



Serving Oklahomans Since 1980
FY20 ANNUAL REPORT



CREOKS Health Services is a non-profit organization providing comprehensive health, wellness and social services. Our behavioral health division has been serving communities in Oklahoma since 1980. Our reputation has allowed us to work with local agencies, schools, and civic organizations to help individuals and families.

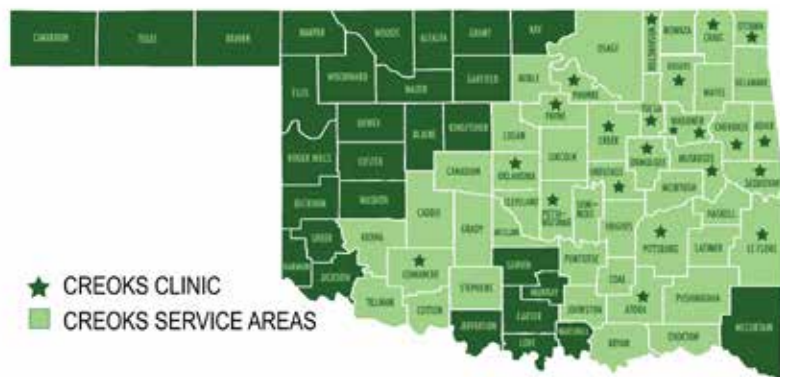
Our organization offers a wide-range of services in our clinics and through home or school-based programs. We help individuals needing brief counseling, substance abuse treatment or those struggling with behavioral issues.

Our professional staff is committed to the individual and strives to provide compassion and respect to our clients and their families. Taking time to listen and properly assess client needs enables CREOKS to provide workable and successful solutions.

CREOKS is certified by the Oklahoma Department of Mental Health and Substance Abuse Services and is accredited by CARF International.

CREOKS has 24 clinics across the eastern half of Oklahoma and one location in Arkansas.

- | | |
|---------------|-------------------|
| Atoka | Okmulgee |
| Bartlesville | Pawnee |
| Broken Arrow | Poteau |
| Catoosa | Sallisaw |
| Claremore | Sapulpa |
| Lawton | Shawnee |
| McAlester | Stillwater |
| Miami | Stilwell |
| Muskogee | Tahlequah |
| Okemah | Tulsa |
| Oklahoma City | Mountain View, AR |



Urgent Care & Crisis Stabilization
Spring Creek Recovery Center, Sapulpa OK

Family Medical
TruHealth Integrated Care, Tulsa OK





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OUR MISSION

CREOKS Health Services promotes and improves the lives of the individuals and families we serve through our commitment to provide comprehensive health, wellness and social services

A woman with blonde hair is smiling and kissing a young child on the cheek. The child is wearing an orange hoodie. They are outdoors in a park-like setting with trees and a grassy area.

Help Today
Hope Tomorrow

CREOKS Leadership

Board of Directors

CREOKS Health Services is honored to have such a phenomenal Board of Directors comprised of professionals from the communities in which we serve. It is through their tireless efforts that CREOKS continues to grow and improve in ways that better serves our clients and communities. Their collective expertise and commitment is vital to CREOKS and ensures the organization stays true to our mission.



Paulette Barnes
Chair



Erin Wambold
Vice Chair



Pam Bealko
Secretary/Treasurer



Ronald Arterbery



Theo Crawley



Mary Smith



Melvin Taylor

Not Pictured

Dennis Chaffin
Elana Grissom

Chief Executive Officer



Brent Black

Administration

Phil Black, Chief People Officer
Amber Gutierrez, Vice-President, Communications
Wade Hunter, Chief Operating Officer
Marcia Keesee, Chief Learning and Diversity Officer
David Manson, Chief Financial Officer
Brandi Smith, Chief Clinical Officer
Josh Williams, Chief Information Officer
Mike Wise, Chief Administrative Officer

Senior Directors

Samantha Bowman, Assistant Clinical Director of Children's Services
Dan Cross, Director of Substance Abuse
Jay Dearmore, Director of Facilities
Chris Flannagan, Director of Organizational Development

