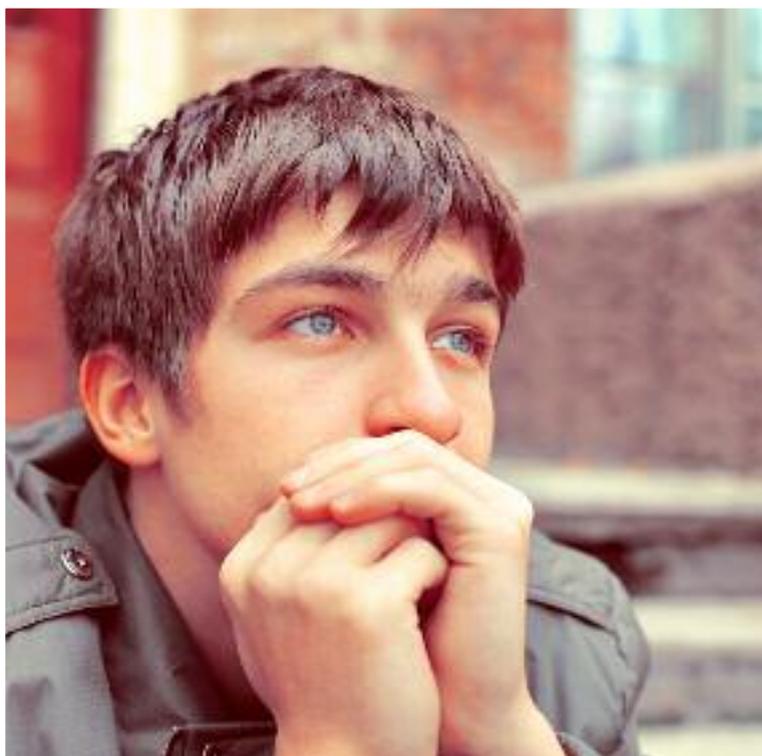
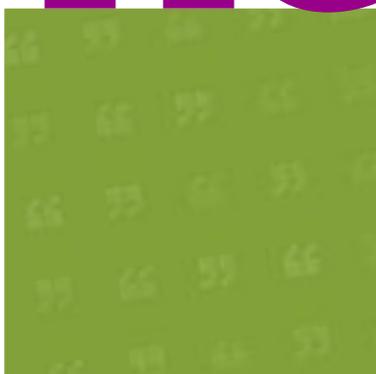


Stop the Stigma.
Start the

healing





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A letter from the President

As I reflect upon my first few months here at Rushford, I am impressed by the organization's nearly 40-year commitment as a premier provider of mental health and substance use recovery services and its accomplishments in 2013, as well as its efforts to create innovative programming to benefit the community.

After the Sandy Hook tragedy, mental health advocates and providers across the nation heeded the call of the Obama administration to engage in a National Dialogue on Mental Health, with an eye toward better community awareness and understanding of the issues faced by those with a mental illness. Rushford was at the forefront of this community awareness effort in Connecticut, holding two powerful public forums on topics of mental health, and training additional staff in Mental Health First Aid. Rushford has shined a bright light on the often disregarded issues that surround mental health, and significantly and positively impacted the way others see them.

These efforts have engaged clients, families, our staff and the public in a meaningful dialogue about behavioral health, with a goal of stopping stigma and supporting recovery and healing.

The dedicated staff of Rushford has been at the forefront of providing evidence-based care to the community; now, they are sharing that knowledge and expertise with the next generation of addiction medicine specialists through a fellowship accredited by the American Board of Addiction Medicine (ABAM) Foundation. Rushford and the Yale School of Medicine are the only two Connecticut organizations among the 19 ABAM-accredited fellowships in the United States and Canada that offer physicians training in the evaluation and treatment of patients with substance use disorders.

Rushford's accomplishments are indeed exciting, and I look forward to 2014 with enthusiasm and confidence. By leveraging our partnerships across Hartford HealthCare, sharing best practices and the latest in evidence-based programming, further integrating behavioral health with primary care, and reaching out to the community at large, Rushford will continue to grow and change to meet the needs of our clients.

I thank you for your generous support of Rushford as we push forward with our journey and mission toward recovery and healing for all.



Stephen W. Larcen, Ph.D.

President, Rushford and
Senior Vice President,
Hartford HealthCare,
Behavioral Health Network

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Like cancer, diabetes and other health problems, early intervention for individuals with mental health or substance use can bring about amazing stories of recovery. Conversely, delaying treatment for any reason can be detrimental to an individual's well-being and quality of life.

So why would anyone hesitate to seek treatment for depression, panic anxiety disorder, alcoholism, drug dependence or an eating disorder?

One answer is stigma.

Stigma is a shame or disgrace leveled against an individual or group of individuals, including people with behavioral health issues. Stigma unfairly and unjustly sets people apart from others based upon a behavior or diagnosis, resulting in prejudice,

self-loathing, avoidance, rejection and discrimination. Stigma is both self-imposed and generated by those around us, including family and friends.

Stigma hurts people and hinders recovery, but it can be overcome.

At Rushford, we believe it's time to stop the stigma and start the healing. It's time for more early interventions so that everyone seeking treatment for mental health or substance issues can have positive long-term outcomes like those of Meagan Allen of Madison.

Meagan was 10 when she was diagnosed with obsessive compulsive disorder (OCD). Medication, therapy and a supportive family environment helped Meagan to become an articulate 21-year-old graduate college in May 2014 who advocates on behalf of those with mental illness and against the stigma surrounding it — a stigma she experienced first-hand.

"Throughout middle school and high school, certain school administrators would refuse to acknowledge my OCD, despite having all of the proper documentation. Their responses ranged from: 'You don't need any help. You do fine in school, so you clearly don't have a problem,' to 'Well, what is OCD anyway? Can't you just get over it?' Most often, they tell me it's not a real problem."

By sharing her story, Meagan is working to eliminate stigma in her own small but important way.

You can too.

