



Interim President and CEO Report to the Board

Manny Singla

October 2024

FINANCE

Detroit Wayne Integrated Health Network's (DWHN) received its 2025 healthcare plan renewal; costs increased by less than 1% and DWHN employees will bear 100% of the increase. The DWHN VP of Finance is requesting a waiver of the PA152 Health Care Act to fund the plans at an 88/12 percentage split between employer and employee (prior year 90/10 split).

LEGISLATIVE EFFORTS

Public Affairs Associates (PAA) will present at the November Full Board Meeting: Post Election - Legislative Outlook.

CMHAM Fall Conference – October 21-22, 2024: Board Member Bernard Parker is running for Treasurer. DWHN presentations will include Manny Singla, Interim CEO and Jeff White, Associate Vice President of Operations discussing “Risk Matrix and Data Sharing”, as well as Cassandra Phipps, Director of Children’s Initiatives presenting “Putting Children First: Sharing Solutions for Infants, Toddlers, Children, and Their Families”.

ADVOCACY AND ENGAGEMENT

October 4: Tri-County Summit: The Behavioral Health Task Force is a component that started last year comprised of the three CMHs, judicial branches and law enforcement and how we can work cooperatively to ensure that people get into the necessary behavioral health and community supports.

October 3: DWHN was recognized as one of Corp Magazine’s 2024 Overall Winner for a Diversity Champion Workplace. The award highlights DWHNs ongoing commitment to fostering an inclusive environment where every voice is valued and celebrated.

September 30: DWHN partnered with DPSCD to train 130 of their health educators to administer Narcan. The mandatory all-day training was held at Henry Ford High School as part of their professional development day. DWHN will supply NaloxBoxes in all DPSCD high schools this Fall and train students over the age of 14 starting in January. The same Narcan training and DWHN resources will soon be offered to the families of all students.

September 28: DWHN hosted a Statewide Youth Summit at Westland City Hall for youth ages 14-25 to help enhance their life skills and knowledge in areas critical for personal/professional growth. The family-friendly event discussed care systems for young adults, wellness, leadership, empowerment and cultural awareness.

September 27: DWHN Youth Spotlight Awards Program was held, recognizing some amazing young Wayne County youth for their leadership, advocacy and celebrating their perseverance. Awardees included an 8-year-old who has written two books to help inspire leadership and literacy among his friends, a young man who is excelling as a mentor after going through our juvenile justice system, a young woman who has been an advocate in our schools working with other young people, and so many more.

September 24: DWHN partnered with CH4 for an all-day Narcan training at Wayne County Community College District’s Downriver Campus. The event trained nearly 300 individuals.

September 21: The Annual NAMI Walk was held at University of Detroit Mercy Campus, The event raised awareness for mental health programs and services in our community.

INTEGRATED HEALTH PILOT UPDATE

The Detroit Wayne Integrated Health Network (DWIHN) continues to make progress with integrating with Medicaid Health Plans. Below is a list of updates of the collaborations with Medicaid Health Plan Partners One, Two, and Three.

Health Plan Partner One

DWIHN and IHC meet monthly for care coordination. Seventeen members were identified with care gaps and those plans were developed and coordinated with Health plans staff.

Health Plan Partner Two

Care Coordination with Health Plan Two was initiated in September 2020. These meetings occur monthly. Health Plan Two had nineteen members identified as having gaps in care that were coordinated with care teams to develop care plans and those care gaps were addressed. Presently 141 members have received care coordination.

Health Plan Partner Three

DWIHN staff are working with Health Plan Three on a project of monitoring individuals who utilized the emergency room department units and how to perform data sharing. There are four CRSP's in the pilot: Neighborhood Services Organization, Lincoln Behavioral Services, Hegira and The Guidance Center.

Health Plan Three has made updates to how staff can see the aligned CRSP, they think this will help with an increase in referrals. DWIHN in the Month of September met with the CRSP to see if any problems with getting referrals. Health Plan 3 is having difficulties with making appointments. NSO reports they did have received calls for appointments from Health Plan 3.