Jonathan Pierce, Assistant Clinical Director of Adult Services
Todd Self, Director of Agency Advancement
Jenny Stubblefield, Controller
Sheryl Zumwalt, Senior Director of Compliance

Managers

Jeremy Aragon, Site Director for Adult Services (Catoosa & Claremore)
Courtney Boone, Asst. Director, Adult & Children's Services (Sapulpa & Child Mobile Crisis)
Ashley Brown, Site Director for Adult Services (Sapulpa)
Jacob Butler, Site Director for Adult & Children's Services (Lawton)
Leah Chupp, Site Director for Adult & Children's Services (Bartlesville)
Christie Crews, Regional Director of School Based Services
Rachel Couey, Site Director for Children's Services (Sapulpa)
Katherine Conner, Site Director for Children's Services (Okmulgee)
Tia Crawford, Asst. Site Director for Adult & Children's Services (Miami & Vinita)
Jami Cunningham, Site Director for Children's Services (Wagoner)
Amber DeVilbiss, Regional Director of School Based Services
Chris Dhoku, Asst. Human Resources Director
Kim Hamilton, Site Director for Adult Services (Broken Arrow & Tulsa)
Amanda Hammack, Site Director for Adult Services (Okmulgee)
Geoffrey Hanley, Asst. Director (Spring Creek Recovery Center)
Mindy Hanson, Asst. Site Director (Sallisaw & Stilwell)
Chantri Harper, Site Director of Children Services (Okemah)
Terrah Manes, Site Director for Adult Services (Tahlequah)
Emily Oberg, Site Director for Children's Services (Catoosa & Claremore)

Brian Ormsby, Director of Operations, (Spring Creek Recovery Center)
Lisa Parks, Site Director of Adult & Children's Services (Mountain View, AR)
Dennise Pollyea, Clinical Director (Mountain View, AR)
Brandi Ricketts, Site Director for Children's Services (OKC & Shawnee)
Cory Riggs, Director of Information Technology
Steven Sassin, Asst. Director (Spring Creek Recovery Center)
Chrystal Stephens, Site Director for Adult & Children's Services (Pawnee & Stillwater)
Kellyann Taron, Asst. Site Director for Adult & Children's Services (Oklahoma City & Shawnee)
Madison Thompson, Director of Children's Services (Tulsa)
Deborah Tiger, Asst. Director for Adult & Children's Services (Pawnee & Stillwater)
Alisha Waggoner, Site Director for Children's Services (Poteau, Sallisaw, Stilwell, & Tahlequah)
Reynada Wall, Site Director for Adult Services (McAlester)
Amanda Webb, Site Director of Adult Services (Muskogee & Wagoner)
Ashley Westmoreland, Site Director for Adult & Children's Services (Miami & Vinita)
Melissa Williams, Health Home Asst. Director
Stacy Williams, Site Director for Adult & Children's Services (Atoka, Children's Services in McAlester)

From the Desk Of
BRENT BLACK

Dear Friends,

This year brought about unprecedented challenges, not only for our organization, staff and their families, but the entire world. I am encouraged, that as a team, we were able to meet and conquer many of these difficulties with innovation, technology, and flexibility. Despite the obstacles, our staff quickly adapted to change to focus on meeting the needs of our communities, while also juggling a new reality on the home front.



An exceptional organization is made up of extraordinary people. Our strongest assets include a devoted Board of Directors, an outstanding leadership and industry professionals and an impressive group of support staff. Collectively, you make up the foundation of CREOKS and I thank you for your ongoing dedication and commitment.

In the face of adversity, our organization continued to accomplish great things. CREOKS was awarded our fifth consecutive 3-year CARF Accreditation, we opened the TruHealth Pharmacy and TruHealth Integrated Care in Tulsa, along with remodeled and expanded office space in many of our locations. As COVID-19 increased and everyone was encouraged to stay at home, CREOKS provided electronic devices to many of our clients, so they were able to continue to receive much needed services from the safety of their own homes. See more of our achievements on page six of this report.