It may be as simple as reexamining the vocabulary you use with a goal of eliminating stereotypical words, such as "drunk," "lush" or "crazy." It may be that you have had an experience which, when shared, will inspire another person to seek help for a behavioral health problem without shame.

Such small gestures are meaningful. They can — and will — work to stop the stigma, and start the healing.



Stop the Stigma.
Start the
healing

Start the Healing through

early intervention

with Adolescents and Young Adults

Rushford at Durham: A Rural Setting for Adolescent Recovery

Rushford at Stonegate and Rushford Academy provide home-like settings where teen-centric treatment is provided by an experienced, passionate and multidisciplinary team of clinicians, teachers and staff whose goals for clients are successful recovery and reintegration into their families and communities.

The programs feature 12-step therapeutic programming along with the Seven Challenges Program® and individualized therapy at least twice a week. Academic programming includes individualized tutoring and coordination with their home school district.

Rushford at Stonegate is a residential substance use and addiction treatment program open to males ages 13 to 18, with a 28-day average length of stay, and an extended care program for up to 90 days.

In FY13, **Rushford at Stonegate**:

- Held its second annual Recovery Fair, a staff-driven event inviting former clients and their families to return to campus for a celebration of their sobriety, and to encourage current clients in their recovery efforts.
- Experienced a nearly 50% increase in the number of clients it treated between Oct. 1, 2012 and Sept. 30, 2013 compared to the 2012 fiscal year.
- Increased its 12-step schedule to accommodate daily meetings.

Rushford Academy is a six-month residential substance use and addiction treatment program for teenage males referred by the State of Connecticut, complete with secondary educational services as licensed by the Connecticut State Department of Education.

In FY13, **Rushford Academy** students:

- Took field trips to enhance their knowledge of future professional and educational opportunities by visiting:
 - Porter and Chester Institute, Branford
 - Lincoln Culinary Technical Institute, Hartford



Rich Figlewski (r) of The Dry Dock in Wallingford accepts a volunteer award for his years of service working with Stonegate clients from Ernie Voelk, Rushford volunteer speaker coordinator, at the Stonegate Recovery Fair in September.



Judy Gill (L), Rushford Administrative Volunteer and Christine Bowers, Office Administrator/Admissions, look on during the Stonegate Recovery Fair awards ceremony.



A tree planted by Rushford Academy students honors the lives lost at the Sandy Hook Elementary School in Newtown on December 14, 2012.

Continued on page 6.

Continued from page 5.

- Middlesex Community College, Middletown
- Southern Connecticut State University, New Haven
- Wesleyan University, Middletown
- Had the opportunity for internships at

Spice Catering, also on the grounds of the Durham campus. Students who successfully completed this six-week program came away with experience in the catering business and a letter of recommendation.

- Took advantage of new music software and equipment to create their own compositions, including the creation of CD cover artwork.

- Took on “employment” (zoo keeper, plant hydration specialist, school librarian) by applying for these jobs and, if successful, earning credit at the school store.

The Healing Power of Poetry

Rushford Academy English teacher Rebecca Blake believes that writing poetry brings about therapeutic self-discovery and healing for her students, each of whom is battling substance use issues. To prove it, she has students at the residential facility write and perform original poetry before a live audience at biannual poetry slams attended by family, friends and Rushford staff.

“The students write poetry and read it in front of an audience,” said Blake. “And what’s really wonderful is that the words are a part

of their healing. When they write their poetry and see their words there’s light in that. When they read it in front of each other and they critique each other, it’s just such a wonderful bonding experience.”

Blake’s inspiration for these special events is the award-winning novel *Bronx Masquerade* by Nikki Grimes, in which a poetry slam by and for students at a New York City high school becomes a venue for emotional self-exploration and growth.

“When you have a blank piece of paper and you reach inside and write down what you are feeling and what your troubles are, it brings those troubles out into the light. Poetry gives them a medium — a place where they can say it is okay to open up and let healing begin,” Blake said.

Glastonbury Adolescent Clients Benefit from New Transportation Options

For adolescent clients attending the Outpatient and Intensive Outpatient Programs at Rushford at Glastonbury, getting to treatment was once a barrier to success. But with the addition of a no-charge, door-to-door transportation system serving the adolescent population, this obstacle has been removed.

Transportation arrangements are made with the teen’s clinician. Pickup takes place either at the teen’s home or school and is available in the towns of Glastonbury, East Hartford, Windsor, South Windsor, East Windsor, Hartford, Portland, and East Hampton. After treatment is completed, transportation is provided to the teen’s home, where drivers remain on-site until the teen safely enters his or her residence.

Worth Zilch

By a 16-year-old Rushford Academy student

In my fears I am a father, a father that cannot provide.

One that wastes his money, on a short-term solution, drugs.

I’ll watch my family move on, to something better, to someone who can provide, and will become something.

And I get higher, drowning my sorrows, which I caused, only trying to forget, the family I once loved.

In my fears I am a father, a father that cannot provide.



Rushford Academy English teacher Rebecca Blake proudly displays the artwork and poetry of her students following one of two poetry slams held at the school in 2013.

Continued on page 7.

Continued from page 6.

Messenger's Message: "Consider Your Future"

Jake Messenger's struggles with alcohol addiction began when he was 15.

"It was the summer after my freshman year of high school," he said. "I started drinking. I tried pot but didn't like it that much."

By the time he was 17, Jake found alcohol readily available at parties or through friends. In March 2013, after three accidents and several arrests for driving while intoxicated, Jake was placed on house arrest. Despite having been fitted with an electronic ankle bracelet, Jake fled from home.

"I took the bracelet off and ran away," Jake said.

After a month, Jake turned himself in and spent several months at a juvenile detention facility. Upon his release, those around him urged him to seek help for his alcoholism.

His 45-day admission to a local inpatient rehabilitation center was followed by outpatient services at Rushford's Glastonbury location.

"Everyone at Rushford was friendly and helpful. It has been a great place for me to get treatment."

Today, Jake is taking extra classes to graduate high school with a goal of attending trade school. Yet he realizes that there are many kids still struggling with drug or alcohol problems. For them, he has a simple message: pause and consider your life and your future.