Shared Platform and HEDIS Scorecard

Healthcare Effectiveness Data and Information Set (HEDIS) is a tool used by health plans to measure performance on important areas of care. DWIHN has developed a HEDIS scorecard based on claims from our CRSP and claims pulled from the MDHHS claims warehouse CC360. DWIHN is following the guidelines set by the National Committee for Quality Assurance (NCQA) as to the behavioral health HEDIS measures to monitor and report on. These measures are a combination of medical interventions and behavioral health interventions that affect one's recovery and independence in the community. During the month of September, the HEDIS scorecard was reviewed at seven CRSP monthly meetings and FUH data.

CLINICAL OPERATIONS

Health Home Initiatives:

Behavioral Health Home (BHH)- Current enrollment: 811 members

Substance Use Disorder Health Home (SUDHH) - Current enrollment: 607 members

The Opioid Health Home has now officially transitioned to the Substance Use Disorder Health Home (SUDHH) as of October 1, 2024. Since adding a new SUD Health Home Administrator in August, the Health Home team has taken a deep dive on examining utilization, monitoring, and outcome data processes in the Health Homes. The team is working on improving report processes collaboratively with the providers, including the addition of a 30/60/90-day utilization report to monitor provider engagement with people and ADT monitoring for beneficiaries. The Health Home team is onboarding two additional BHH sites and one additional SUDHH site for a December 1, 2024 start.

CCBHC State Demonstration

Current enrollment: 10,458 among six (6) providers

The Certified Community Behavioral Health Clinic (CCBHC) State Demonstration expanded to its 3rd cohort of providers on October 1, 2024. There were 15 sites eligible to apply for this certification, three of which were fully certified and three that were provisionally CCBHC-certified by the State. Hegira Health has received full CCBHC certification in Region 7. The Health Home team is hard at work onboarding Hegira and implementing FY-2025 CCBHC changes to the program. We can expect a large influx of people into the CCBHC demonstration population from Hegira; the initial estimate is approximately 5,600 people. The DWIHN Community Care Clinic has received provisional certification to join the State CCBHC Demonstration if all requirements are met by November 22, 2024.

Crisis Services

As the State-sanctioned regional crisis provider, DWIHN continues to build on our centralized crisis continuum of services. DWIHN is currently establishing Pre-Admission Review (PAR) dispatch services, which is set to launch November 1, 2024. This will route all calls requesting a PAR to DWIHN for review, completion of the Request for Service and dispatch of services.

CHIEF MEDICAL OFFICER

Given that September is Suicide Prevention Month, the Ask the Doc-September Issue covered Suicide Prevention information.

Dr. Mammo discussed effects of opioids on children and adolescents with Local 4 News at the Rescue Ready: Opioid Overdose Training event on September 24, 2024. Dr. Mammo also completed an Ask the Doc video about ADHD in September 2024.

One PA student and two psychiatric NP students completed the onboarding process and started their Psychiatry rotation on October 1. Dr. Faheem and Dr. Mammo have met with their Program Directors to discuss rotation and teaching expectations.

The University of Michigan Child and Adolescent Psychiatry Department has an educational grant where they provide Autism education and consultation and met with us to identify the needs of Wayne County. They are hoping to develop certification program for clinicians with continuing education credits that would help them care for individuals with Autism especially those that age out and are cared by adult providers with limited Autism experience. Met with our internal teams to gauge their interest and to introduce U of M Team to Provider Network subsequently.

Dr. Faheem attended the Ribbon Cutting Ceremony for Trauma Recovery Center for Henry Ford Health on September 6. It is a great resource for Detroit Community and they are looking for collaboration with DWIHN on patients who would have ongoing behavioral health needs after being initially served by HFHS Trauma Center. It was a pleasure to hear a lot of great things about DWIHN from multiple disciplines and physicians.

