

# WE REMAIN OPTIMISTIC.

With a year as tough as it was, we remain optimistic, strong and impactful in our communities, serving over **12,500** clients in 2020.

COVID-19 caused numerous complications to our services, yet we found our way out of the hazy complications and unknowns. As schools closed and virtual became the new normal, our school-based therapists still reached over **1,800** students and as the United States reached an all-time high of unemployment, we still did not lay off any of our team.

Through it all, WellStone continues to be a primary advocate for delivering wellness, care and results to the North Alabama region. As mental health resumes to be pivotal in key conversations, we are here to take the initiative to ensure that action be taken to deliver the necessary and quality continuum of care.

## FINANCES: OPERATING BUDGET

### REVENUES

Federal government \$1,564,660  
 State government \$5,513,465  
 Local government \$1,262,462  
 Patient fees \$9,393,284  
 Other revenue & support \$1,961,964

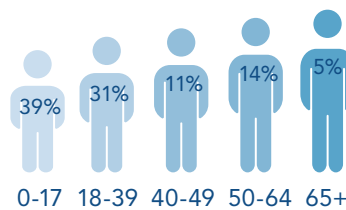
### EXPENSES

Personnel Cost \$14,366,589  
 Operational Cost \$5,349,603

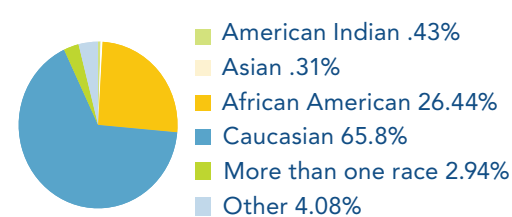
Total Revenue: \$19,695,835

Total Expenses: \$19,716,192

### CLIENT AGE



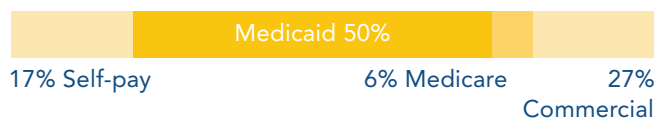
### CLIENT ETHNICITY



### SERVICE TYPE



### PAYOR SOURCE



## MOBILE CRISIS TEAM

In June, we introduced our Mobile Crisis Team in Cullman County. As the first organization to begin this initiative in Alabama, with the help of Senator Garland Gudger, we are proud to be a leading example for the state. This program consists of a 24/7 team of two, a fully staffed team of 10, to respond to residents 18 years and over in a mental health or substance use crisis.

Officially delivering services in September, we have already served and intervened with **65+** crises in Cullman County. We are ready for the positive outcomes of this service as we continue to educate the community, provide family support and remove barriers for individuals so they can receive the holistic care that they need.



## FIRST EPISODE PSYCHOSIS

We were thrilled to bring the First Episode Psychosis (FEP) program to our Huntsville campus this year. FEP provides early identification, intervention and comprehensive treatment services for young adults aged 15-25 who are experiencing psychosis. Our mission is to keep these individuals on their normal life paths by offering easily accessible and effective treatment and support. Research has shown that young adults who receive early intervention services have fewer psychiatric hospital admissions, higher employment and academic success rates and improved family relationships.

Since our beginning, we have built **50+** community relationships, provided early psychosis education to **10** agencies and screened over **20** young adults, connecting them to the services that they need to live a successful and radiant life.



## TELETHERAPY

With many negative effects of COVID-19, there was one positive in terms of counseling: teletherapy. Because of this service, adult clients were able to access care easier, resulting in a **15.8% increase** of therapy services, providing beyond **1,470** additional appointments in our Adult Outpatient department.

The approval of using teletherapy during this pandemic has proven to be a huge benefit for our adult clients. A primary mental health treatment barrier for our adult clientele particularly is transportation. Thus, being able to receive counseling and other mental health services over the phone made access to care much more available, prompting a larger quantity of client appointments.



## CONSTRUCTING THE ROAD AHEAD

The Commissioner of Mental Health, Lynn Beshear envisioned a crisis diversion center for Alabama for many years and WellStone has shared that vision. In May of 2019, AL.com released an article with an interview with our CEO. The feature piece received the attention of many and through the efforts of several individual leaders, the vision slowly began to transform into a lucid reality.

With numerous discussions, extraordinary relationships, an abundance of support and the overall realization for the need in Alabama, WellStone remained relentless and ambitious through the process of bringing the region the missing piece of the puzzle.

Heavily thanks to the support of local government and law enforcement, the North Alabama Mental Health Coalition, leadership of the Alabama Department of Mental Health, Commissioner of Mental Health Lynn Beshear and Governor Kay Ivey, we expect the WellStone Crisis Diversion center in Huntsville to open in early 2022.

## CONTINUING OUR IMPACT

After a year that was nearly impossible to plan for, we remain here: We are here to collaborate with our community partners; we are here to support our employees; we are here to connect North Alabama successfully and resiliently to its best health and well-being; and **the best is yet to come.**



## CRISIS CENTER

WellStone is the largest and most comprehensive behavioral healthcare provider in North Alabama. Furthermore, in October 2020, we were awarded a pilot project to build additional value to our community, and provide a pivotal resource to the North Alabama region with greater access to mental health crisis services.

With innovative conversations, strategic plans and collaborative efforts, WellStone was granted the funding to develop a 24/7 crisis center to begin services in 2021. While we are looking forward to giving you more details and successes in next year's overview, take a glance at how we achieved our long-term goal of being granted the allocation of North Alabama's first Crisis Diversion Center.





## WE'RE JUST GETTING STARTED!

I think we can all agree that 2020 has been a challenging year for all, and one in which mental health deserved to be prioritized more than ever. Through the unpredictability and unreliability of the possibilities of the virus, WellStone continued to serve our communities without cutting any services or hours. As an essential business, our team worked continuously and deliberately to deliver the highest standard of care possible to our clients. While it has not been easy and will continue to be a process navigating, we are confident that the future of our organization is brighter than ever. Take a closer look at how we maneuvered FY20 and how we plan to bring an illuminating breakthrough in FY21.

Jeremy Blair, MBA, LMFT  
Chief Executive Officer



**WellStone**

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[www.wellstone.com](http://www.wellstone.com)  
Connect with us!  

**THROUGH ALL THE CHALLENGES OF 2020, WE REMAINED**

**RESILIENT**

**PROGRESSIVE &**

**TRANSFORMATIVE.**