"I want them to make sure they think about what they are doing and how it will affect them now and how it will affect them 10 years from now," he said. "Get help."



Jake Messenger

I want them to make sure they think about what they are doing and how it will affect them...

Parental Support Helps the Healing

At 17, Samantha Bermani describes her depression using words well beyond her years.

"It felt like this weight was on my shoulders and this big grey cloud came over me," she said, referring to the depression. "Everything just got darker and I started thinking I wanted to hurt myself. It was new and scary and weird."

In early 2012, Samantha began cutting herself and obsessing about suicide. She told her parents openly and firmly that she was in trouble.

Treatment followed, but managing that treatment proved daunting. As time passed, she experienced a suicide attempt, two hospitalizations and a therapist who dismissed her as a hysterical teenager.

In the summer of 2012, Samantha walked through the doors of Rushford at Meriden, taking part in both Partial Hospitalization Program (PHP) and the Intensive Outpatient Program (IOP). While she has experienced her share of setbacks, she has progressed well toward recovery from the depression and anxiety that plagued her.

After more than a year at Rushford, Samantha is an outgoing, articulate and confident high school senior looking forward to college and a career as a social worker.

"I'm doing really well now," she said. "I still get urges to cut, but that will be forever. I feel like I've matured and learned coping skills to help me keep from doing it."

Her parents' unwavering support through this process has been a key to her success, and Samantha urges other kids with similar urges to open up to their parents.

"Don't put up a front like I did. I'm sure they'd be thankful about you coming to them instead of you hurting yourself."

Start the Healing through prevention

No Bully Zone

The No Bully Zone (NBZ) project is a partnership between Rushford prevention professionals and the Community Foundation of Middlesex County Council of Business Partners. NBZ is designed to help students in local middle schools identify peers with natural problem-solving abilities to adeptly intervene, negotiate and de-escalate potential bullying situations.

Taking place at Middletown's two middle schools Kegwin (Grade 6) and Woodrow Wilson (Grades 7 and 8), NBZ consists of two components: in-school peer leadership and community presentations.

The in-school component consists of training peer leaders from across a variety of social groups in communication and decision-making skills, assessing information on bullying problems facing students and promoting peaceful conflict resolution.

For the community presentations, parent and student workshops provide information on recognizing and

identifying bullying behaviors, how to report school-related incidents, how to provide support to those involved, and the laws and rights of students and parents. In spring 2013, in addition to SAFE Squad, NBZ offered an evening program for youth and their parents at the First Tee of Connecticut in Cromwell.

Student Leadership Groups

Rushford prevention professionals work in the municipalities of Middletown, Westbrook and Meriden to offer positive youth development peer leadership opportunities.

At Woodrow Wilson and Kegwin Middle Schools in Middletown, students participate in Rams in Action, while at Westbrook High School and Meriden's Wilcox Technical, Platt and Maloney High Schools, youth participate in SADD (Students Against Destructive Decisions). These organizations utilize student peer leaders in their respective schools to create social media messages centered on the prevention of alcohol and drug use, and organize school wide prevention initiatives, including Red Ribbon Week, Alcohol Awareness Month, and the annual New Year's Eve "White Out Walk."



Westbrook SADD chapter participants spent part of their summer vacation attending the LEAD Conference (Leadership Encourages Asset Development) engaging in leadership development activities. State Senator Art Linares (center) joined them at the meeting. This initiative was funded by the CT Department of Mental Health and Addiction Services and the Westbrook Public Schools.



The NBZ evening program featured former UCONN men's basketball standout and NBA player turned television commentator Donny Marshall. L to R, David Polk, First Tee President; Felicia Goodwine-Vaughters and Krystle Blake of Rushford; Marshall; Cynthia Clegg, Community Foundation of Middlesex County (CFMC) resident; David Director and Marc Levin, CFMC Council of Business Partners and Rushford board of director members.



Members of the Meriden SADD Chapter walking along East Main Street to raise awareness of the perils of drinking and driving last December during the third annual "White Out Walk."



Students share their enthusiasm for the "Who I Am Makes a Difference" program at Platt High School on January 23, 2013.

Stop the Stigma through community outreach, Advocacy and Education

The National Dialogue on Mental Health Comes to Connecticut

In February 2013, Vice President Joseph Biden put out a call to health care providers across the United States to open a national dialogue on issues of mental health. Mr. Biden called upon the health care community to hold open discussions between experts in the field of mental health and members of the public in order to improve public understanding of mental health issues such as stigma, access and resilience. These public forums emphasized the educational training program known as Mental Health First Aid, which provides an eight-hour certification to lay people wishing to learn more about how they can help others who may be experiencing a mental health crisis.

As an affiliate of the Hartford HealthCare (HHC) Behavioral Health Network (BHN), Rushford took the lead on the national dialogue in Connecticut by holding two public

forums featuring panels of mental health professionals and consumers presenting the issues at hand and answering questions from the public at large. The first such forum took place on July 1, 2013 at Rushford's Meriden facility, with Connecticut Congresswoman Elizabeth Esty (D-CT) among the panelists.

"Mental health is a critically important topic, particularly for our young people, and we must do a better job increasing awareness and access to treatment," said Congresswoman Esty. "Any community discussions about how we can best combat the stigma of mental illness, improve our mental health care system, and make treatment more available, especially to young people, are discussions worth having."

A second forum held in Glastonbury on October 23, 2013, emphasized mental health in children, adolescents and young adults. The forum featured 21-year-old Meagan Allen, who was diagnosed with Obsessive Compulsive Disorder (OCD) at age 10, and now publicly shares her story to help educate the public and eliminate the stigma that continues to surround mental illness.

"OCD is a part of me, but it does not define me. I acknowledge it, but I am stronger than it. Stronger than my obsessions, stronger

Continued on page 10.