CRISIS SERVICES

Staffing Update:

- *New Hires:* One full-time APP started in September 2024 for evening coverage. One contingent psychiatrist and one contingent APP started in September 2024 to help with coverage.
- *Workforce Needs:* We have continued to expand our staffing pool for full-time and contingent psychiatrists and APPs to help with coverage. Two full-time APPs will start this month for day and evening coverage. With that, Crisis Center is fully staffed with providers. Another contingent psychiatrist is expected to start this month.
- *Training:* Psychiatrists and APPs continue to regularly receive training on updated policies and procedures, evidence-based practices, risk assessments, and medical triage, as well as documentation standards and expectations and voluntary and involuntary processes which have been identified as

areas needing ongoing attention. Last month they were trained on PRN Medications, BEST Unit Transfers and Against Medical Advice Discharges.

- *Goals:* Ongoing patient satisfaction, maintain quality of care and Hire staff for optimal coverage of staffing pattern.

Trends:

Description: The Crisis Care Center opened on June 10, 2024 and serves individuals ages 5 and older, 24/7. DWIHN has received provisional State certification for the Adult Crisis Stabilization Unit.

- *Current Status:* In September alone, there have been 190 presentations to Crisis Center (47 at CFCU, 143 at CSU). Since opening, Crisis Care Center has admitted over 350 adults (was 200 end of July) and over 80 youth (was 25 end of July). Children and adolescent evaluations have notably increased since the start of the school year.
- More than 80% of adult admissions have been voluntary.
 - Top diagnoses for children and adolescents include (*increase in adjustment disorder and decrease in disruptive disorder and trauma disorders*):
 - Adjustment disorders
 - Depressive disorders
 - Disruptive and impulse control disorders
 - Top diagnoses for adults include (*remain consistent with before*):
 - Psychotic disorders
 - Depressive disorders
 - Schizoaffective disorders
 - Alcohol use disorders
- *Significant Tasks During Period:* Efforts continued towards optimization of electronic medical record. We met with State for our one-on-one meeting.
- Our first set of reports were due to them and DWIHN received a lot of accolades on areas of our achievements including our number of members served, low restraint and emergency medication use as well as coordination efforts with area hospitals during medical transfers.
- *Major Accomplishments During Period:* Daily case discussions were implemented to optimize care of individuals. Individuals seeking treatment were linked to resources in a timely manner and have been found very helpful to all staff.
- *Next Steps:* We are preparing for the Joint Commission review. Application will be submitted in October with anticipated review In December or January.
- We are looking at developing reports in medication utilization trends
- Wayne State University has reached out to us for a potential research and educational project related Children missing school due to threats made at school that result in several days of missed school. They along with Wayne RESA are interested in using the data to identify schools and districts that could benefit from education and training. We had our initial meeting which will be followed by IRB approval and discussion with internal teams.

DIRECT CLINICAL SERVICES

DWIHN Direct Clinical Service Provision:

DWIHN Community Care Clinic currently offers in-person services on the third floor of the 707 Milwaukee building. This site location will be temporary until the purchase and remediation of the Annex building is completed. DWIHN currently provides adult outpatient services to individuals 18 years and older with a severe mental illness. Services include intake assessment, treatment planning, therapy, case management, outpatient psychiatric evaluation and management. A second site location has been identified in the Wyandotte service area with plans to finalize both sites soon. As site locations are being built to suit, the direct services team continues to provide treatment to individuals in the community and through telehealth.

The DWIHN direct services team received provisional approval by Michigan Department of Health and Human Services (MDHHS) to provide children home based services. Home Based services are the most intensive outpatient level of care for children with defined parameters established by the state regarding service delivery requirements. Two clinicians have been hired to fulfill the role and are scheduled to begin October 14, 2024. During the month of September, DWIHN Community Care Clinic begun providing in-person and telehealth outpatient services for children ages 6 years and older. This level of care is slightly less intensive than home-based services but still provides evidence-based practice for children with severe emotional disorders (SED). The direct services team applied and was approved to deliver services through the School Success Initiative for DWIHN. This approval will provide students in the public school system with additional access to the DWIHN treatment services array. Services are planned to begin this month.