CREOKS is moving forward and has designated many strategic goals for FY21. We aspire to improve communication and trainings for all staff, including workshops related to cultural competence and team building. We aim to expand primary care and pharmacy services throughout the agency, and look to increase transportation for clients and so much more. Visit page nine to see our strategic plan.

It's important to understand that we as an organization, are stronger together. Each of you provide a unique perspective, creative ideas, and inventive solutions. With a unified front, we can look forward to a brighter tomorrow.

Thank you,

A handwritten signature in black ink, appearing to read 'Brent Black'.

Brent Black, CEO
CREOKS Health Services

CREOKS Board of Directors Annual Assessment Survey and Comments

The Board of Directors gave CREOKS an overall positive rating on performance.

CREOKS strengths: "A strong sense of togetherness and positive attitude", "Organization and sincere desire to provide services", "Communication", "Innovative, forward-thinking", "Dedication of staff and leadership. Innovation and problem-solving skills. Leadership and talent. Ability to take immediate action and keeps clients as priority", and "Wrap around services, community involvement, bringing the right people to the table to talk about community and student mental health."

CREOKS to improve upon: "expand access to services and review alternative ways to deliver services", "continue to work on communication and strive for opportunities to improve each department", "Additional therapists or employees to meet the large number of referrals", "recruitment and retention of lower-level counselors", "More focus on the western part of the state",

CREOKS ability to meet all mental health and substance abuse needs: "I'm impressed with the ability CHS has shown to improve people's lives through excellent services", "CREOKS is helping public schools meet the needs of the students in Cherokee County", "Expand communication in communities to increase awareness of services available", "No one can ever meet ALL the needs! We have continually provided excellent service to our clients and communities."

carf INTERNATIONAL

A Three-Year Accreditation is issued to **CREOKS Behavioral Health Services**

for the following program(s)/service(s):

- Case Management/Services Coordination: Integrated: AOD/MH (Adults)
- Case Management/Services Coordination: Integrated: AOD/MH (Children and Adolescents)
- Case Management/Services Coordination: Mental Health (Adults)
- Case Management/Services Coordination: Mental Health (Children and Adolescents)
- Crisis Intervention: Integrated: AOD/MH (Adults)
- Crisis Intervention: Integrated: AOD/MH (Children and Adolescents)
- Outpatient Treatment: Integrated: AOD/MH (Adults)
- Outpatient Treatment: Integrated: AOD/MH (Children and Adolescents)
- Outpatient Treatment: Mental Health (Adults)
- Outpatient Treatment: Mental Health (Children and Adolescents)

This accreditation is valid through
June 30, 2023

The accreditation seals in place below signify that the organization has met annual conformance requirements for quality standards that enhance the lives of persons served.



This accreditation certificate is granted by authority of:

Richard Fortkosh

Richard Fortkosh
Chair
CARF International Board of Directors

Brian J. Boon, Ph.D.

Brian J. Boon, Ph.D.
President/CEO
CARF International

Three-Year CARF International Accreditation

CARF International awarded CREOKS Behavioral Health Services a Three-Year Accreditation. CREOKS has been accredited by CARF, the international accrediting body, since 2000 and the latest certification marks the fifth consecutive Three-Year Accreditation awarded to CREOKS.

“By pursuing and achieving accreditation, CREOKS has demonstrated that it meets international standards for quality and is committed to pursuing excellence.”

This accreditation decision represents the highest level of accreditation that can be awarded to an organization and shows the organization’s substantial conformance to the CARF standards. An organization receiving a Three-Year Accreditation has put itself through a rigorous peer review process and has demonstrated to a team of surveyors during an on-site visit that its programs and services are of the highest quality, measurable, and accountable.

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services.



CARF accreditation recognizes a service provider’s commitment to continually improve services, encourage feedback, and serve the community.

