



## Bi-Weekly Bulletin for March 4, 2021

### MEMBER NEWS

#### Greater Clark expands mental health services for students

Last year, the district was able to place staff from **Centerstone**, a behavioral health service, in schools using federal funding and donations. It allowed master-level therapists and family support specialists to be placed in the district's elementary schools, and the program has continued to grow over the past year.

[https://www.heraldbulletin.com/indiana/news/greater-clark-expands-mental-health-services-for-students/article\\_90961fdf-9752-597b-b1b2-b0f3959be2fa.html](https://www.heraldbulletin.com/indiana/news/greater-clark-expands-mental-health-services-for-students/article_90961fdf-9752-597b-b1b2-b0f3959be2fa.html)

#### WE NEED ART...AND ART NEEDS US

As President & CEO of **Sound**, a provider of community behavioral health services, I hear stories from team members about what art means to our clients and what it means to their own well-being; the limitless joy it brings, the sense of purpose and satisfaction derived from it, the voice it offers to articulate the deep-rooted anxiety, fears and emotions we experience.

<https://www.artsfund.org/february-blog-we-need-art-and-art-needs-us/>

#### MHP Hosts Virtual Meet & Greet for New Broomfield Office

To celebrate the opening of **Mental Health Partners'** new Broomfield Office, we are hosting a Virtual Meet & Greet on Thursday, March 18, 2021 from 4:30-5:30pm highlighting the clinicians and space. This space, which has been under construction for the past year, is located at 897 Highway 287 and will support our outpatient mental health care for adults, children, teens, and families, as well as a space for play therapy, family therapy and art therapy. Community members welcome! Register for the virtual Meet and Greet here: [www.eventbrite.com/e/join-us-for-a-virtual-meet-greet-broomfield-grand-opening-2021-tickets-142173437579](https://www.eventbrite.com/e/join-us-for-a-virtual-meet-greet-broomfield-grand-opening-2021-tickets-142173437579)<https://www.eventbrite.com/e/join-us-for-a-virtual-meet-greet-broomfield-grand-opening-2021-tickets-142173437579>

#### Unmasking COVID: For God's sake, take the shot - By: Dr. Danita Johnson Hughes, Edgewater Health

Statistics show white Americans are getting vaccinated at more than twice the rate of Blacks.

Their reluctance is understandable given the novelty of the virus, the newness of the vaccine, the incredible swiftness of its development, and the unprecedented speed of FDA emergency use authorization. Not to mention the sordid history of governmental experimentation on people of color. Black people. My people. I get it.

<http://gary411news.com/news-detail.aspx?typeID=17&newsid=55031>

#### AURORA MENTAL HEALTH CENTER NAMED A CERTIFIED COMMUNITY BEHAVIORAL HEALTH CLINIC

Aurora Mental Health Center was one of only two Colorado agencies in 2020 awarded a prestigious \$4 million grant from SAMHSA. This grant, which runs through April 2022, allows Aurora Mental Health to further develop and implement best practices and elevate the standard of care across all areas of operation. SAMHSA has reviewed AUMHC's attestation and determined that it meets all criteria to become designated as a CCBHC.

<https://www.aumhc.org/aumhc-in-the-news/aurora-mental-health-center-named-a-certified-community-behavioral-health-clinic/>

#### Tulsa Nonprofit Recognized For Innovative Mental Health Resources

A Tulsa nonprofit was recognized for the mental health resources it makes available to people calling 911.

During the 2021 National Conference for Mental Health Corporations of America, Family and Children's Services received the first awarded MHCA Most Innovative Member Award, which recognizes the work they are doing by embedding mental health experts in Tulsa's 911 call center.

<https://www.newson6.com/story/6039c04e6827950bb8654185/tulsa-nonprofit-recognized-for-innovative-mental-health-resources->

#### New Service Lines: What's Hot? What's Not?

I spent the day at the **mhca 2021 Winter Conference & Annual Meeting** and had the opportunity to lead a discussion about planning for the soon-to-be "next normal," in my opening keynote, Planning For Success In The "Next Normal": The Path To Sustainability In The Post-Pandemic Market." Much of the focus was on how provider organization executive teams should interpret the changes in the market over the past 12 months—and predict which services will grow in demand and which ones will see shrinking market share.

<https://openminds.com/market-intelligence/executive-briefings/new-service-lines-whats-hot-whats-not/>

## INDUSTRY NEWS

### Health execs discuss importance of digital front doors

Seven hospitals and health system leaders talked about the importance of having strong digital front doors and shared strategies on how to create one.

<https://www.beckershospitalreview.com/digital-marketing/why-hospitals-need-strong-digital-front-doors-7-execs-weigh-in.html>

### Mental Health Apps Aren't All As Private As You May Think

As a recent Consumer Reports investigation has found, these apps take widely varied approaches to helping people handle psychological challenges—and they are just as varied in how they handle the privacy of their users.

<https://www.consumerreports.org/health-privacy/mental-health-apps-and-user-privacy/>

### Google, Ascension expand pilot of health record search tool

After Google struck a controversial partnership with Ascension to build a searchable health record, the companies are now launching an expanded clinical pilot of the tool. Now, about 250 clinicians will be able to use it.

<https://medcitynews.com/2021/02/google-ascension-expand-pilot-of-health-record-search-tool/>

### UNH receives nearly \$3 million to research effectiveness of wilderness therapy

The University of New Hampshire's Outdoor Behavioral Healthcare Center receives \$2.97 million in grants to conduct a first-of-its-kind randomized study looking at the effectiveness of outdoor behavioral health (OBH), or wilderness therapy, a prescriptive treatment for teens struggling with depression, anxiety and substance use disorders.