The current staff hired to deliver DWIHN direct services is as follows: One full-time medical director/psychiatrist for adult services, one part-time child psychiatrist, three behavioral health clinicians, one full-time case manager, one direct services administrator, one office manager and one peer support specialist. Additional positions will be filled based on service needs.

CCBHC Demonstration Expansion:

DWIHN received provisional certification to become a CCBHC demonstration site effective January 2025. The DWIHN clinical team has a few paperwork items due to the State by November 22, 2024, and then full certification will be granted. This certification will greatly expand the access of behavioral health services to individuals with mild to moderate mental health diagnosis regardless of residency, insurance or ability to pay. CCBHC demonstration sites are required to provide nine core services to its beneficiaries. Those services are Crisis Services, Screening Assessment and Diagnosis, Outpatient Behavioral Health Services, Person Centered Planning, Outpatient Primary Screening and Monitoring, Behavioral Health Urgent Care, Targeted Case Management, Psychiatric Rehabilitation, Peer and Family Supports and Intensive Community Based Services to Veterans. The State requires that the use of specific evidence-based practices be utilized to deliver CCBHC services. This certification will be a huge shift for DWIHN and will positively broaden the scope of services delivered to members in the community.

Direct Services Next Steps:

- Develop direct service model of practice around CCBHC performance measures.
- Continue to build and enhance direct services to serve up to 200 children and adult individuals by December 2024. This will improve the timeliness performance indicator for children and adults non-emergent request for service.
- Build home based and outpatient services for children. This will improve the children's timeliness performance indicator.
- Build ACT services for adults with mental illness.
- Apply for Joint Commission accreditation to deliver substance use disorder services.
- Improve compliance with follow-up after acute care settings by offering same day access to individuals.
- Improve recidivism rate.
- Enhance electronic medical records to meet contractual quality performance measures.

HUMAN RESOURCES

During the past month, DWIHN has hired the following staff:

Peer Support Specialist Outpatient Clinics
Peer Support Specialist Crisis Services
Peer Support Specialist - AOT (Part-Time)
Peer Support Mobile Crisis
Peer Support Crisis Services Contingent
Peer Agent

OBRA PASSR Evaluator - Contingent
 Nurse Practitioner
 Mobile Crisis Clinician (Part Time)
 IT Systems Engineer
 Dispatch Coordinator (Part Time)
 Dispatch Coordinator - PAR (Part-Time)
 Dispatch Coordinator - PAR
 Dispatch Coordinator
 Crisis Care Shift Supervisor - Contingent
 Credentialing Administrator
 Clinical Specialist
 Call Center SUD Technician - Contingent
 Call Center Clinical Specialist - Contingent
 Call Center Clinical Specialist
 Behavioral Health Technician Supervisor - Contingent
 Behavioral Health Technician - Contingent
 Administrative Assistant II

DWIHN HR has continued contract negotiations with the AFSCME union. Supervisory Institute Session #6 (One Minute Re-directs) was conducted September 12 for Supervisory Staff. Session #7 was held on October 10 (Handling Difficult Behavior and Discipline).

INFORMATION TECHNOLOGY

Business Processes:

- Electronic Visit Verification (EVV)
 - EVV launched and still working out data file errors between PCE, MDHHS/HHAExchange.
 - Portals continue to be in the process of setup.
 - The claims/billing component of EVV is not live yet and no date has been identified yet.
- Autism Risk Matrix
 - Autism Risk Matrix continues to be programmed.
- Outpatient Care Clinic
 - Continue to work internally on building out MHWIN to include the necessary components.
- CCBHC
 - Working internally with staff and PCE to ensure MHWIN has all the necessary components.
- Wrike
 - Completed the configuration phase and working on initial user end training within the IT Department to take place in October.
- NeoGov Learn
 - Completed the training phase and sign-off for implementation.
 - Continue to complete the upload of trainings and transcripts for DWIHN staff.
- PAR Dispatch
 - Completed the internal components within MHWIN.
 - Attended trainings held by DWIHN to equip providers as needed with the business steps.
- Questica
 - Automated processes to upload data to Questica completed and tested, currently being vetted by the budgeting team.
- Henry Ford Joint Project
 - Continued data loads for project
- Provider Network Adequacy Dashboard
 - Added more columns to data export

- EQI reporting
 - Conducted P1 assessment of data results
- Building Desk Hoteling
 - Awaiting scheduled opening of floors 3,4,5 at Milwaukee before starting deployment at that facility.