- CREOKS delivered iPads and Wifi services to increase accessibility to services and cut down on transportation issues.



- CREOKS increased Telehealth services.



- CREOKS increased outcome report in GoHealth Solutions, our proprietary EMR software.

- CREOKS had 74 student interns from 31 state, regional, and national universities complete the CREOKS Practicum & Internship Program.



- CREOKS opened TruHealth Integrated Care in Tulsa. TruHealth is a comprehensive primary care clinic, providing quality healthcare services in a convenient, comfortable and friendly environment. The clinic also provides on-site lab services.

- CREOKS opened the TruHealth Pharmacy in Tulsa. Pharmacy staff are dedicated to providing safe, quality medication delivery through all aspects of patient cares. The pharmacy also features prescription delivery services.



- CREOKS continued with its efforts to remodel, improve and expand office space in the Oklahoma clinics.

- CREOKS increased fundraising efforts through our annual CREOKS Help Fore Hope Golf Tournament, along with designated-needs events like CREOKS Tablets of Hope and clinic-specific events like Bikes For Kids and several holiday toy drives.*



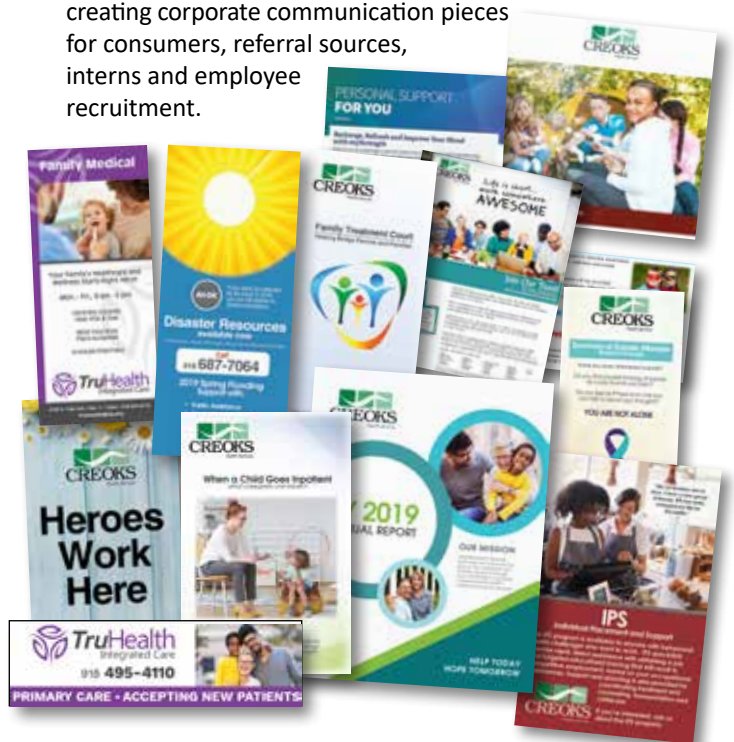
- CREOKS implemented the myStrength program, an evidence-based and clinically-reviewed online platform that is uniquely tailored for each individual. myStrength provides inspiration, cultivates resilience and strengthen skills to build strong mental health.

- CREOKS implemented an Employee Assistance Program (EAP) through CommunityCare. This is a new benefit to assist staff and their immediate dependents (spouse and children) in the identification and resolution of personal problems or concerns that may have a negative impact on their personal or professional lives.



CREOKS Achievements for FY20

- CREOKS increased branding and marketing efforts, along with internal and external communications by regularly sending out electronic newsletters, continuing education course notifications, internal job postings and creating corporate communication pieces for consumers, referral sources, interns and employee recruitment.



- CREOKS was awarded numerous grants and a new contract from DMH.



- CREOKS improved communication and training for all staff. Implemented teleconference services for Continuing Education trainings.
- CREOKS developed and implemented online training module and a Train the Trainer for Synergy.
- CREOKS provided CEU trainings to over 915 behavioral health clinicians, and area school staff. As an added benefit, the trainings are always free for CREOKS staff.
- CREOKS continued to explore opportunities for diversification of funding services such as home health, physical/occupation therapy, dental and vision services.*



- CREOKS implemented CHES, an evidence-based technology addressing the crisis of Substance Use Disorder (SUD) from intervention to treatment recovery.

