



# Magellan Behavioral Health of Florida: We see success every day

**National Expertise Means Quality Care for  
Florida's Communities**





*Magellan Behavioral Health of Florida (from bottom left to bottom right, clockwise):  
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*All members and providers referenced in this report have provided written consent to share their stories and their images. In some cases, members gave us permission to use their real names.*

### To our Florida stakeholders:

Magellan Behavioral Health of Florida is the critical point of connection to match individuals with the care and resources they need. Through our close collaboration with providers, individuals and their families, and others in the community, we offer key advantages:

- **National Connections with Local Focus.** As the nation's leading manager of behavioral health services, we are a company with expertise in innovative health care solutions, which we bring to the Florida members we serve—with a distinctive, local focus.
- **Unique Provider Relationships and Insight.** We adapt our national best practices partnership models to meet local needs. In Florida, we designed unique decision-making and financial partnerships in concert with community stakeholders and provider organizations, such as Children's Home Society in Areas 2, 4 and 9 and the Health Choice Network in Area 11. Operating committees meet regularly to discuss solutions for the mental health system. Participants have a direct impact on care.
- **Community Involvement and Advocacy.** We participate in local events, from the Mental Health Association's Walk for Dignity, to the Healthy Start Coalition's Child Watch Campaign, to NAMIWalks Florida. Our account managers and consumer recovery managers are active members of our Florida communities. We work closely with each area's Enrollee, Family and Stakeholder Advisory Group (EFSAG). We understand the issues—and we help find the solutions.
- **Quality Care and Manageable Costs.** We are experts in shaping and managing care—with high standards of excellence to ensure quality in services and responsible oversight of operations and budget. We help deliver the best total health care outcomes, while keeping Medicaid costs manageable.

We are helping Florida's most vulnerable residents gain access to quality mental health care, enabling them to become healthier members of their communities. On the pages that follow, our members, providers and stakeholders share their stories of personal and system transformation. Together with our partners, we are supporting individuals and families on their journey toward recovery and helping them enrich their lives with hope and purpose.

Together, we are making a difference.

Warm regards,

Anne McCabe, MSW; *Senior Vice President, Public Sector*

Robert M. Waters, MSSW; *Vice President, Account Management, Public Sector*

Claudia Lamazares, M.S. Ed., LMHC, MBA; *General Manager, Magellan Behavioral Health of Florida*

# Introduction

## High-Quality Care Focused on Resiliency and Recovery

Magellan Behavioral Health of Florida manages mental health care for members of Florida’s Medipass program through the Prepaid Mental Health Plan (PMHP). We provide coverage for approximately 245,000 members in 24 counties through nearly 2,000 providers in four Agency for Health Care Administration (AHCA) Areas. We work within the communities in each area to ensure high-quality care focused on each member’s journey toward resiliency and recovery.

## Our recovery managers: Magellan’s “face” in the community

We are national proponents of self-direction and peer support. In Florida, our local consumer recovery managers play a unique and critical grassroots advocacy role. As Magellan’s “face” in the community, they work with all stakeholders to educate members about the mental health services available to them. They embody Magellan’s fundamental belief that people with mental illness can—and do—recover.

Our recovery managers:

- are Florida residents who have experienced mental illness themselves or through their families;
- bring unique insights and compelling stories to others;
- are professionally and personally committed to each individual’s journey to recovery; and
- offer concrete tools and practical skills to help individuals reach their goals.

## The Enrollee, Family and Stakeholder Advisory Group (EFSAG): Our community partners

In each Area, an Enrollee, Family and Stakeholder Advisory Group (EFSAG) provides input to ensure that the perspectives of members and their family members inform the quality of member services. Among their many activities, these groups review and guide the development of programs, access standards, practice guidelines and satisfaction surveys. Members and families bring concerns to the EFSAGs and actively participate in resolving the issues. The EFSAGs give individuals real-world experience in leadership and problem-solving—essential elements for their recovery. They have a voice, and they are heard.

EFSAG members represent:

- Enrollees
- Family members
- NAMI Florida, Inc.
- Statewide Mental Health Associations in Florida (MHAIF)
- Child/family service agencies
- Adult service agencies
- Community-based and/or faith-based organizations (CBOs/FBOs)



## Area 2: Community connections

With more than 250 providers and approximately 45,800 members in 14 counties, Florida's Area 2 represents a large portion of Florida's panhandle. Quite literally, we cover a lot of ground here, and we have since 2006.

### Connecting with communities and transforming the system of care

Throughout the 14 counties, Magellan's team works onsite with local providers, state and county agencies and more than 100 community stakeholder groups. These working relationships have helped transform the system of care by giving members faster access to providers and community services essential to their recovery.