Twenty-one-year-old college student Meagan Allen (left) thrilled the room with her personal story of triumph and recovery from Obsessive Compulsive Disorder (OCD) at Rushford's Youth Mental Health Forum on October 23, 2013. Other panelists included (L-R) Rushford Medical Director J. Craig Allen, MD; psychologist Barbara Ward-Zimmerman, Ph.D. and Rushford Prevention Manager Sheryl Sprague.



HHC BHN Senior Vice President Stephen Larcen, Ph.D. listens to Congresswoman Elizabeth Esty in preparation for the Mental Health Forum on July 1, 2013 at Rushford at Meriden.

"As long as I stay silent, the stigma grows.

So I will talk."

Continued from page 9.

than the stigma that engulfs me. And every day I will fight. As long as I stay silent, the stigma grows. So I will talk. And even though it is agonizing to share my story out of fear of the consequences, if I can show one person that they are not alone, if I can change one person's mind about mental illness, then the pain will be worth it."

Murphy, Blumenthal Town Hall meeting

Connecticut's mental health delivery system was among the topics discussed at an open forum conducted by Connecticut U. S. Senators Chris Murphy and Richard Blumenthal in the aftermath of the December 14, 2012 shooting at the Sandy Hook Elementary School in Newtown. Rushford leadership was among the panelists at the January 11, 2013 event in Hartford.



In January 2013, Rushford leadership participated in a panel discussion led by U. S. Senators Chris Murphy (L) and Richard Blumenthal in the wake of the Sandy Hook Elementary School shootings.

A strong anti-stigma message at the January 30, 2013 Safety Net rally at the State Capitol in Hartford

Connecticut Governor Dannel Malloy expresses his support for maintaining the state's mental health infrastructure.



Rallying for a Cause

A contingent of Rushford staff and clients rallied with approximately 1,200 others on the steps of the State Capitol Jan. 30 in support of improving the state's safety net system of mental health providers. Governor Dannel Malloy announced his proposal for \$20 million in state bond money to be used to improve the infrastructure of mental health facilities across the state.



State Senator Dante Bartolomeo (D-Meriden) speaks on the steps of the state capitol in support of all non-profit behavioral health service providers, including Meriden-based Rushford.

A contingent of Rushford staff and clients were among the approximately 1,200 people gathered to express their support for maintaining Connecticut's mental health safety net.



Start the Healing with passionate employees

H3W at Rushford Celebrates Success in its First Year

In April 2012, Rushford launched its H3W initiative, providing every employee the opportunity to participate in achieving organizational improvement. From its start through the end of FY13, Rushford's H3W program:

- Created 20 works groups spanning across all departments
- Held 100% of scheduled H3W Work Group Meetings
- Achieved a 90% Staff Attendance Rate at H3W meetings
- Generated more than 2,500 ideas
- Completed more than 500 tasks

Celebrations at Rushford's Meriden and Middletown facilities in May 2013 marked the one-year anniversary of H3W's incorporation at Rushford, providing the opportunity for all work groups to present their accomplishments through presentations and poster boards. The highlight of each celebration was the formal presentation of the top five most meaningful H3W projects completed in FY13, as voted on by all Rushford staff. Of the 49 projects submitted for recognition, the top five were as follows:

1. Evidence-based Curriculums for Adult Addiction Programs
2. Collaborative Safety Strategies Training for all Staff presented by DMHAS
3. Cupcake Tuesday (Ongoing Staff Networking Luncheon)
4. Common Resource Area for Clinical Staff
5. Conduct In-service for Clinical Staff Regarding MH/SA impairments

Continued on page 12.



Rushford H3W Workgroup members responsible for Rushford's renovated Resource Room include (L-R): Kerry Carli, Intake Coordinator/Liaison LCSW; Megan Jackson, Kuhn Program Manager; Deanna Bencivengo, Homeless Outreach Coordinator; Timothy Washington, Housing Case Manager; Jim Pitel, Social Rehabilitation Counselor; Dianne Fowler, Administrative Associate CSS.



Top photo: Katie Kraussmann (L) and Neile Pressman present on the Child & Adolescent Program at the Meriden H3W celebration.



Bottom photo: Rushford H3W Coordinator Rhonda Papallo prepares to award the "best new idea" trophy at the Meriden celebration.



In attendance at the Middletown H3W celebration were Darlene O'Connor, HHC leadership development consultant; Beverly Coleman, Rushford's chief administrative officer; Marcia Haytaian, HHC vice president of leadership and organizational development; and Ken Bast, chief executive officer of Hospital Focus 5 and H3W Consultant.



Trusenya Onofrio (left) and Laurie Shires celebrate H3W's first anniversary at Rushford's Silver Street facility.

H3W has also included beautification projects, streamlining of systems and processes, policy changes, safety awareness, staff morale initiatives, increased staff recognition projects, improved communication initiatives, the new Latino Intensive Outpatient (IOP) program, the revamped Community Support Services Resource Room and Friendship Club pool room and improved client-centered orientation and programming.

HAVEN Award Name Honors Rushford Physician

In March, the Health Assistance InterVention Education Network (HAVEN) named its prestigious volunteer award in honor of Rushford's Vincent McClain, MD. The award is bestowed upon a Connecticut clinician who volunteers his or her time and expertise to HAVEN, which helps health care professionals facing physical illness, mental illness, chemical dependence or emotional disorders.

Dr. McClain has volunteered as HAVEN's medical review officer since its inception in 2007, dedicating hundreds of hours each year to working with clinicians in recovery.

LPN Francolino Awarded Nightingale for Nursing Excellence

Rushford LPN Beverly Francolino was named a recipient of a 2013 Nightingale Award for Excellence in Nursing. Beverly is a third-shift nurse at Rushford's Residential Substance Abuse Treatment Facility in

Middletown. In nominating Beverly for this honor, her Rushford colleagues noted that she always demonstrates and models ideal nursing principles and is a true leader in crisis situations, always maintaining her professionalism and can-do attitude in the spirit of the HHC ideals of excellence, safety, integrity and caring. Beverly was honored at the 11th Annual Nightingale Awards Dinner hosted by VNA HealthCare, a HHC partner, and held at the Hartford Marriott on Thursday, May 9, 2013.

