It's a NEW Day at Comprehensive

SPRING 2016

PATHWAYS
to stronger communities
Spring 2016
Inside This Issue:

A Word from Our CEO
Comprehensive Timeline History
Why Change Our Name?
What is the New Name?

Comprehensive Board of Directors

Dale Loveland
Chair
Ronda Mio
Vice Chair
Grace Danielson
Secretary/Treasurer

Ann Allen
Lorenzo Alvarado
Bray Bohlke
Steve Burdick

Leslie Paddock
Jim Gibbins
Tom Kluster
Howard Moore

Donna Sorenson
Janice Eshom
Melody Wusonarland

HIGHLIGHTS in Comprehensive History

1971
A 12-member planning council is appointed by the County Mental Health Board to plan for provision of mental health services for all of Yakima County.

1972
After providing services as the Yakima Rehabilitation Center, a department of the county, a transition is made July 1, 1972 and Mental Health Services, a private, non-profit corporation, becomes the manager of the service agency. Mental Health Services begins offering care at the Program and Referral Counseling Center in Sunnyside.

Family Service and Counseling Center in Kittitas County, a private, nonprofit mental health center under contract with the Board of Commissioners of Kittitas County is incorporated in November.

1973
As the request for services increases, a full-time therapist and receptionist are hired, and the Lower Valley Center opens in September. The Methadone Detoxification and Treatment program is available to assist those with a history of substance abuse.

The Group Home opens in Yakima, one of the first in Washington State. The home serves adolescents with serious and persistent mental illness who need the structure and support of 24-hour transitional group living.

1974
Mental Health Services becomes the Designated Mental Health Professional for the County of Yakima and is certified by the State of Washington as an evaluation and treatment facility for persons hospitalized under the provisions of the Involuntary Treatment Act of 1973.

1975
The Mid Valley Center is established by Mental Health Services of Yakima, in the Yakima Indian Christian Mission in Toppenish. The Group Home opens in Yakima, one of the first in Washington State. The home serves adult veterans with serious and persistent mental illness who need the structure and support of 24-hour transitional group living.

1976
Mental Health Services and Counseling Services of Ellensburg are incorporated as Central Washington Comprehensive Mental Health.

1980
Ellensburg Rape Relief and the Family Violence Task Force of Kittitas County merge to join with Comprehensive.

1982
Comprehensive obtains state referendum funding to add a full-time unit apartment building to provide supported living for severely mentally ill adults.

1983
Comprehensive purchases the former Osteopathic Hospital in Sunnyside and moves into the new facilities. Services include outpatient, elderly and community care, as well as emergency services and consultation and education.

1984
The Sunnyside Adult Residential Treatment Facility opens within the new Sunnyside facility. The facility houses 24 adults who formerly had been served in State hospitals.

1987
A new Geriatric Day Treatment is established in Kittitas County.

1989
Comprehensive receives HUD grant to purchase three, ten-unit apartment buildings (two in Yakima and one in Ellensburg) for the homeless mentally ill.

1991
Comprehensive purchases Spruce Court Apartments to provide housing for chronically mentally ill adults.

1992
Comprehensive contracts with school districts to provide school-based services.

1996
Domestic Violence/Sexual Assault (now ASPEN) of Ellensburg, a division of Comprehensive begins development of a collaborative MICA (mentally ill/chemically abusing) program with Dependency Health Services in Yakima and with Mental Health Services in Sunnyside.

Forty-four years ago, plans to provide mental health services throughout Yakima County became a reality.

Services included a 24-hour, seven day-a-week Yakima County Crisis Line, a Program and Referral Counseling Center in Sunnyside, and a Family Service and Counseling Center in Kittitas County. A broad range of needs were met from the very beginning. And that has defined Comprehensive ever since - always ready to step up to meet the needs of patients, communities and partners.

Much has changed in the world of healthcare over the last forty-four years. We have included “Historical Highlights” in this issue of Pathways that identify those milestones. Comprehensive’s scope of services has broadened and our geographic reach has expanded to include ten counties. Needless to say, Central Washington Comprehensive Mental Health (in addition to being really long) is no longer an accurate descriptor of what we do or where we do it.

What has not changed since our inception is our commitment to service quality. We continue to step up and meet the behavioral healthcare needs of communities throughout the region and offer the best value services possible.

Yes, our name is changing – but the excellent services that communities know and trust will remain the cornerstone of who we are.