- CREOKS provided recovery oriented, culturally competent, trauma informed and co-occurring capable services throughout FY2020.*

* Strategic Plan FY20

CREOKS Continuing Education & Professional Development



One of the many ways CREOKS demonstrates our commitment to excellence is by offering an annual series of Continuing Education Training Workshops that promote life-long learning for behavioral health professionals. In collaboration with Northeastern State University, our innovative programs take place on the NSU-Broken Arrow Campus and are designed to ensure a high-quality learning experience in a professional environment. With the onset of COVID-19 in our state and to keep trainers, staff and attendees safe, the spring 2020 trainings were all held online via Zoom Video Conferencing.

CREOKS is dedicated to professional training that is culturally competent and sensitive to the needs of our diverse clientele. Grounded in clinically relevant, evidence-based best practices, and taught by leaders in the behavioral health profession, CREOKS Continuing Education Training Workshops are approved by the Oklahoma State Board of Licensed Social Workers, the Oklahoma

State Board of Licensed Alcohol and Drug Counselors, and the State Board of Behavioral Health Licensure (BBHL) for Licensed Professional Counselors & Licensed Marital & Family Therapists.

Over 2,600 behavioral health clinicians from CREOKS and throughout the region attended the 2019-2020 CREOKS Continuing Education Training Workshop Series listed below:

- *Counseling Gender and Sexual Minorities*, Jaymie Vanmeter, PhD, LPC-S, NCC
- *Understanding and Working with Grief*, Robert W. Mouser, LPC-S, LADC/MH-S
- *Non-Suicidal Self-Injury*, Dr. Steve Grissom, PhD, Licensed Psychologist
- *The Cost of Compassion Fatigue on Helping Professionals*, Stacey Burgess, LCSW
- *Child Trauma: Talking to Caregivers and Parents to Increase Healing*, DeLainna Percifield, MS, LPC, LADC/MH
- *The Fundamentals of Substance Use Disorder Treatment*, Greg Suttmiller, LADC, LPC
- *Development and Treatment of Adolescent Delinquent Behavior*, Dr. Paul Cooper, PhD, CRC Licensed Psychologist
- *Treating Survivors of Sexual Assault*, Molly Bryant, LMSW & Stacey Burgess, LCSW
- *Equine Assisted Activities in Psychotherapy and Play Therapy*, Sharolyn Wallace, PhD, LCSW, RPT-S, IMH-E
- *Puppetry and Storytelling in Psychotherapy and Play Therapy*, Sharolyn Wallace, PhD, LCSW, RPT-S, IMH-E
- *Ethics in Professional Counseling*, Wade Hunter, LPC-S
- *Woes of Clinical Supervision*, Wade Hunter, LPC-S



CREOKS Practicum & Internship Program

Combining theory with practice, CREOKS offers a comprehensive practicum & internship program for students working towards Associates, Bachelor's, and Master's Degrees in the field of behavioral health services. We believe that the best way to develop clinical skills is through rich and rewarding clinical field experiences in the context of strong supervision and guidance from our multi-disciplinary staff. Our program provides a wide range of training experiences and opportunities for in-depth learning, while ensuring the development of core competencies that result in student interns developing and refining the skills that are necessary for successful professional practice in behavioral health services. During the 2019-2020 academic year, 74 student interns, from 31 state, regional, and national universities completed CREOKS Practicum & Internship Program.





Tournament 1st Place Winners
Jason Seney, Keith Driscoll
John Canfield and
Jerrad Treat (not pictured.)



The 8th Annual CROKS Help Fore HOPE Golf Tournament

The Help Fore Hope Golf Tournament is CROKS' annual fundraiser, benefiting children and their families. This year's event was held at the Indian Spring Golf Course on Monday, October 7, 2019. The weather was a perfect 77 degrees and our golfers had a great time on the course.