Rushford's "Biggest Losers" are "Healthy Together"

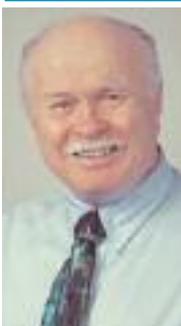
Taking their cue from the TV program "The Biggest Loser," employees at Rushford enjoyed a friendly 12-week competition from June through Sept. 2013 to encourage weight loss and healthy lifestyle changes.

Participating employees were issued pedometers and encouraged to keep weekly eating and exercise journals. Contestants earned points by losing weight, exercising regularly and eating healthy, and winners were determined based upon the percentage of overall weight loss and consistency in journaling.

Congratulations to weight loss winners Greg Hogan, Melissa Curtis and Jessica Walls, as well as champion journal keepers Paul Shaker, Michelle Voegtle and Pam Waranowicz.

Vincent McClain, MD, Associate Medical Director of Residential Addiction Services

Beverly Francolino, LPN



Customer Service Representative Jessica Walls was among the biggest winners of Rushford's "Biggest Loser" contest.

*Generated over
2,500 ideas.*

*Completed over
500 tasks*

Donors Make Behavioral Health a Priority

Rushford Foundation's mission is to support the treatment and recovery of Rushford clients who struggle with mental illness and substance use disorders. Thanks to the generosity of alumni, family, community leaders, employees, foundations and governmental agencies who see behavioral health as a priority and a sound investment for their philanthropic support, more than \$800,000 was contributed in philanthropy to change lives and families and impact communities — a record-breaking year.



**Shauna
Pangilinan**

Director,
Rushford
Foundation

As many of you are aware, we are a young development team and our exciting work has only just begun! You will read on these pages the desires of our donors and how their donations are making a difference in training physicians in addiction medicine, working toward drug-free communities, providing access to innovative therapies, and educating the public about the importance of early intervention. I extend to all of you my deepest gratitude for your support this year and for believing in the care we deliver. You are truly transforming lives.

The Hartford HealthCare Behavioral Health Network "Stop the Stigma" campaign is going a long way toward breaking stigma's grasp on mental illness and addiction and is attracting donor support, and we remain hopeful that more people will come to learn the importance of investing in treating this chronic disease. All of us have been touched in some way by mental illness or addiction at some point in our lives. According to the National Institute of Mental Health about 25% of American adults (those ages 18 and older) and about 13% of American children (those ages 8 to 15) are diagnosed with a mental disorder during a given year. According to reports published in the *Journal of the American Medical Association (JAMA)*: Roughly 50 percent of individuals with severe mental disorders are affected by substance abuse.

Our donors and supporters have already begun to break the silence and stigma through their support and advocacy, so that more people can receive the lifesaving treatments they need. As Rushford continues to improve quality and access to behavioral health care, I encourage you to help us keep the spark lit by signing the pledge at www.StopTheStigmaCT.org, and keeping the conversation alive so that we may continue to shine the light and provide critical support for people who are experiencing mental illness and addiction. I would welcome the opportunity to hear from you at shauna.pangilinan@hhchealth.org or 203.238.6807.

With gratitude,
Shauna

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Start the Healing by Building a solid foundation

MHFA, YMHFA Training Grants Total \$24,000

In 2013, Rushford received grants totaling \$24,000 to provide Mental Health First Aid (MHFA) and Youth Mental Health First Aid (YMHFA) training for both Rushford employees and the public at large. Rushford is one of the first organizations in the state to receive and offer YMHFA training, directed at training individuals who work with youth as well as selected youth peer leaders.

The Connecticut Health Foundation provided a grant of \$15,000 for the purpose of training and certifying qualified Rushford employees as instructors in the area of YMHFA, who will then hold trainings in Meriden, Wallingford and Middlesex County. The Workforce Alliance, an organization in New Haven that focuses on professional development, has awarded \$9,000 to train 60 municipal and private sector employees in Meriden, Durham, Wallingford and Middlefield in the area of MHFA.

An interactive, eight-hour training course, both YMHFA and MHFA are designed to give members of the public the key skills required to help an individual who may be experiencing signs of crisis that are related to a mental health disorder, such as depression, panic-anxiety disorder or post-traumatic stress disorder.

MHFA instructor Dawn Roy conducts a class at Rushford's Middletown facility on February 22, 2013.



Drug-free Communities Grant awarded to Rushford and Meriden Healthy Youth Coalition

In Sept. 2013, a five-year federal grant totaling \$625,000 was awarded to Rushford and the Meriden Healthy Youth Coalition for the purpose of preventing youth substance abuse in the city of Meriden.

The grant comes from the White House Office of National Drug Control Policy in cooperation with the Substance Abuse and Mental Health Services Administration (SAMHSA), a division of the United States Department of Health and Human Services (HHS).

Among the strategies to be implemented under the grant are training of alcohol retailers on the detection of falsified identifications, and information and tools to aid retailers in ensuring that the sale of alcohol is limited to those of legal purchase age; underage drinking patrols by local police at times considered to be high risk, including prom and graduation time; and a campaign to educate parents and youth of the legal and health consequences of underage drinking and marijuana use.



*You are
transforming
lives and are
giving the gift
of hope.*

(From left to right)
Former Rushford
President and CEO,
Jeffrey Walter;
President and CEO of
the Connecticut Health
Foundation, Pat Baker;
Rushford's Prevention
Manager, Sheryl
Sprague; and
Rushford's Director
of Development,
Shauna Pangillan.

25th Annual Rushford Golf Classic: Another Success

It was a fundraiser to remember on June 26, 2013, when the Rushford Foundation, Inc. held its 25th Annual Golf Classic at Lyman Orchards Golf Club in Middlefield. This year, 120 golfers, including HHC President and Chief Executive Officer Elliot Joseph, helped net nearly \$57,000 for Rushford's child and adolescent programming.

Welcome Corporators!

On November 13, 2013, Rushford welcomed 57 new corporators to its membership at the Corporators Annual Meeting held at the Middletown facility.