Rick Weaver, Comprehensive President & CEO

A Word from Our CEO

Much has changed in the world of healthcare over the last forty-four years. We have included “Historical Highlights” in this issue of Pathways that identify those milestones. Comprehensive’s scope of services has broadened and our geographic reach has expanded to include ten counties. Needless to say, Central Washington Comprehensive Mental Health (in addition to being really long) is no longer an accurate descriptor of what we do or where we do it.

What has not changed since our inception is our commitment to service quality. We continue to step up and meet the behavioral healthcare needs of communities throughout the region and offer the best value services possible.

Yes, our name is changing – but the excellent services that communities know and trust will remain the cornerstone of who we are.

Rick Weaver, Comprehensive President & CEO
Central Washington Comprehensive Mental Health is a mouthful. Aside from being a very long name, it no longer accurately describes what we do or where we do it. In short, we have outgrown our name.

Back in the early ’70s Comprehensive’s predecessor, “Mental Health Services,” offered care from Kittitas County to the lower Yakima Valley. The focus was on mental health in the central Washington area. Today, Comprehensive provides services in 10 counties including Chelan, Douglas, Kittitas, Grant, Yakima, Klickitat, Skamania, Benton, Franklin and Walla Walla. Over 16,000 people received services from Comprehensive last year. Comprehensive has truly become a regional provider, plus we provide several services to a statewide market.

And our reach will continue to expand — therefore, we are not just central Washington.

Not only has our service area grown, so has our menu of services. A quick look at our track record of delivering quality services has resulted in invitations from a growing list of counties for assistance in meeting their behavioral health needs. When asked for help, we will not shy away from our mission to provide innovative behavioral healthcare, community education and services to individuals, families and organizations.

Now that we have identified the main reasons for changing our name — what is the right new name? Read on. The next article reveals our new name and how it was selected.
Start with the fact that our name, especially the Comprehensive piece, has some important brand value. People know us today as Comprehensive. As pointed out in the previous article, we are Comprehensive in the scope of our services. And informal research has told us that our peers, partners and patients think highly of Comprehensive and the work our people do. This matters because one option under consideration was to make up an all new name and build a new brand around it. Locally, Solarity Credit Union did that. In our industry NAVOS, a behavioral health treatment center in King County, did the same. But we were reluctant to give up all the good will and positive brand value that Comprehensive professionals have built over the years. Keeping Comprehensive in our name retains the part of us people know and respect.

We considered the trend in our industry to rebrand as Behavioral Health. Organizations throughout the nation are changing their name from XYZ Mental Health to XYZ Behavioral Health. Again, our research informed us that the public views Behavioral Healthcare as treating “bad behaviors”. Leading us to conclude that Behavioral Health in the name could actually reinforce stigma. Yes, Comprehensive does provide behavioral healthcare services. But behavioral healthcare is healthcare. We can’t separate behavioral health from physical health. Artificially maintaining a division between behavioral healthcare and other forms of healthcare just reinforces the idea that mental health and substance use disorders are “different” from other illnesses. This only feeds the stigma that prevents people from seeking help. For those reasons we have chosen not to include Behavioral Health in our new identity.

Lastly, we want a name that works now and into the future. Our name should invoke new possibilities, accommodate change and allow for growth. For all the reasons covered here, let us introduce our new name - Comprehensive Healthcare. Comprehensive Healthcare builds on our positive history and brand, retaining a connection to excellent services that our communities know and trust.

Before the new name is revealed let’s walk through the process we used to select it.

What is the NEW Name?

Comprehensive Healthcare positions our agency perfectly for future growth. It makes the statement that we are committed to provide a continuum of services – even ready to step outside traditional behavioral health services as needs arise.

We are excited about our new identity. We believe it celebrates the best of our past and generates an optimistic image of our future. We hope you share our enthusiasm. This new identity conveys that we are proud of our people, our partners, the good work that has been done and the great things to come.

Welcome to Comprehensive Healthcare!
PARTNER COMMENT
Russ Myers
CEO, Yakima Valley Memorial Hospital

“The shortage of adequate behavioral health services in communities across the state is striking and disconcerting. In my health system “CEO” circles, I hear many sad stories from communities and individuals without appropriate mental health resources. Patients and families do not get the care and support they need. While need also exists in Yakima and Yakima County, the partnership of Comprehensive and Memorial provides a network of care and community capacity rarely seen in this state. We are very thankful for the vision and leadership demonstrated by CWCMH and look forward to our continued partnership for decades to come. We both recognize that we are here to serve patients and families.”