Thanks to the support of our players, sponsors and contributors, the event raised over \$19,000 to support our cause. CROKS staff members from all locations were on hand to ensure participants enjoyed their day.



Brent Black, CROKS CEO and meteorologist
Stacia Knight, News On 6

Special thanks to meteorologist Stacia Knight, from NewsOn6, who emceed the Dinner Awards Ceremony.



CROKS' Supporters... Thank You

Corporate Sponsors

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Mabrey Bank

Premiere Sponsors

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QuikPrint
Shinning Honor Project
Slim Chickens, Broken Arrow
The Arrow Group
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Comp Risk Management
Davenport Group
Justin Little Family
Mathis Brochures Furniture
Raby Plumbing
South Pointe Honda
SunDance Office Supply
Thompson Construction, Inc.
United Systems, Inc.

Contributors

4imprint
ahha Tulsa
All Star Sports Complex
Alisha Waggoner & Terrah Manes
AMC Theaters
America's Incredible Pizza Company
Andolini's Pizza
Backstage Hair Design
Barre3
Be Love Studio
Bin 35 Bistro
Boardroom Salon for Men
BOK Center
Boston Avenue Grill
The Brook
Brookside by Day
Cain's Ballroom
Charleston's
The Cheesecake Factory
Chuy's
Chick-fil-A
Chimera
Cinemark-Tulsa/Cinemark B/A
Climb Tulsa
Community Care College-Clary Sage
CVS Health
Dave & Busters
Dilly Diner
Fine Airport Parking
Gilcrease Museum
Hard Rock Hotel and Casino
Hyatt Regency-Tulsa
Ida Red
Jackie Cooper Imports

Justin Thompson Restaurants
Laser Quest
Mathis Brothers Furniture
Mazzio's
The McNellie's Group
Neighborhood Jam
New Balance
Nothing Bundt Cakes
Oklahoma Aquarium
Olive Garden
Oriental Trading Company
Outback Steakhouse
Panera Bread
Pinot's Paleete
Purple Glaze Studio
Qdoba
QuikTrip
Rabbit Hole Improv
Rib Crib
Robertson Tire
Rocket Brothers Express
Roka
Roosevelt's Gastro Pub
Shades of Grown Coffee & Art
Sky
Slim Chickens
Smitty's Garage Tulsa
Stokely Event Center
Stoney Creek Hotel
and Convention
Sweet Toothe
Torchy's Tacos
Tulsa Ballet
Tulsa Botanical
Tulsa Golf
Tulsa Zoo



CREOKS FY 2021 Strategic Plan

Planning is crucial for any organization and CREOKS places a high value on this process. CREOKS administration, Board of Directors, senior management and directors meet annually to perform a SWOT analysis where the organization's internal strengths and weaknesses, as well as its external opportunities and threats are identified. A strategic plan is then developed to set priorities, focus resources, strengthen operations, and ensure that employees and other stakeholders are working toward the common goals. This disciplined effort helps CREOKS adjust the organization's direction in response to an ever-changing environment and to continue to provide the best possible services to our clients.