Infrastructure/Security/ IT Compliance:

- Building Construction
 - Woodward / Milwaukee still pending blueprint and diagram from vendor (Bluestone)
 - 707 WAPs, workstation ports enabled on floors 3, 4, and 5 for 707 W. Milwaukee
- Security
 - Arctic Wolf hardware and software installed ready on the DWIHN side, awaiting handover from provisioning to concierge (operations) side at ArcticWolf to begin SOC/SEIM setup.
 - Two of the 5 ICO audits completed, expecting the others at any time.
 - Working with Legal, vCISO, Compliance, Administration, and external forensic examiners on a security incident resulting from an employee allowing remote control of PC by threat actor.
 - IT Staff are currently working on RBAC (Role Based Access Controls) and incident response playbooks
 - Continuing working with business units on the DWIHN BCP/DR plan, transitioning from information gathering to action planning.
 - SOPHOS service configured to prevent download of .exe's via browser
 - Enabled policies in Cisco UMBRELLA and continue to work with Security and Compliance to validate blocks
 - Password Manager Pro enabled to pass username/password via RDP and website access for internal administration use.
 - Vetting and removing Azure SSO applications.
- Onboarding/Offboarding
 - Engaging in an ongoing development process with HR to finalize a new automated onboarding/offboarding system that meets Access Control standards in compliance frameworks. Collaborating with HR to integrate the onboarding/offboarding process into the NeoGov system.
- SQL Server upgrade
 - SQL issues have resulted in the new hardware setup, reevaluation and planning for Nutanix move is underway.
 - Data protection / Backups continuing to progress without causing volatile issues with the operating system. Successfully tested new process against NPI with little to no impact to server stability.
- Genesys Phone System
 - Collaborating with TTEC Consulting to review processes within the Contact Center, identifying optimal opportunities in the Genesys system.

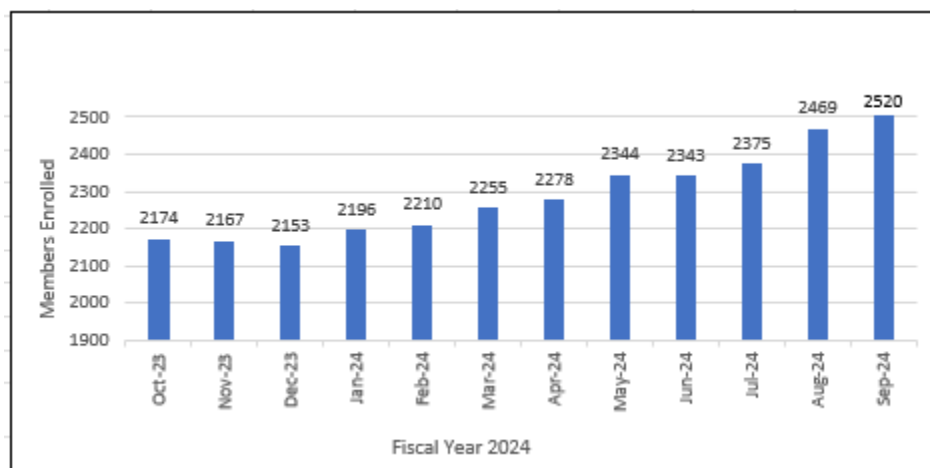
AUTISM SERVICES

DWIHN Autism Services Department oversees autism services for youth and young adults up to 21st birthday. Applied Behavior Analysis (ABA) is an intensive, behaviorally based treatment that uses various techniques to bring about meaningful and positive changes in communication, social interaction, and repetitive/restrictive behaviors that are typical of ASD.