INTRODUCING...

Comprehensive Healthcare

Comprehensive Healthcare NEW Website address coming, June 14, 2016. www.comphc.org

CO-WORKER COMMENT
Judy Newland
Year started: 1978

“I have worked under four previous CEO’s before Rick Weaver. The phenomenal growth the agency has had since Rick started is too extensive to list. The agency was once a stepping stone to other jobs. That’s changed, too. Now we have many very long term employees.”

Favorite work memory:
Co-workers. Meeting so many people. Leadership of Jack Maris and Rick Weaver. Oh, and I stepped on a bee at a company picnic and ended up in the ER with a split foot!

Reaction to new name:
Agency has always been about change – so it makes sense.

CO-WORKER COMMENT
Judy Newland
Year started: 1978

“I have worked under four previous CEO’s before Rick Weaver. The phenomenal growth the agency has had since Rick started is too extensive to list. The agency was once a stepping stone to other jobs. That’s changed, too. Now we have many very long term employees.”

Favorite work memory:
Co-workers. Meeting so many people. Leadership of Jack Maris and Rick Weaver. Oh, and I stepped on a bee at a company picnic and ended up in the ER with a split foot!

Reaction to new name:
Agency has always been about change – so it makes sense.

PARTNER COMMENT
Russ Myers
CEO, Yakima Valley Memorial Hospital

“The shortage of adequate behavioral health services in communities across the state is striking and disconcerting. In my health system “CEO” circles, I hear many sad stories from communities and individuals without appropriate mental health resources. Patients and families do not get the care and support they need. While need also exists in Yakima and Yakima County, the partnership of Comprehensive and Memorial provides a network of care and community capacity rarely seen in this state. We are very thankful for the vision and leadership demonstrated by CWCMH and look forward to our continued partnership for decades to come. We both recognize that we are here to serve patients and families.”
I believe we are defined by the people we make us. Comprehensive does. Comprehensive’s positive involvement with hospitals, clinics, schools and universities throughout the ten county area has expanded its mission. The mission includes healthcare services and in my opinion drives the need to change the name of the organization to Comprehensive Healthcare.

When I started in 2002, Goldendale (my home office) and Yakima were like two different worlds. We were so new. Just starting that program was a challenge. It has grown and is a great service to our community. I appreciate working at Comprehensive because our focus is always centered on doing good work and serving our clients.

When I started in 2004, it was for a team member who "forgot" their name badge!) I love the name change – it’s so much shorter (despite, I get a new picture for my name badge!) I always felt that the name Central Washington Comprehensive Mental Health did not do justice to the actual work Comprehensive does. My current staff number in the low 500’s. Have hired 3,000 new faces in 26 years. WHEW! Favorite work memory: Moving into Yakima Center from "Great Western Building" in 1997. Kinda like the Lost Tribes found "The Promised Land"! It’s really amazing what you can do with an old paint factory and a small, albeit dedicated, group.

I started in July, 2014 when the agency started services in Walla Walla. It quickly became an exciting time as Comprehensive increased programming. Then I was asked to oversee the Housing and Recovery through Peer Services (HARPS) program. It was an amazing addition to Walla Walla, Garfield, Columbia, Asotin, and Whitman County serving discharged patients with housing and other case management needs. We have now served over 200 individuals! Favorite work memory: Starting HARPS. Helping so many people maintain wellness by securing housing has been incredible.

Reaction to new name: Positive. Looking forward to it.

When I started the programs and services available were limited compared to today. I worked at the group home in summer of ’79, four days and nights on, three off. Favorite work memory: Working with supportive team of professionals. One year we brought a "surprise" birthday cake for a team member who "forgot" to attend the "mandatory team meeting." The rest of us enjoyed the cake and ice cream.

Favorite work memory: Starting HARPS. Helping so many people maintain wellness by securing housing has been incredible.

Reaction to new name: Positive. Looking forward to it.
Reflections and Reactions

CO-WORKER COMMENT

Loretta Pechtel
Year started: 1988

I remember when: people smoked in their offices (don’t miss that), no cell phones – had to find a pay phone to call in, agency Christmas parties small enough for everyone to play musical chairs. I have always felt blessed and lucky to have this job. Times of sadness and joy but always a learning experience with the families and people I get to work with. My teammates are the best second family you can have.