- CREOKS will continue to improve communication and trainings for all staff
- CREOKS will improve outcome reports and statistics in GoHealth Solutions
- CREOKS will implement trainings/workshops for all staff related to cultural competence, communication skills, and team building
- CREOKS will continue to improve PTO packages for staff
- CREOKS will improve the new employee on-boarding process
- CREOKS will continue to implement strategies to improve staff morale and retention
- CREOKS will continue to remodel, improve and expand office space in Oklahoma
- CREOKS will continue to promote new services and programs
- CREOKS will implement MAT programs by Telemed for rural offices
- CREOKS will develop the capacity to provide primary care needs throughout the catchment area to include screenings and vaccinations
- CREOKS will implement supported employment to be offered in all 7 CCBHC clinics
- CREOKS will increase fundraising efforts
- CREOKS will establish relationships with DOC to work with people scheduled for release with behavioral health needs
- CREOKS will purchase more electronic devices for consumers and families to utilize for telehealth therapeutic purposes
- CREOKS will expand Infant Mental Health Services to every clinic
- CREOKS will expand services in Arkansas, Missouri and Texas
- CREOKS will expand primary care and pharmacy services throughout the agency
- CREOKS will develop a CEU training registration and payment system
- CREOKS will expand and increase mental health services for seniors
- CREOKS will look at ways to increase transportation for clients
- CREOKS will continue to explore opportunities for diversification of funding services such as home health, physical and occupation therapy, dental, pharmacy and vision
- CREOKS will continue to seek additional funding/revenue sources through private insurance, Medicare and self-pay systems
- CREOKS will continue to provide recovery oriented, culturally competent, trauma informed and co-occurring

Community Needs & Satisfaction Survey and Comments

91% surveyed reported they were satisfied with the overall quality of CREOKS' services. **91%** reported being satisfied with our accessibility when needed and **91%** in regard to our timely responsiveness to requests and needs.

94% surveyed reported they were satisfied with the professionalism and courtesy of CREOKS' staff. CREOKS was given a **94%** rating in response to our ability to work with partners by understanding their needs and working towards common goals.

Comments include "Continue the work you are doing", "Patients are satisfied", and "Continue to provide useful continuing education opportunities"

CREOKS served 18,782 persons during FY 2020.

CREOKS Personnel Survey, Comments and Statistics

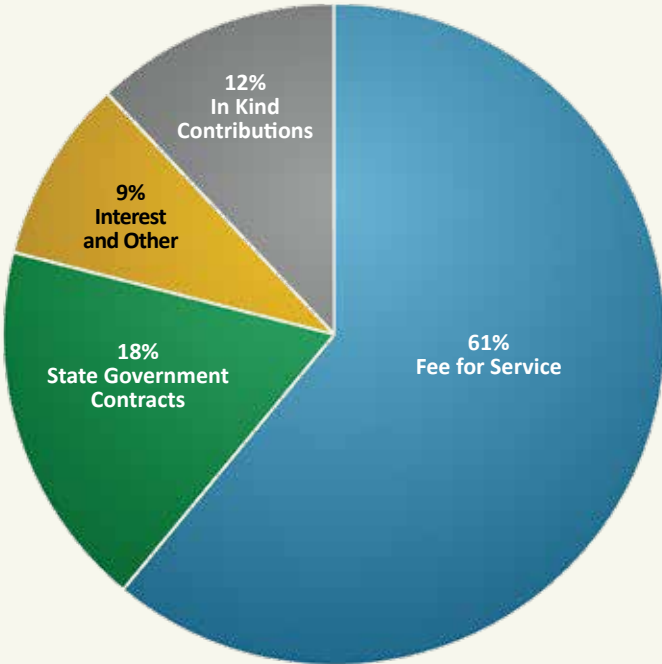
96% surveyed reported they were satisfied working at CREOKS. **96%** reported they would recommend CREOKS as a good place to work. **94%** feel they are a part of the CREOKS team and **95%** believe when they have questions or concerns, their supervisor is able to answer them.

Comments include "I truly appreciate CREOKS prioritizing my and my family's safety and providing us everything we need to do our jobs well during this challenging time." "I love my job and the clients I work with", and "Appreciate the update emails directly from the CEO."

