



Bright Harbor Healthcare

Building better tomorrows, one life at a time

2022 ANNUAL REPORT



Supporting our community since 1959



Bright Harbor Healthcare

Building Better Tomorrows, One Life at a Time

Dear Friends,

For those of you who may not have heard, we are currently experiencing a period of transition, as our CEO Jim Cooney retired; his last day of work was September 30, 2022. Jim worked in behavioral health for 48 years, and has been a well-respected industry leader. Throughout New Jersey, Jim was often sought out by other organizational leaders for his financial acumen, for advice on workforce issues, and his expertise around overall behavioral health agency management. Bright Harbor Healthcare is a stronger agency as a result of Jim's leadership and we were lucky enough to spend 13 years with him at our helm. We bid a grateful goodbye and wish him a happy and healthy retirement. He will be greatly missed!

So, I'd like to take a moment to briefly introduce myself. My name is Kim Veith, and I am the new CEO of Bright Harbor Healthcare. I've been with the agency for 24 years and have served in a variety of roles across several agency divisions. I grew up in Toms River and together with my husband we have raised our two daughters in the area. I am dedicated to building strong communities that improve quality of life for everyone. I am truly grateful for the opportunity to lead such an amazing company and am very excited about the future!



As we reach endemic, the challenges of COVID remain present, but the way we are responding has changed. We have continued to meet the behavioral healthcare needs of the community during this challenging time, just as we've been doing since 1959. The staff of Bright Harbor work tirelessly to meet the ever-growing demand for care and do so with skill and dedication.

Bright Harbor Healthcare is a vibrant and busy integrated care agency. Established in 1959 as Ocean Mental Health Services in Bayville, NJ, the agency now provides over 40 programs to the residents of Ocean and Monmouth Counties, including primary care, counseling and substance use disorder services, children's and family programming, outreach and community services, and state of the art treatment for depression. The agency also includes Ocean Academy therapeutic school for grades 3 through 12.

I am happy to report that we have had a tremendous year of continued growth, including funding to allow our partnership program with local police departments to expand to several towns; our purchase of a large two-level building at Bey Lea Plaza in Toms River where we were able to combine multiple programs for our clients in one central location; our Children's Services programming has grown to include more children and family services; and our Primary Care team has provided much needed healthcare provisions to our ever-growing Ocean County population. In addition, we have expanded our Keeping Families Together program into Monmouth County at the state's request, allowing us to branch out to further communities in need.

As always, we are grateful for our generous donors from within the communities we serve. Their sponsorship allows Bright Harbor Healthcare and our Ocean Cares Foundation to provide community outings and services to our consumers, as well as continuing educational training to our staff.

We have grown to well over 400 employees who each play an integral role in assuring that our consumers are well cared for and our operations are optimal. Together with the support of our Bright Harbor Healthcare Board of Directors and the Ocean Cares Foundation we've had another successful year and look forward to continuing to provide the highest quality integrated care to our growing community.

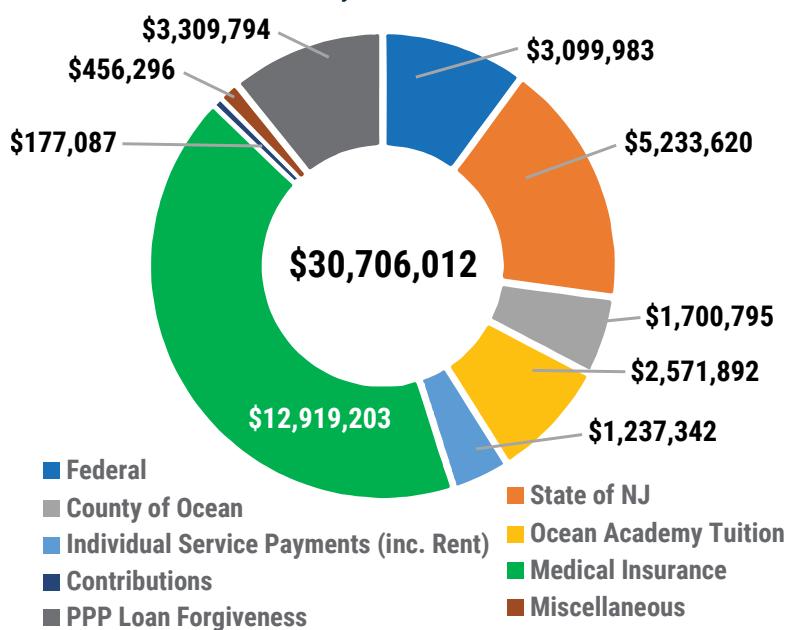
I look forward to another exciting year!

