her physical issues, while progressing in her mental health recovery.

Carla is in a good place now, thanks to the behavioral health system. She is working toward a GED so she can become a peer support specialists/

drug and alcoholic counselor for the mentally ill. Her biggest dream is to see her kids get married and to become a grandmother. Noted Carla, "If I'm going to reach these goals, I need to quit smoking and become more physically active. I believe having an Integrated Health Home will help me get where I want to be."

Healthy Food Demos provide simple tips to living a healthy lifestyle

In September, in observation of the first annual National Wellness Week (Sept. 19-25), Magellan volunteers paid a visit to many of the adult SMI clinics to demonstrate the importance of whole-health interventions, by hosting Healthy Food Demonstrations. More than 325 service recipients, clinic staff, visitors, and Magellan employees learned about how small changes in their diet can bring big health benefits.



The demos were based off the USDA's MyPlate, which is the federal government's new food icon. MyPlate serves as a reminder to help Americans make healthier food choices. MyPlate is a new generation icon designed to prompt Americans to think about building a healthy plate at meal times. The new icon emphasizes the fruit, vegetable, grains, protein and dairy food groups.

entered to win a *Cook This, Not That* book and a pedometer. Additionally, participants were encouraged to plant and grow fresh herbs as a way to reduce sodium in their diets. Magellan Health Services of Arizona would like to thank all the Magellan volunteers who took part in the demos, the site administrators and clinical directors who hosted us, and all the clinic staff and service recipients for participating.

Along with the demos, healthy snacks were offered and participants were

To learn more about the MYPlate, please visit myplate.gov.

Walls of Recovery promote message of recovery and family involvement

National Recovery Month, Sept. 2011, promotes the societal benefits of treatment for substance use and mental disorders, celebrates people in recovery, lauds the contributions of treatment providers, and promotes the message that recovery in all its forms is possible. In recognition of the month and to further promote the message of recovery and family involvement, provider network organization (PNO) clinics throughout Maricopa County participated in the “Wall of Recovery” contest. During the month of September service recipients wrote and displayed their stories of recovery and how their

families and friends have been involved in their recovery.

The “Recovery Walls” were displayed in high-traffic areas of the participating clinics during the month of September and at the end of the month, a panel of four judges scored each “Recovery Wall” on the number of stories displayed, creativity, accessibility and inspiration.

CHOICES Network of Arizona’s Midtown Clinic won the grand prize in the 2011 Wall of Recovery contest! The stories were inspiring, and the

wall looked very festive! The clinic’s recipients and staff received a lunch for their efforts.

The following clinics received honorable mention and received a dessert party (including healthy choices):

Southwest Network’s Osborn Clinic was recognized for the most recovery stories. Their wall had more than 40 stories displayed.

Partners In Recovery’s Metro Center Campus received recognition for accessibility. The stories are proudly

displayed right at the front desk for all to see.

When it came to artistry and creativity, there was a tie: People of Color Networks’ Capitol Center had a beautiful drawing of the Phoenix skyline and their Comunidad Clinic displayed an extraordinary tree of recovery!

Many of the stories were moving and more than one judge had a tear in their eye. Magellan would like to thank all the clinic staff, peer and family mentors and service recipients for all their support in making this happen!

People of Color Network’s
Comunidad Clinic



People of Color Network’s
Capitol Center



CHOICES Network of Arizona’s
Midtown Clinic



A look back at 2011

Richard Clarke, Ph.D., CEO, Magellan of Arizona

“A problem is a chance for you to do your best.” – Duke Ellington, band leader

Dear Readers,
I know I am not alone in thinking that 2011 is a year that has given us many “chances to do our best.” And in the midst of looking for solutions to our challenges, we’ve also had the opportunity to work together with our provider partners and community stakeholders to make advancements on many fronts. As we head into the last few weeks of the year, I’d like to reflect on some of the many positive accomplishments we’ve seen in the behavioral health system here in central Arizona.

Mental Health Awareness and Intervention – Early in 2011, Magellan sponsored the training of more than 20 trainers in Mental Health First Aid (MHFA) as part of a statewide program coordinated by the Department of Behavioral Health Services. MHFA training teaches participants how to be better prepared to help individuals experiencing a mental health crisis, showing participants how to spot signs of someone having a panic attack, contemplating suicide, or experiencing acute mental distress. Like CPR training, MHFA empowers people and can save the lives of family members, co-workers, students, friends or others.

Since May, the central Arizona trainers have trained nearly 450 community members in Maricopa and Pinal Counties alone. More people have been trained statewide by our colleagues at other RBHAs and DBHS. Our goal at Magellan is to train a total of 500 community members in 2011. The course is intended for anyone in the community: families, youth, doctors, employers, faith leaders, educators, law enforcement officers, the health care workforce and many others.