There was a total of 2520 members assigned to DWIHN's ABA provider network for September 2024. This was a moderate increase of 51 members added from August to September. In addition, among the three (3)

Individual Diagnostic Evaluation Providers, there were a total of 182 referrals, 169 kept appointments, and 7 no show appointments. *It is noted the data for this month is preliminary and subject to change during next month's report.*

Total Members Enrolled in Autism Services:



The following ABA Providers, who completed the RFQ process, were selected to move forward with contracts and need to successfully complete the credentialing process. The ABA Providers selected from the Qualified List are as follows:

Provider Name	City
Integrated Pediatric Therapy	Brownstown
ABA Golden Steps	Home-Based Only
Downriver Therapy Association	Trenton

Applied Behavior Analysis (ABA) Level of Care:

ABA treatment offers two different levels of care according to medical necessity, that is either Focused Level of Care or Comprehensive Level of Care. Focused level of care is a limited number of chosen skill targets specific to identified goals that can range from 10 to 25 hours per week. Whereas comprehensive level of care focuses on multiple areas of functioning such as cognitive, communication, social, emotional, and behaviors for about 30 to 40hrs per week.

For FY24 (Q1 – Q3) there was a total of 1,472 new members; in which, 1,386 members met medical necessity for Comprehensive Level of Care and 86 members met medical necessity for Focused Level of Care.

New Members – Level of Care Status	Comprehensive	Focused	Total
Q1	386	28	414
Q2	422	25	447
Q3	578	33	611
Total:	1386	86	1472
Fiscal Year 2023 - 2024	Comprehensive	Focused	Total
10/1/23 – 7/31/24	2256	188	2,444

The Autism Department has coordinated with the Access Call Center to improve oversight of members either waiting for diagnostic evaluation or coordination of care. Data system will be utilized across both departments improving access and workforce. DWIHN is currently updating the tracking system for ABA Providers to inform of changes to level of care throughout treatment.

CHILDREN'S INITIATIVES

Hospital Recidivism:

The Michigan Department of Health and Human Services (MDHHS) Performance Indicator #10 captures the percentage of readmissions of children during the quarter to an inpatient psychiatric unit within 30 days of a previous discharge. The goal is for the percentage rate to be under 15% of youth presenting with hospital recidivism.

During FY24/Q3 the hospital recidivism rate increased above the benchmark of 15% to 15.81%. This is the highest recidivism rate DWIHN has experienced. In analyzing the data, it was determined the majority of the youth experiencing an inpatient hospitalization recidivism were brand new to the network and/or did not complete the scheduled intake assessment appointment with the Children Provider. To improve reducing hospital recidivism various meetings were held with Children Initiative, Utilization Management, Crisis Services, crisis screeners, and meetings with Children Providers to discuss the data trend, barriers, and solutions. An updated Children Crisis Clinical Review Form was added to DWIHN website for Providers to complete within 48 hours of a crisis event resulting in member placed out of the home. This form assists with Providers informing of hospital discharge planning, status of member, and progress/barriers with treatment services. Also updating the Crisis Plan policy and Pre-Admission (PAR) procedures and educating on the CRSP Re Engagement / Disenrollment Policy to properly engage youth discharged from the hospital setting. For FY24/Q4 showing improvement with hospital recidivism as evidenced by the rate decreasing to 9.18%. In addition, there is noted progress with Providers completing Crisis Plans consistently as well.

MichiCANS:

MDHHS developed the MichiCANS screener and comprehensive assessment for children and youth ages 0 to 21st birthday. This tool is used to support Family Driven, Youth-Guided care planning and level of care decisions, facilitate quality improvement initiatives, and monitor outcomes of services. The Children Center and DWIHN Access Department participated in the Soft Launch Pilot January 2024–March 2024. Although the soft launch ended, we are continuing to complete the MichiCANS Screenings in preparation for the full implementation October 2024. MDHHS reported that they have not received CMS approval for the use of MichiCANS for persons receiving 1915iSPA or SED Waiver services. Until that approval is obtained, providers will need to complete the CAFAS for those specific populations.