Kindest Regards,

Kim Veith

FY 2022 Revenue

by Source



FY 2022 Expenses

\$2,842,605

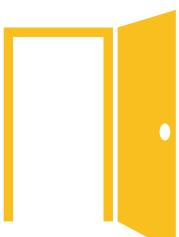
\$27,768,952

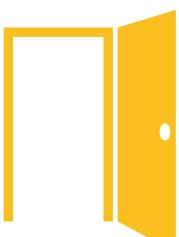
\$24,926,347

Program G&A

BRIGHT HARBOR HEALTHCARE BY THE NUMBERS

 **11,281**
COMMUNITY MEMBERS
SERVED
IN 2022

 **41,084**
OUTPATIENT
THERAPY

 **3,144**
NEW
COMMUNITY
MEMBERS SERVED

17,143
MEDICATION
APPOINTMENT VISITS



 **88,878**
DAYS OF
HOUSING SERVICES
Provided Via Group Homes

PRIMARY CARE SERVICES DELIVERED IN FY 2022

188
NEW CLIENTS SERVED
IN PRIMARY CARE

440
CLIENTS SEEN FOR
FOLLOW UP CARE

838
CLIENTS SEEN BY
NURSING TEAM

Bright Harbor Healthcare: WE WORK HARD

- Bright Harbor Healthcare (BHH) received **SAMHSA CCBHC (Certified Community Behavioral Health Clinic) Grant Funding** of \$2M for two years. The agency met or exceeded targeted numbers set for FY'22.
- Bright Harbor Healthcare partners with the new **Sadie Vickers Community Center** in Toms River to provide services to our community via center referrals.
- One of our local police departments participating in our On POINT program commended BHH staff members from On POINT who **de-escalated an incident** at a local high school and acknowledged the assistance of On POINT staff to the Police Department as well as the community.

• *BHH welcomes a visit from Senator Cory Booker and Congressman Andy Kim to discuss funding for additional police departments to join our On POINT program.*



- BHH staff Continuing Education Committee arranged full day Training Workshops as well as monthly Brunch & Learns, offering **Continuing Education Unit credits** to staff and community members.
- **Dr. Dara Kass, US Department of Health and Human Services, Region II Commissioner**, visits Bright Harbor Healthcare for agency tour and to discuss our CCBHC success.

• *BHH Children's Services received CARF re-accreditation for another three-year term received in August.*



- NJ contracts Bright Harbor Healthcare to oversee the **Keeping Families Together** in Monmouth County beginning Sept. 1st.
- BHH was **awarded the CCBHC IA Expansion Grant (Improvement & Advancement)**, in the amount of \$1M a year for four years.
- Bright Harbor Healthcare received **SAMHSA CMHC (Community Mental Health Center) Grant Funding = \$1.9M** for 2022.
- Bright Harbor Healthcare **purchased Building "A" at 40 Bey Lea Commons, Toms River** in April, allowing the agency to expand service delivery in one central county location.
- **A special population grant of \$200,000 was awarded** to BHH for the LGBTQIA population; we are partnering with Community Medical Center on this grant.
- BHH has been awarded a **Substance Use Disorder (SUD) grant of \$200,000** for one year, allowing us to expand our clinical hours to include services on Saturdays.

• *BHH On POINT program held a Veterans Day Outreach Event with South Toms River police department, with expectations for this to be an annual event.*



Bright Harbor Healthcare: WE PLAY HARD

Pie Baking Contest



CAPES
Family Services
Bake Sale



Veterans Park Event



Residential Services – Day Out on the River Lady



Keeping Families
Together
TRUNK or TREAT



OCEAN CARES FOUNDATION

OceanCares Foundation is made up of an all volunteer board of trustees working to raise awareness and funds in support of Bright Harbor Healthcare, to build a stronger, happier, healthier community.