Corporators play a vital role in helping those Rushford serves through their philanthropic support and in bringing our message of recovery to the community. Corporators heard from Rushford President Stephen W. Larcen, Ph.D., who also serves as the Senior Vice President for Hartford HealthCare's Behavioral Health Network, as well as Rushford Medical Director J. Craig Allen, MD.

Continued on page 16.

Preparing to tee-off are Rushford's board chair, Linda Worden, and her family L to R: son-in-law, Scott Dowler; son, Jeff Lohmeyer; and husband, Charlie Worden.

HHC President and CEO Elliot Joseph prepares for a day of golf at the Lyman Orchards driving range.



Rushford Board Chair Linda Worden; HHC BHN Senior V. P. Stephen W. Larcen, Ph.D.; Bill Griffin; Rushford Foundation Director Shauna Pangillinan and Sharon Griffin.



Rushford golf volunteers Leslie Westhaver and Laura Cashman.



(L-R) Rushford's Christopher Ferrante and Greg Hogan, along with Michael Salisbury from ING Insurance Group and Daniel Boulay from Action Glass, LLC in East Windsor.

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Alternative treatment of acupuncture comes to Rushford at Glastonbury



A grant of \$39,200 has been awarded by the Hartford Foundation for Public Giving to Rushford at Glastonbury for acupuncture services for low-income

Glastonbury residents and Rushford at Glastonbury clients receiving substance use and mental health treatment services. Acupuncture has been proven beneficial to people in reducing stress, treating addiction, and managing some of the symptoms commonly associated with depression. The grant is from the Norma and Natale Sestero Fund at the Hartford Foundation.

High Hopes Therapeutic Riding Center's In-Kind Donation Helps Rushford Adolescents

Kudos to the High Hopes Therapeutic Riding Center in Old Lyme for their multi-year, in-kind donation to Rushford Academy.



A therapeutic riding lesson at High Hopes Riding Center in Old Lyme, CT

Twice a year, the highly trained volunteers and staff of High Hopes work with clients from Rushford Academy, providing six weeks of therapeutic horseback riding lessons. This equine adventure is designed to help raise self-esteem and develop trusting relationships as the 13-to-18-year-old clients embark on their journey toward recovery from substance use.

Hartford Dispensary donates to Foundation to Support Rushford ABAM Fellowship

Hartford Dispensary, an outpatient substance use treatment and prevention center, has generously donated \$25,000 to support the American Board of Addiction Medicine (ABAM) Fellowship Program at Rushford. This fellowship offers physicians a one-year training opportunity in the evaluation and treatment of patients with substance use disorders. Rushford is home to one of 23 ABAM-certified fellowship programs in the United States and Canada.



(L-R) Vincent McClain, MD, Rushford Associate Medical Director; J. Craig Allen, MD, Rushford Medical Director; Samuel Silverman, MD, Director, Rushford ABAM Fellowship Program; Stephen W. Larcen, Ph.D., Rushford President and Senior VP, HHC BHN; Paul McLaughlin, President and CEO, Hartford Dispensary; Bruce Simons, Board Chairperson, Hartford Dispensary; Shauna Pangillan, Director, Rushford Foundation

Start the Healing through innovation & growth

Rushford Addiction Medicine Fellowship, MDs, gain ABAM recognition



In 2013, two Rushford physicians and the Rushford Addiction Medicine Fellowship Program gained certification and accreditation from the nation's leading authority on addiction medicine.

In Feb. 2013, Rushford Medical Director J. Craig Allen, MD, and fellow Rushford physician Vincent McClain, MD, earned certification from the American Board of Addiction Medicine (ABAM). Physicians who are board certified by ABAM have demonstrated by education, experience and examination the requisite knowledge and skills to provide prevention, screening, intervention and treatment for substance use and related disorders. Drs. Allen and McClain earned their certification after undergoing rigorous testing in Dec. 2012, and join Rushford colleague Dr. Samuel Silverman in holding this prestigious board certification.

In April 2013, the post-graduate addiction medicine fellowship program based at Rushford's Middletown site was accredited by the ABAM Foundation.

Rushford and fellow Hartford HealthCare affiliate Hartford Hospital are among eight of

the nation's leading medical organizations to receive ABAM Fellowship accreditation this year, joining an elite group of 23 other ABAM Foundation accredited programs across the United States and Canada. These institutions met the ABAM Foundation's stringent standards of clinical excellence and quality in physician training in the specialty of addiction medicine.

"An important goal of the fellowship is to prepare candidates for independent practice and the ABAM certification in addiction medicine," noted Samuel M. Silverman, MD, FAPA, Rushford's ABAM Fellowship Program Director. "By doing this, we ensure that high-quality, interdisciplinary, evidence-based addiction treatment programs can be provided to those most in need of this clinical service."

Rushford's addiction medicine fellowship offers physicians a one-year training opportunity in the evaluation and treatment of patients with substance use disorders. Each fellow trains across a broad array of clinical settings at Rushford's five Connecticut campuses and other institutions within the Hartford Health-Care Behavioral Health Network, including The Institute of Living at Hartford Hospital. Candidates gain exposure to traditional addiction treatment methods and related inpatient and outpatient programs, including

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J. Craig Allen,
M.D., Chief
Medical
Officer,
Rushford.



Samuel
Silverman,
M.D., Director,
Rushford
ABAM Fellow-
ship Program.



Continued from page 17.

detoxification, dual diagnosis, acute intoxication and withdrawal syndromes, medication-assisted treatment for opiate and alcohol use disorders, and collaboration with various clinicians in team case conferences.

Medication-Assisted Treatment Comes to Rushford at Glastonbury

On Dec. 15, 2013, Rushford at Glastonbury opened its Medication-Assisted Treatment (MAT) for opioid recovery. This program uses either Buprenorphine (Suboxone®) or Naltrexone (Revia®, Depade®, Vivitrol®), medications that may offer:

- Lower risk of abuse and dependence
- Fewer side effects
- Long duration of action
- Infrequent dosing—usually once a day
- “Ceiling effect”—blocking the ability to get high.