During the month of September 2024, the DWIHN Access Department completed 422 MichiCANS Screenings; of which 254 screenings were ages 6 to 20 years old and 153 screenings were ages 0 to 5 years old

September Screenings:

Screening Disposition	Total Screenings
No Eligibility or Services Declined	0 Screenings
Non-Emergency: Mild / Moderate Needs	116 Screenings
Non-Emergency: Serious Needs	357 Screenings
Emergency	3 Screenings
Total Screenings	422

DWIHN updated policies to incorporate the final version of the MDHHS MichiCANS Behavioral Health Services bulletin 24-38. Also contributed to implementation of the revised assessment replacement bulletin with new assessment codes effective 10/1/24 and service utilization guidelines. Held a meeting with Wayne County Department Health and Human Services (DHHS) to discuss referral process for DWIHN to receive MichiCANS screenings. This information was shared during Children System Transformation Meeting held on 9/27/24. It has been identified there were 47 screenings lacking a screening disposition. This requires coordination with DWIHN Access and IT department to determine barriers to displaying screening dispositions.

RESIDENTIAL SERVICES

Hospital Referral Efficiency:

The Residential Services Department continues to examine the hospitalization data for residential referrals in efforts to decrease the frequency and duration of inpatient hospital stays. It is important that we monitor efficiency to reduce the amount of time a member spends inpatient.

Total # inpatient per UM reporting	687
# of residential inpatient referrals	27
Average % of residential inpatient	3.93%
# of members discharged during period	19
(Average) # of Days from Assessment to Discharge	8.1

Recently, the department added a weekly meeting with Residential Care Coordinators, Department Managers, and the Director designed at problem solving and brainstorming placement options. Staff assignments are made daily, and staff are required to reach out to new referrals within 24 hours.

In September, the Residential Services Department was able to help discharge nineteen (19) members out of inpatient psychiatric units and place them into the community. The department is continuously consulting with hospital staff to discuss barriers to placement. The team is also looking for new residential providers to onboard into the DWIHN network.

New Referrals

The Residential Services Department tracks the number of new referrals coming into the department. It is important to track referrals to gauge the capacity of the network along with managing the resources available.

Total # of new referrals	50
Inpatient hosp. referral	28
Emergency Dept	3
Crisis Center	5
CRSP	12
Nursing Home	2

The Residential Services Department is currently providing services to 2,132 members within the network. DWIHN has been able to complete onboarding of four new residential service providers in August and September. These providers will provide more opportunities for placement of our members in the community.

The department has identified a need within the network for continued education on the referral process and improvement in clinical documentation. This includes how the residential assessment impacts the treatment planning process and authorizations. The department will begin conducting bimonthly meetings with Clinically Responsible Service Providers in October that will focus on improving the referral process

and clinical documentation. We will continue to have quarterly meetings with public guardians and transitional housing providers to review barriers to placement.

SUBSTANCE USE DISORDERS

The CHESS Health Analytics Tool

CHESS is a platform that streamlines the viewing and extraction of essential information, enabling a deeper insight into member progress and outcomes. It has proven to be an invaluable asset for providers wanting to improve outcomes of their programs. Quality Behavioral Health and Personalized Nursing successfully enrolled their first members in July of 2024.

This app provides access to a Peer Engagement Team 24/7, which offers discussions, offers encouragement, and crisis support. In addition, it provides evidence-based online lessons for learning and practicing recovery skills and offers a contingency management reward module.

At the close of July, the total number of members enrolled stood at 18. By the end of September, this number had risen to 76, marking a substantial 322% increase in enrollment. This significant growth demonstrates the remarkable success and expansion of the program over just a two-month period.