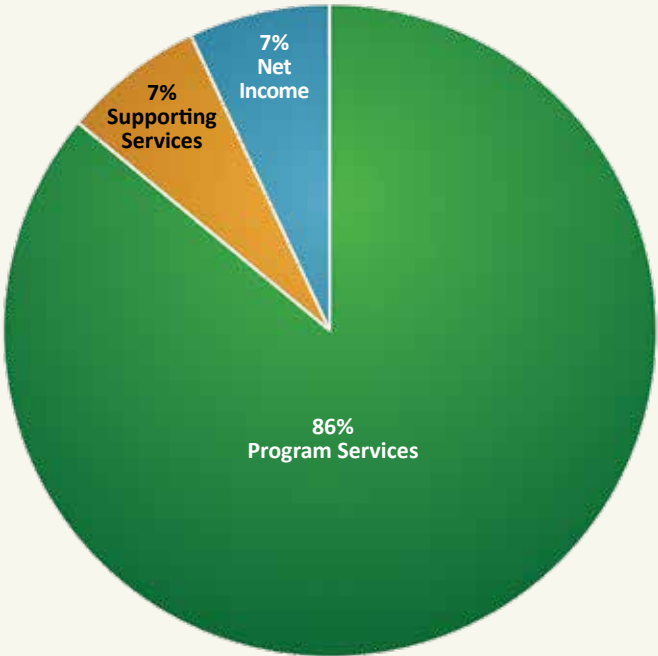
CREOKS employs and has affiliations or contracts with **515** licensed/certified professionals which includes **157** LPC, **9** LADC, **40** LCSW, **216** BHCM, **6** LMFT.

(Figures do not include LBP, RSS, Physicians/Psychiatrists, and RN).

**CREOKS Behavioral Health Services
Statement of Activities
Fiscal 2020
Year Ended June 30, 2020**

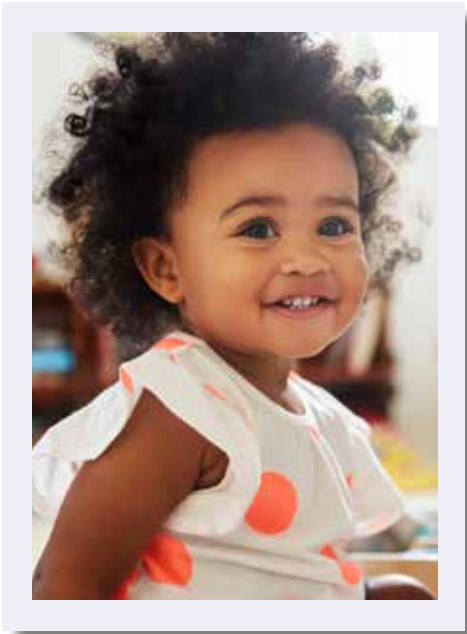


Revenue



Expenses / Net Income





A History of Service

In early 1980, a group of professionals and local citizens collaborated to form the Tri-County Health Team in order to address the mental health needs in Creek, Okmulgee & Okfuskee County. The team was awarded funds to begin their agenda of providing and promoting mental health services to those without health insurance or money to pay for mental health services. Then President of the Okmulgee County Mental Health Association and Okmulgee County Representative, Irene Horn, began the task to form a non-profit corporation that would oversee the mental health program implementation. On June 25, 1980, the newly founded corporation would be called **CREOKS Mental Health Services, Inc.**, which is an acronym formed from the first three counties, Creek, Okmulgee and Okfuskee. Less than eight months later, CREOKS opened its first location in Okmulgee. Clinics in Sapulpa and Okemah opened shortly thereafter. From the opening of the CREOKS Tulsa clinic in 2004 through today, CREOKS has grown to include clinics in Claremore, Tahlequah, Stilwell, Wagoner, Bartlesville, McAlester, Pawnee, Sallisaw, Shawnee, Oklahoma City, Stillwater, Miami, Atoka, Poteau, Muskogee, Broken Arrow, Lawton, Catoosa and one location in Mountainview, Arkansas.



The growth was not just limited to outpatient clinics. In 2014, CREOKS opened Spring Creek Recovery Center in Sapulpa, which is a crisis stabilization facility with 8 psychiatric urgent care recliners and 16 private-room beds. In 2017, CREOKS opened its first retail pharmacy, TruWellness RX and medical clinic, TruHealth Integrated Care in Sapulpa. In 2018 the CREOKS opened TruHealth Integrated Care in Tulsa, along with an onsite pharmacy.