Along with prescriptions and monitoring, the Rushford at Glastonbury program focuses on treating adults 18 and older with psychosocial and other core therapies, all provided with the utmost privacy and discretion. It includes a Working Professionals program, where therapy sessions are offered early mornings or evenings.

Rushford at Glastonbury Holds Open House

The staff and services of Rushford at Glastonbury were front and center on May 9, 2013 when it opened its doors to the public to tout its outpatient substance use recovery services for adults and adolescents. Rushford’s experienced clinicians provided tours and answered questions about recovery programs available at Rushford’s Glastonbury hub. More than 60 people attended the event, including referral sources and potential clients.

Rushford at Glastonbury provides outpatient group therapy for adults, including an intensive outpatient program, a relapse prevention program and a professionals program. For adolescents, Rushford at Glastonbury provides a five-day-a-week, afterschool program focused on substance use, and that is based on The Seven Challenges® treatment model, an evidence-based program that facilitates lifestyle changes where they are necessary in order to achieve success.

Latino Services Expand by Adding Intensive Outpatient Program

In September 2013, Rushford’s Latino Services added an Intensive Outpatient Program (IOP) to its offerings at the organization’s Meriden facility.

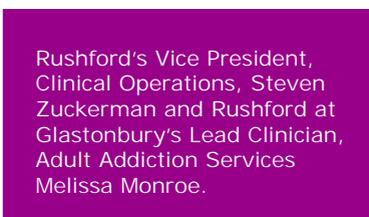
Continued on page 19.



Glastonbury Chamber of Commerce President Mary Ellen Dombrowski (left) talks with a Rushford staffer.



L-R: Rushford Prevention Manager Sheryl Sprague, Public Relations and Marketing Manager Carol Vassar and Medical Director J. Craig Allen, MD



Rushford’s Vice President, Clinical Operations, Steven Zuckerman and Rushford at Glastonbury’s Lead Clinician, Adult Addiction Services Melissa Monroe.



Continued from page 18.

“The Latino IOP offers group therapy in Spanish to individuals in need of consistent support throughout the week,” said Kate Powell, Rushford’s Director of Adult Mental Health Services. “Clinicians facilitate all groups in Spanish for those clients who are either monolingual or who prefer to receive treatment in Spanish.”

The group, which provides treatment three days a week, concentrates on helping clients develop the skills and confidence they need to cope with their mental illness and/or co-occurring substance use issues. The program is designed to prevent and avert hospitalization, or to transition clients from acute care back into the community.

The Latino IOP is staffed by a multi-ethnic, bilingual and multicultural group of mental health professionals with decades of experience working with the Hispanic population who are dedicated to helping clients recover from mental illness and/or substance use and dependence.

The program runs each Monday, Wednesday and Friday from 9:10 a.m. – 12:30 p.m. Transportation is available free of charge from pick-up locations in Cromwell, Middletown, Middlefield, Meriden and Wallingford.

Rushford’s Latino Services also include individual and group therapy as well as medication-assisted treatment and management.

Electronic Health Records project earns HHC award

April 2013 marked the start of implementation of PsychConsult™ by Askesis, an advanced, secure electronic health records (EHR) system at Rushford.

PsychConsult™ allows users to connect patient records in real-time by inputting confidential client information once, then appropriately using

that information throughout the continuum of client care.

The implementation of PsychConsult™ at Rushford is the culmination of a two-year effort by a 64-member team made up of staff from Rushford as well as other affiliates of the Hartford HealthCare (HHC) Behavioral Health Network (BHN). This cross-functional team, representing clinical, IT, compliance and finance staff from BHN network affiliates Rushford, The Institute of Living (IOL), The Hospital of Central Connecticut (HOCC), Natchaug Hospital, and the BHN Network IT office, collaborated on EHR system selection; standardization of assessments, treatment plans, discharge documents and medical record notes; and a common clinical work flow. Their main focus was on standardizing best practices across the BHN while creating a single clinical experience for each client, regardless of where that client seeks treatment.

For their extraordinary efforts, the team was named the 2013 winner of Hartford HealthCare’s prestigious “Making A Difference ... by Living Our Values” Award, which recognizes HHC employees working together across the system to personalize and improve the overall patient experience through coordinated care and clinical integration by demonstrating the HHC values of Integrity, Caring, Excellence and Safety.

“This award is a testament to these dedicated and talented staff members who truly demonstrate our values each day,” said Stephen W. Larcen, Ph.D., Senior Vice President of Hartford HealthCare’s Behavioral Health Network and President of Natchaug Hospital and Rushford. “It also shows Hartford HealthCare in action: staff working collectively across the system to improve the patient experience.”

Full implementation of PsychConsult™ across the BHN is expected to be completed in 2014.



Representatives from Rushford and other BHN affiliates accept their HHC Award.

Stop the Stigma through increased visibility

Rushford on the radio, online, in print and in social media

In 2013, Rushford's marketing team initiated its first multimedia campaign to promote the organization's overall service offerings, with a particular emphasis on child and adolescent programs at sites in Glastonbury and Durham. The campaign included radio, print and online ads pointing toward Rushford's new microsite, www.RecoveryNeverStops.org, providing potential clients and their families with more

information on accessing Rushford services.

As part of the campaign, Rushford's Facebook page gained a fresh new look, attracting new fans from across the region. To hear Rushford's radio ad, please visit www.youtube.com/watch?v=kxkC4NKocu8

Rushford leadership was also called upon to serve as subject matter experts for a variety of news outlets, including the *Record-Journal* (Meriden), Fox 61, News Channel 8, the *Connecticut Post*, Connecticut Public Radio and WTIC NewsTalk 1080, on topics such as Mental Health First Aid, dependence on methamphetamines and opiates, and talking to kids in the aftermath of tragic news events, such as the shootings at Sandy Hook Elementary School, the Boston Marathon bombings and the death of "Glee" star Cory Monteith.

Signs, signs. Everywhere new signs!

In spring 2013, Rushford began the conversion of its exterior and interior signs to reflect its long-time affiliation with Hartford HealthCare.