Now through the end of the year, the trainers have a limited number of free spots available. I’d like to encourage anyone who might be interested to visit www.azdhs.gov/bhs/mhfa.htm or call (602) 364-4434 to register.

Suicide Prevention – The Programmatic Suicide Deterrent System Program has continued to make inroads into reducing the suicide rate among those experiencing serious mental illness in our system. Since the program began, we have trained nearly 2,200 behavioral health workers in Applied Suicide Intervention Skills Training. And this year, we launched groups for suicide attempt survivors facilitated by trained peers who have also attempted suicide. The impact of these initiatives plus our broader efforts to engage family members, encourage community integration and provide targeted clinical care and interventions have led to a 42 percent reduction in the rate of suicide deaths among people with serious mental illness in the central Arizona system of care since 2007. Outcomes like these resulted in the program being recognized as a finalist for the Council of State Governments’ Innovation Awards (the third year in a row our programs have been finalists) and as the winner of the International Association of Suicide Prevention’s Peter Lee Award.

Integrated Health Care – In August, Governor Jan Brewer announced the launch of a behavioral-health-led Integrated Health Home Program (IHH) in central Arizona created in partnership by Magellan, CHOICES Network, People of Color Network, Partners in Recovery, Southwest Network, and Maricopa Integrated Health System. This program brings together mental and physical health care by taking a holistic approach that looks at the

whole health of a person—including their mind, body and spirit. As the first step in the program, Magellan’s provider partners have conducted health risk assessments of more than 8,700 individuals in our system who have been diagnosed with serious mental illness. In addition, Magellan and our partners held health and wellness fairs last month at the clinics that will first implement IHH.

Outcomes Measurement – This year, Magellan launched two new outcomes dashboards—graphical gauges measuring key metrics of system success—for our Children’s System and Adult General Mental Health and Substance Abuse System. These dashboards provide month-over-month monitoring of 14 key metrics by provider. I invite you to monitor the progress of the system through these dashboards and the adult SMI dashboard, which you can access at www.MagellanofAZ.com/Dashboards. I think you will be as pleased as I am with the progress that has been made.

Stigma Reduction – This year we brought youth leaders from MY LIFE together with members of the business community to advocate at the legislature for maintaining a strong behavioral health system. This ideal pairing provided insights for youth and business leaders alike, and brought the strong message to the legislature that a robust behavioral health system must be preserved.

During Mental Health Awareness Month, we continued our Extraordinary People program, spotlighting new people and their recovery stories on the www.OneinFour.info site. We also sponsored presentations for community stakeholders at the Arizona Science Center’s Body World exhibit,

where we focused on the science of the brain and behavioral health.

Continued Innovation and Collaboration – Our partnership with Community Bridges, Inc., Jewish Family and Children’s Services, Native American Connections, and Touchstone Behavioral Health led to reduction in substance use among youth in the central Arizona behavioral health system who were involved with the justice system. And this in turn led to Magellan and its partners receiving SAMHSA’s 2011 Science and Service Award for Treatment of Substance Abuse and Recovery Support Services.

In addition, Magellan was a finalist for the Scottsdale Area Chamber of Commerce’s Sterling Award in the Big Business category. With this award, the business community is celebrating Magellan as a company that positively impacts our community as a whole, helping to make it a great place to live, work and play through excellence, innovation and community stewardship. But more importantly, the award shows that the business community recognizes the importance of a strong behavioral health system to a healthy economy.

It’s been a busy and productive year, despite our challenges. I’d like to take this opportunity to thank our providers, employees, service recipients, behavioral health advocates, and community stakeholders for your support. Creating a strong behavioral health system requires bold actions from all of us. Only through collaboration will we continue to take the system forward. As Helen Keller once said, “Alone we can do so little; together we can do so much.”

Makeovers provide ‘ordinary people’ with a fresh start

To commemorate National Recovery Month (September 2011), Magellan of Arizona and the Fresh Start Women’s Foundation offered a complete “fresh start,” a complimentary makeover to Rebecca Martinez and Marie Paterno: two ordinary people making extraordinary contributions to our society.



Pictured L to R: Brandy Schade, Rebecca Martinez, Marie Paterno and Linda Valenzuela

After a long-term struggle with substance use disorder and mental illness, both Rebecca and Marie have managed to remain sober for several years now proving that recovery is possible. Their road to recovery hasn’t been easy, but “with the right clinical team, support from friends and family members, it’s a lot easier to recover from an addiction and live a better life,” they say.