COMMUNICATIONS

Main Activities During Quarter 4: July-September:

- Media Outreach-24/7 mobile units, opioid overdose awareness event
- Mobile Outreach
- Access Call Center calls related to Communications outreach
- Community Events and Outreach
- Social Media Outreach

Progress on Major Activities:

Media Outreach

The Communications department is always looking for ways to work with the media and share stories about resources, events and activities related to DWIHN and its providers. During this month the Communications department garnered multiple media stories including the below examples

WDIV Go 4 It – Rescue Ready: Opioid Overdose Training



The DWIHN SUD Team and Communications Team secured a major partnership with WDIV's Go 4 It Program, culminating with a large county-wide training event held at the Wayne County Community College District on Sept. 24. Leading up to it, there were several stories that ran with DWIHN at the forefront, leading training and providing outreach and awareness.

- Sept. 8 – [NARCAN Training at WDIV Studios](#)
- Sept. 21 – [Judy Davis was in-studio to promote the Narcan Training at WCCC](#)
- Sept. 24 – [All day coverage of Narcan training with Dr. Frank McGeorge and Hank Winchester reporting and interviewing our own, Dr. Dalia Mammo, Medical Director of Crisis Services](#)

NAMI Walk

On September 21, WJBK TV-2 covered the event and interviewed me on DWIHN's participation.

Mobile Outreach

The DWIHN Mobile Outreach Clinician, Kevin Giles, was able to add new events to the calendar and continued the partnership with Wayne Metro and Black Family Development.

Category	
Number of mobile events attended	8
Number of meaningful engagements	1,028
Number of screenings in the system	0
Number of follow-up calls made	34
Number of referrals made as a result of follow up	5
Benefit assistance referral	0
Bill payment referral	0
Complex Case Management referral	0
Connection to Access Center	6
Housing referral	0

Access Call Center Calls Related to Outreach:

Each quarter the Access Call Center asked callers "How Did you Hear About Us?" During the 3rd quarter of FY '23-'24, the total number of calls managed by the Call Center was 44,567. The total number of callers who answered the question was 28,145 or 63%. Of those callers, 587 of them heard about the services from: website, online, flyer, hotline, TV, radio, internet, Google, social media, myDWIHN app.

Community Outreach:

In September, DWIHN staff participated in several outreach initiatives, including the "Walk a Mile in My Shoes Rally" in Lansing, the "Celebrate Recovery Walk & Rally," and the AmeriCorps Urban Safety Program at Wayne State. DWIHN also organized the "Rescue Ready: Opioid Overdose Training Event" in collaboration with WDIV, Mariner's Inn, and MASCO at the Downriver Campus of WCCC. Additionally, DWIHN hosted the Men's Conference and supported the 25th Annual Substance Use & Co-occurring Disorder Conference.

Youth United also held a Statewide Youth Summit and the Annual Youth Spotlight Awards.

Upcoming Events:

October 19 - Autism in the D, 2:00-4:30pm

October 25 - DWIHN Days: Trunk or Treat Community Event, 4:00-6:30pm

Influencer Marketing Update:

Social Media Influencer	# of Posts	Engagement/Impressions
The Capital Brand/Randi Rosario	2 Post, 6 Story Posts	Over 101K total views
Kathleen Springer	4 Posts	Over 2k total views

Social Media Performance Report Summary

- Impressions: 112,107, down 13%
- Engagements: 6,486, down 44.1%
- Post Click Links: 2,743, down 13%
- Engagement Rate: 5.8%, down 35.7%
- Total Audience Growth over the last month was 19,934.

Google Analytics

- 2,067 Business Profile interactions
- 5,070 People viewed the DWIHN Business Profile
 - 2,970 (59% Google search - desktop)
 - 1,821 (36% Google search - mobile)
 - 222 (4% Google Maps - mobile)
 - 57 (1% Google Maps - desktop)
- 2,545 Searches DWIHN was shown in users search results:
 - DWIHN – 843
 - mental health services detroit – 171
 - wayne county community mental health – 125
 - wayne county mental health – 110
 - dwctraining - 98