"The Hartford HealthCare logo is becoming one of the most respected and recognized brands in the region and in the health care field," said Senior Vice President for the Hartford HealthCare (HHC) Behavioral Health Network (BHN) Stephen Larcen. "It represents exceptional, coordinated health care and a single, high standard



Top left: Rushford's Facebook page received a facelift in 2013, bringing it in line with the organization's marketing campaign.

Top right: The RecoveryNeverStops.org microsite points potential clients and their families to services provided at Rushford.

Bottom: Two of Rushford's 2013 print advertisements.

of service. It's a symbol that Rushford can be proud to tout in all of its communications and signage."

With lighted exterior signs now installed at the front end of the Meriden and Middletown campuses, and internal signs now up in its Glastonbury site, Rushford will continue to convert signs at all sites in 2014, thereby bringing the fresh, HHC branded look to all its campuses and facilities, providing clearer navigation for visitors and representing a commitment to providing excellence across the health care continuum.

Rushford Travels the World!

From the front lawn of the Meriden facility to the Brandenburg Gate in Berlin, Germany and beyond, the Rushford logo traveled to eight states and eight countries, courtesy of employees participating in the "Where in the World is Rushford" contest in the summer of 2013. Summer travelers snapped photos of Rushford tee-shirts, mouse pads, stress balls and other logo-laden giveaways, vying for prizes in "distance traveled" and "most original" categories.



The entrance to Rushford at Meriden has a fresh, new look!



Sign installation at Rushford's Meriden site.



Utilization Manager Maggie Mularczyk promoted Rushford at the Brandenburg Gate in Berlin, Germany.



Sign company employees prepare to install a lighted sign at the entrance to Rushford's Middletown campus.



Clinician Jami Harel's dog, Laila, enjoys a beautiful summer day at the beach in Old Saybrook.



Lisette McClary from Finance and her family donned Rushford gear at ESPN in Florida. (L-R): Ernest Sr., Lisette, Juliana & Ernest McClary, Jr.



An Australian Walking Stick takes a stroll on the tee-shirt of Rushford Academy Principal Gina Juliano at the Magic Wings exhibit in Deerfield, MA.



Glastonbury clinician Kelley O'Connell Seagraves' photo included the Boston Harbor, winning her a "most original" prize.

Statement of financial position

September 30, 2013

	September 30	
	2013	2012
Assets		
Current assets:		
Cash and cash equivalents	\$ 396,343	\$ 1,435,045
Accounts receivable, less allowance for uncollectible accounts of \$1,089,125 in 2013 and \$781,379 in 2012	2,591,271	1,829,508
Other receivables	505,942	588,318
Inventory and prepaid expenses	378,420	634,634
Due from third-party reimbursement agencies	(320,000)	(438,104)
Total current assets	3,551,976	4,049,401
Property, plant, and equipment:		
Land	44,500	44,500
Buildings and leasehold improvements	9,869,907	9,643,836
Equipment	3,621,794	3,297,031
Vehicles	427,755	427,755
	13,963,956	13,413,122
Accumulated depreciation and amortization	(7,499,869)	(6,778,878)
	6,464,087	6,634,244
Construction in process		
Net property, plant, and equipment	6,464,087	6,634,244
Funds held in trust by others		-
Other assets - Due from Affiliates and other related parties	185,557	15,765
	\$ 10,201,620	\$ 10,699,410
Liabilities and net assets		
Current liabilities:		
Accounts payable and other accrued expenses	2,744,414	1,944,534
Payroll-related accruals	1,206,396	1,009,071
Due to affiliated corporation	456,520	1,803
Current portion of long-term debt	59,763	70,650
Total current liabilities	4,467,093	3,026,058
Accrued pension liability		
Other Liabilities		
Long-term debt, less current portion	-	58,420
Net assets:		
Unrestricted	4,003,228	5,643,530
Temporarily restricted	1,731,299	1,971,402
	5,734,527	7,614,932
	\$ 10,201,620	\$ 10,699,410

Statements of Operations and Changes in Net Assets

	Years Ended September 30	
	2013	2012
Unrestricted revenues, gains, and other support:		
Net patient service revenue	\$ 14,761,559	\$ 14,354,271
Other revenue	14,001,080	14,571,900
Net assets released from restriction for operations	94,069	94,069
	28,856,708	29,020,240
Operating expenses:		
Salaries and employee benefits	23,590,179	23,161,897
Purchased services and professional fees	5,494,445	4,003,662
Supplies and other	1,586,949	1,604,733
Depreciation and amortization	720,991	716,082
Interest	3,632	2,610
	31,396,196	29,488,984
Excess of revenues over expenses	(2,539,488)	(468,744)
Change in net assets related to Bridge Subsidy Loan Fund, Expenses & Bad Debt Write off apprvd by DMHAS	(146,567)	(190,532)
Change in net assets related to Market Value & Gain (Loss) Sale of Invest.		
Net assets released from restriction for property, plant, and equipment	146,566	(2,791) 193,323
Increase (decrease) in unrestricted assets	(2,539,488)	(468,744)
Temporarily restricted contributions		
Contributions	532	200,631
Net assets released from restrictions (Property and Bridge)	(146,566)	(193,323)
Intercompany release of Debt - HH	899,186	
Net assets released from restriction for operations	(94,069)	(94,069)
Increase (decrease) in temporarily restricted net assets	659,083	(86,761)
Increase (decrease) in net assets	(1,880,405)	(555,505)
Net assets at beginning of year	7,614,932	8,170,436
Net assets at end of year	\$ 5,734,527	\$ 7,614,932



Rushford 
A Hartford HealthCare Partner

**Recovery Never Stops.
Neither Do We.**

**Toll free help for all ages
1.877.577.3233**

Locations

883 Paddock Avenue
Meriden, CT 06450

110 National Drive
Glastonbury, CT 06033

1250 Silver Street
Middletown, CT 06457

459 Wallingford Road
Durham, CT 06422

325 Main Street
Portland, CT 06480

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