Rebecca and Marie were selected for the makeover for dedicating their time to share their personal stories of recovery and achievement with the public to help erase the stigma surrounding mental illness and substance use disorders. Their stories demonstrate the overall progress and specific accomplishments of central Arizona’s mental health system.

Rebecca and Marie were thrilled with their makeover, which included hair and makeup, an outfit of their choice plus shoes and accessories to go with it. “Magellan of Arizona is grateful for partners like Fresh Start who continue to look for ways to support those in their recovery journeys,” said Dr. Richard Clarke, Magellan’s CEO.

“Fresh Start Women’s Foundation is so proud to be a part of these recovery makeovers and to be partnering with Magellan,” said Barbara Ralston, president and CEO of Fresh Start Women’s Foundation. “Fresh Start started 20 years ago by providing haircuts and makeovers to women to help boost their self-esteem, and it is still a core service that we offer at the Jewell McFarland Lewis Women’s Resource Center. We believe that by giving women a fresh, new look they gain confidence in themselves.”

To learn more about Rebecca, Marie and other inspiring stories of recovery, please visit www.oneinfour.info. To learn more about Fresh Start, visit www.welphwomen.com.



Meet Rebecca Martinez

Rebecca is a 27-year-old mother of five children who mean the world to her. Unfortunately, for several years, her struggles with substance use disorder kept her from providing them the love and care they deserve.

Rebecca began using drugs when she was 12 years old and didn’t stop using them until nine years later—nine years she describes as the worst of her life. Not only did she lose custody of her kids, but little by little, family and friends turned their backs on her.

At that point, Rebecca finally realized she had to seek help. Fortunately, Rebecca’s mother always stood by her side. Her children and mother have given her the strength to remain sober for almost six years.

Rebecca volunteers her time as a peer mentor and prevention specialist at TERROS, the substance abuse/behavioral health treatment center where she



Rebecca Martinez

once got help. She is actively seeking work, and has some interviews lined up.

Rebecca’s new goal in life is to be a good role model for her children while helping people like her connect with resources. “I’d like to keep others from going through the pain and suffering I experienced,” she said.

Meet Marie Paterno

From a very young age, Marie knew something wasn’t right with her. She didn’t understand what was going on, but just knew something was wrong.

At age eight, she was diagnosed with Attention Deficit Disorder and was prescribed Ritalin. Neither the doctor nor her parents ever explained what this meant or how it would affect her.

By the age of 12, Marie was using marijuana on a daily basis. Soon she was taking “white crosses” and by the time she was 17, she had dropped out of school and graduated to “acid” and “rush.” She started dealing drugs at 20 and was in jail by age 25. Over the next 18 years, Marie was in and out of jail, turning to prescription drugs and even heroin.

Marie’s dad died while she was in prison, and shortly thereafter she had a spiritual experience while sitting alone in her cell. This made her realize that “enough was enough, and I had to stop doing drugs.”

Out of jail at age 43, Marie came to Partners in Recovery, where she received a diagnosis of bipolar disorder and schizophrenia. Over time, she began attending peer support groups and helping others in the clinic. She attended Narcotics Anonymous and Alcoholics Anonymous, where she received her three-year chips for sobriety.

Marie slipped back into drug usage in September 2010. “Everything I worked hard for seemed to be going down the drain... When I told my mother that I had relapsed, she gave me an ultimatum and told me to choose a life of drugs or choose her. That day I chose the most important things to me: I chose my mother. I chose sobriety. And I chose recovery,” said Marie.

Since that time, Marie has been sober, consistently attending groups,



Marie Paterno

counseling and substance use disorder treatment. “I started using the recommendations from my clinical team as a way to stay active in my recovery and avoid high-risk situations that would cause me to make poor decisions. I started focusing on my health and practicing healthy activities, such as eating right and exercising. I began working with my rehab specialist to focus on job opportunities, and I now work at the Marc Center three days per week. I am able to live on my own, in my own place, and pay my own rent,” Marie said.

Marie relies on the support of her mother, sister, brother, best friend, case manager, clinical coordinator, substance abuse counselor and the rest of her clinical team for guidance through her recovery. She is happy because she can now cope with negative feelings and situations without wanting or needing to turn to drugs. “I feel I have changed how I think and how I decide to handle things. I no longer need drugs as a way to get through things,” she noted.

Marie feels she has found the Lord and has a new outlook on life: “I am living proof that recovery exists. I hope my story helps you on your journey of recovery.”

Mental Health First Aid reaches 150 community members

In honor of Recovery Month (September 2011), Magellan Health Services encouraged the 22 newly trained Mental Health First Aid Instructors in Maricopa County to conduct a 12-hour course. Many trainers rose to the occasion to bring this vital training to the community. We had six courses scheduled for September. Our goal for Recovery Month was to train 150 community members in Mental Health First Aid.