BOARD OF TRUSTEES OFFICERS

Ellen Tweed President
Joy Reinhart Vice President
Kimberly Ball Treasurer
Linda Conroy Secretary
Kathy Luszik Immediate Past President

BOARD MEMBERS

Cheryl Macera
Maria Penna
Chelsea Ryan
Matt Ryan
Patricia Sherman
Anjelica Webber
Kim Veith



2022 Event Sponsors

The OceanCares Foundation/Bright Harbor Healthcare team would like to thank all our sponsor and donors, including:

Mental Health & Wellness Fair

Anchor of Support

\$5,000 level

Capstone Insurance and Financial Services

Beacon of Light Sponsors

\$3,000 level

Brown & Brown Insurance

Direct Support Sponsors

\$2,000 level

Truetox Laboratories

Connect for a Cause Sponsors

\$1,000 level

Investors Bank

Causeway Family of Dealerships/

Causeway Cares

TD Bank

Crest of Care Sponsors

\$500 level

RWJ Barnabas Behavioral Health Center

Ocean Partnership for Children

Journeys Wellness Services

Harrogate Retirement Community

Ocean First Foundation

Hampton Behavioral Health Center

Grand Canyon University Education

Path to Wellness Sponsors

\$250 level

Affordable Housing Alliance

Wholehearted Healing Collective

NAMI Ocean County

Legacy Treatment

Harbor Mat

Village Medical

Complete Care at Shorrock Gardens

Pilates by the Bay

Unity Place of Monmouth County

The Counseling Center

My Orthodontist

Endless Summer

Beacon of Light Sponsors

\$2,500 level

Capstone Insurance and Financial Services

Vision Financial Services

Hazelet Realty Group

Crest of Care Sponsors

\$500 level

Wawa Foundation

Urner Barry

Servpro

Creative Click Media

The Celebration of a Lifetime of Service to the Behavioral Health Community

James Cooney Retires as Chief Executive Officer of Bright Harbor Healthcare

For more than 12 years, Mr. James M. Cooney, LCSW, served as CEO at Bright Harbor Healthcare, formerly Ocean Mental Health Services. Under his leadership, the agency grew dramatically in size, complexity, competency and innovation. Mr. Cooney led the drive of the Ocean County community into the future of comprehensive, integrated healthcare, bringing Primary Care services to the consumers we serve. During his tenure, Bright Harbor Healthcare expanded to include CARF Accreditation in our children's services programs, in-house pharmacy services, laboratory services, TMS (Transcranial Magnetic Stimulation depression treatment), as well as substance use disorder treatment.

Guided by his leadership and vision, the agency expanded to become a Certified Community Behavioral Health Clinic (CCBHC); one of only nine such federally awarded programs in New Jersey. Our On P.O.I.N.T. program (Proactive Outreach In Needs and Treatment), which provides social workers to assist police officers in 12 Ocean County communities with calls involving behavioral health crises, was established during his tenure. It is fair to say that Bright Harbor Healthcare is the comprehensive behavioral health agency it is today because of his dedication, vision and leadership. Best wishes to Jim on his well-deserved retirement.





Bright Harbor Healthcare

Building better tomorrows, one life at a time

BOARD OF TRUSTEES

Barbara Miles

President

Rocco Novellino

Vice President

Michael Schrader

Treasurer

John Vowteras

Secretary

Bahiyyah Abdullah

Patricia Cash

Philip Garfinkel

Mitch Little

Arthur Bailey

Cindy Dundas

Shirley Giles

Michael York

Our Mission

At Bright Harbor Healthcare, our mission is to offer a comprehensive continuum of mental health, drug and alcohol services, and integrated healthcare services to promote full participation in community life. We rededicate ourselves to this mission every day as we address the mental health needs of the residents of Ocean County and beyond. Our extensive services provide assistance to people throughout the behavioral healthcare continuum. This not only includes those individuals and families dealing with serious long-term mental health illnesses and addictions but also those who want to address certain behaviors, emotions, and feelings. We provide the support and guidance individuals need as they dedicate themselves to wellness and recovery. Together, we can build a better tomorrow.

Our Vision

Our vision is that the community we serve understands the coordination of behavioral healthcare, substance abuse recovery, and physical healthcare is essential to overall health. We want to instill confidence that our quality, patient-centric services will assist them in achieving wellness and recovery.

When people think of good health, they often only consider their physical needs. At Bright Harbor Healthcare, we strive to bring the discussion of your mental health needs to the forefront and yet integrate our services to promote total wellness and recovery. We want to raise community awareness by sharing our understanding of issues like stress, anxiety, and depression, the impact they can have on your life, and your ability to achieve fulfillment. We also offer drug and alcohol services for those who want to address substance use and related physical health issues affecting their mental health recovery.

The effects of mental illness are individualized and complex. Through counseling, guidance, and support, we identify each individual's unique goals and help them to work toward achieving them. At Bright Harbor Healthcare, we understand that excellence doesn't only come from mastery of knowledge, but also from compassion, dedication, and respect. Understanding each person's individual needs is our first step towards excellence.