[https://www.eurekalert.org/pub\\_releases/2021-02/uonh-urn022621.php](https://www.eurekalert.org/pub_releases/2021-02/uonh-urn022621.php)

### 'It's Up to You': Ad campaign to encourage coronavirus vaccination gets underway

The campaign, overseen by the Ad Council, is billed as one of the largest public education efforts in U.S. history

[https://www.washingtonpost.com/health/2021/02/25/covid-vaccine-ad-council/?wpisrc=nl\\_sb\\_smartbrief](https://www.washingtonpost.com/health/2021/02/25/covid-vaccine-ad-council/?wpisrc=nl_sb_smartbrief)

### Telehealth for Behavioral Health (BH), The Path Forward

A new webinar by Owl Insights will share research on the efficacy and recommendations on the path forward from a panel of BH industry experts.

Register here: [https://discover.owlinsights.com/webinar/telehealth-for-behavioral-health-the-path-forward?utm\\_campaign=telehealth&utm\\_medium=email&\\_hsmi=113130353&\\_hsenc=p2ANqtz-8KO-NvPhmOGO7XIKmJDasiVGt2lZQ2d0hPv0aje0Gs5nxT7rtfcV3iCi3V5HsIRmUOUIMzUjicMGj\\_ER0GfJ8CQVTjw&utm\\_content=113130353&utm\\_source=hs\\_email](https://discover.owlinsights.com/webinar/telehealth-for-behavioral-health-the-path-forward?utm_campaign=telehealth&utm_medium=email&_hsmi=113130353&_hsenc=p2ANqtz-8KO-NvPhmOGO7XIKmJDasiVGt2lZQ2d0hPv0aje0Gs5nxT7rtfcV3iCi3V5HsIRmUOUIMzUjicMGj_ER0GfJ8CQVTjw&utm_content=113130353&utm_source=hs_email)

## BUSINESS NEWS & LEADERSHIP ARTICLES

### How employers can make offices appealing again

According to a new survey by the Best Practice Institute, 83% of CEOs want their employees to come back in the office. Only 10% of employees are interested.

[https://www.smartbrief.com/original/2021/02/boss-wants-see-you-working-anywhere-reality-or-fantasy?utm\\_source=brief](https://www.smartbrief.com/original/2021/02/boss-wants-see-you-working-anywhere-reality-or-fantasy?utm_source=brief)

### Think Again: The Power of Knowing What You Don't Know

RETHINKING can cause uncertainty. Make us uncomfortable. Feel uneasy. It can threaten our identities. But rethinking can also help us find solutions to old problems, deepen our perspective, release us from inherited dogma and other people's opinions, and understand how our closely held values relate and are applied to our changing environment.

[https://www.leadershipnow.com/leadingblog/2021/02/think\\_again.html](https://www.leadershipnow.com/leadingblog/2021/02/think_again.html)

### Bosses share burdens of leadership during a pandemic and its effect on their mental health

Last year, c-suite executives dealt with some intense additional burdens: debating payroll reductions, layoffs, furloughs. CEOs were expected to have the answers on when offices would reopen, whether staff would need to be vaccinated before they return and have a ready answer on what would be different once they do.

<https://digiday.com/marketing/bosses-share-burdens-of-leadership-during-a-pandemic/>

#### 4 ways to encourage idea-sharing

Leaders set the tone for what employees are willing to share, so be clear that you want their ideas and share examples of the kinds of help you're seeking, writes Karin Hurt. "The more people see their peers speaking up, sharing ideas, and not just surviving, but thriving, the more they will be willing to give it a try," she writes.

<https://letsgrowleaders.com/2021/02/25/how-to-accidentally-sabotage-team-innovation/>

#### How to Lead When Your Team Is Exhausted — and You Are, Too

It goes by different names: "pandemic fatigue," "mental fog," "work/life blur," "extended vacuum," and an "endless wait," just to mention a few phrases I have heard leaders use. Clients mention that they are fed up and bored and that "2020 has been beyond heavy." Even those working in booming industries report that they feel "emotionally amputated."

[https://hbr.org/2020/12/how-to-lead-when-your-team-is-exhausted-and-you-are-too?utm\\_medium=email&\\_hsmi=112917765&\\_hsenc=p2ANqtz-88w1ET6h9ceiosLmxL--A2GBTGiMYP0PUAUaitz1ECTAxKB3C9hXqeYofz5l7qp9NsJLefXG39A572X2vffqFw-p4drg&utm\\_content=112917765&utm\\_source=hs\\_email](https://hbr.org/2020/12/how-to-lead-when-your-team-is-exhausted-and-you-are-too?utm_medium=email&_hsmi=112917765&_hsenc=p2ANqtz-88w1ET6h9ceiosLmxL--A2GBTGiMYP0PUAUaitz1ECTAxKB3C9hXqeYofz5l7qp9NsJLefXG39A572X2vffqFw-p4drg&utm_content=112917765&utm_source=hs_email)

Past issues of this publication are available online at: <https://mhca.com/about-us/member-news>

**NOTE:** If we missed a recent (past 2 weeks) news article about your organization, please send the [link](#) to Lonnie Parizek at [lparizek@mhca.com](mailto:lparizek@mhca.com) to be included in our next issue. Have something to report that wasn't covered in your local news? We'd love to hear all about it and link to the news on your website! If you can't wait to read the latest news, follow [@mhca](#) on Twitter where we post these articles and many others daily.

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