The Mental Health First Aid training teaches people a five-step action plan to help someone in a mental health crisis or someone showing symptoms of mental illness. To help remember the steps, course participants learn a mnemonic, A-L-G-E-E:

- A:** Assess for risk of suicide or harm.
- L:** Listen non-judgmentally.
- G:** Give reassurance and information.
- E:** Encourage appropriate professional help.
- E:** Encourage self-help and other support strategies.

Mental Health First Aid is the initial help given to a person showing symptoms of mental illness or in a mental health crisis until appropriate professional, peer or family support can be engaged. Mental Health First Aid USA is disseminated by the National Council for Community Behavioral Healthcare, the Maryland Department of Health and Mental Hygiene, and the Missouri Department of Mental Health. To find a training program in your community or learn how you can become certified as an instructor, visit www.MentalHealthFirstAid.org or www.azdhs.gov/bhs/mhfa.htm.





Magellan Cares—For our clients. Our colleagues. Our community.

As a company with more than 500 employees in the Valley, Magellan Health Services of Arizona brings together diverse individuals who care about doing the right thing—helping those whose care we are entrusted with, as well as our colleagues and others in our community, particularly in times of need.

In 2011 Magellan launched its new corporate citizenship program, Magellan Cares. This program promotes social action, community engagement and employee development to give back and positively impact our community. Magellan Cares focuses on the volunteer activities of employees and their family members as well as support through sponsorships and in-kind donations.

At Magellan, caring is one of our core values and serves as the foundation of the culture we foster within the company and externally with our partners in our community. Through Magellan Cares, employees turn this emotion into action. Whether it's serving dinner for families with sick loved ones at the local Ronald McDonald House, collecting bottled water for those without, or donating household essentials to individuals transitioning from homelessness to a home—these and other projects make a difference in the lives of those in need. To learn more about Magellan Cares, access www.MagellanofAZ.com/CommunityReinvestment.



2011: Magellan looks back on a year of caring

2011 National Alliance on Mental Illness (NAMI) Walk – More than 250 employees and their families walked and raised funds in support of those challenged with mental illness.

MY Fest '11 Youth Festival – Volunteers staffed booths for the festival, which was led by Magellan Youth Leaders Inspiring Future Empowerment (MY LIFE) and garnered more than 6,000 attendees and greater awareness of how those challenged with mental illness can and do achieve recovery and contribute to their communities.

Easter Baskets for Church on the Street and Child Crisis Nursery – Employees put together 120 baskets and 70 goodie bags for homeless and at-risk children to help ensure they enjoyed a happy holiday season.

Dinner Prep/Serving at Ronald McDonald House – Volunteers on four evenings made and served dinner for families with sick loved ones.

Summer Bottled Water Drive for Behavioral Health Recipients – Employees donated almost 7,500 bottles of water for those in need during the hot summer months.

Care Packages for Active Duty Service Men and Women – Employees donated dozens of items for multiple care packages to show their appreciation for those serving in the armed forces.

Healthy Food Demonstrations for Behavioral Health Service Recipients – Volunteers conducted multiple work shops in area care clinics to demonstrate how small changes in the selection and preparation of foods can make a big difference in recipients' health.

Streets of Gold Leadership Program for Homeless Individuals – Magellan sponsored lunches and workshop materials to help more than 250 homeless individuals learn how to share information about resources available to them and others in the community.

Home Start-up Kits Donated to Arizona Behavioral Health Corporation – Employees donated new household items to build kits for individuals transitioning from homelessness to housing.

2011 Walk Now for Autism Speaks 5-K Walk – Magellan and our employees and their family and friends walked and raised funds for autism research and care.

2011 Computer Giveaway Program – Volunteers helped give away 280 computers to behavioral health recipients and their family members, and 20 computers to peer/family-run and service provider agencies—connecting these individuals to online resources available with technology.



The Magellan | 4801 E. Washington St., Phoenix, AZ 85034 | www.MagellanofAZ.com/Newsletter

If you would like to contribute to *The M*, or have a topic you think would be interesting and timely for central Arizona's behavioral health community, Please contact Ashley Bolduc at MaricopaCommunityRelations@MagellanHealth.com. Magellan Health Services of Arizona is the Regional Behavioral Health Authority for central Arizona, which includes all of Maricopa County and part of Pinal County. Funds for services are provided through a contract with the Arizona Department of Health Services/Division of Behavioral Health Services (ADHS/DBHS) and the Arizona Health Care Cost Containment System (AHCCCS).