### Breaking the cycle of incarceration: ACCESS Florida

Working with the Department of Children and Families (DCF) and the Pre-Release Area of the Mental Health Court in Leon County, Magellan led the effort to bring key decision-makers together to discuss and approve installation of the ACCESS Florida computer system at the Leon County Mental Health Court. The system is being used in the victims' advocates' area with plans to expand to the pre-release area soon, where members will be able to reapply to Medicaid.

This timely help will ease members' transition and help prevent their return to jail by providing the basic needs of food, shelter and mental health services upon release. Magellan continues to encourage other jails and prisons to sponsor an ACCESS Florida site by meeting with key stakeholders in other areas and counties to stimulate interest in the project.

### Engaging members through advocacy and peer outreach

We are constantly in touch with providers, key groups and coalitions, such as the local National Alliance on Mental Illness (NAMI) affiliates. We listen to our providers' advice and work closely with provider organizations, such as the Children's Home Society. Having a seat at many tables allows us to engage more effectively with all of our stakeholders. We use this input to act quickly in resolving issues and advocating for members.

Through community activities and our unique, personal peer outreach, we educate members and their families about mental health and the services available to them. We help break down the stigma and fear of mental illness to demonstrate that those with mental illness can live meaningful lives in their communities.

### A strong, vocal presence in the community—and a critical link to resources

"Magellan has a strong, vocal presence in our community. I see Magellan staff members everywhere in our area—in my work as a peer specialist and as an active member of two large, local mental health organizations. Magellan reaches out to the community, to members and to stakeholders and knows the people one-on-one. Staff members attend local meetings and know what is going on at every level. They present to stakeholder and member groups. They provide information about services through webinars, seminars and in-person sessions. They actively advocate for members.

"They also share information and participate as peers in support groups. This is critical to an individual's recovery, as hearing from peers who are doing well is inspiring. The staff is very involved in the lives of our members. And our members go to them for help.

"Magellan staff members put all the pieces together for the community. They connect members with providers and services. I know from my own experience as a mental health consumer that the linkage to resources is invaluable. Magellan has a major impact on our area. Without its involvement, there would be a gap in services. The personal connection is critical. Who would do this if Magellan didn't?"

Beth Dees  
Peer Specialist, *AbilityFirst* (a provider organization)  
Chairperson, *AHCA Advisory Forum*  
Board Member and Secretary, *Big Bend Mental Health Coalition*

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– Beth Dees



## Area 4: Provider collaboration

Since 2007, Magellan has served three counties in Area 4. This portion of north central Florida includes more than 30,800 members and approximately 400 providers.

We enrich the communities we serve in Area 4 through our strong local ties with agencies, providers and stakeholders. These relationships mean better care for members, such as:

- Reducing a major case management backlog by implementing effective administrative and clinical processes, working with our providers to improve operational efficiency and helping them expand targeted case management.
- Enhancing jail diversion efforts by encouraging use of the ACCESS Florida computer system at the Volusia County Branch Jail, working with Prison Health Services, participating on the Flagler County Public Safety Coordinating Council and assisting with grant proposals.
- Dramatically improving routine patient accessibility by introducing efficient administrative practices for our providers in managing caseloads.

### Reaching out to every member at every opportunity with a recovery message

Every day, we are “on the road” and collaborate with Children’s Home Society, NAMI, Mental Health America of East Central Florida (formerly the Mental Health Association), drop-in centers, assisted living facilities, vocational rehabilitation and 90 other stakeholder groups and providers to assist individuals who are having difficulty with basic needs, such as finding a place to live or obtaining medications, and who therefore need immediate help with services.

### Pooling resources to focus on better outcomes

Magellan participates actively in provider and community groups that serve the needs of members.

The Behavioral Health Consortium of Volusia and Flagler counties is one of Area 4’s key stakeholder groups, consisting of 40 of the area’s major mental health providers and others in the community. We work with the Consortium to raise awareness about existing programs and services; eliminate duplication; and discuss the resource challenges placed on hospitals, health care taxing districts and county health departments.

### Listening to our community’s needs means being responsive to providers—and putting members first

Our community involvement, commitment to patient care and effective business practices have led to solid relationships with the area’s health care providers. We share the same goal: to help people recover and live purposeful lives. Magellan is committed to ensuring the best care for every member, no matter where or when it is needed. And we know it can take time to turn lives around.

### Michael’s story: Finding strengths—and hope

Michael, 25, suffered from schizoaffective disorder, depression, obesity and hypothyroidism. He was placed in an assisted living facility (ALF) because his family was unable to handle his conditions. He was reserved and isolated, had auditory hallucinations and was not taking his medications. He withdrew from the facility’s activities because he was much younger than other residents. He gained weight, reaching more than 300 lbs. on a 5’8” frame. He had no goals...and no hope.

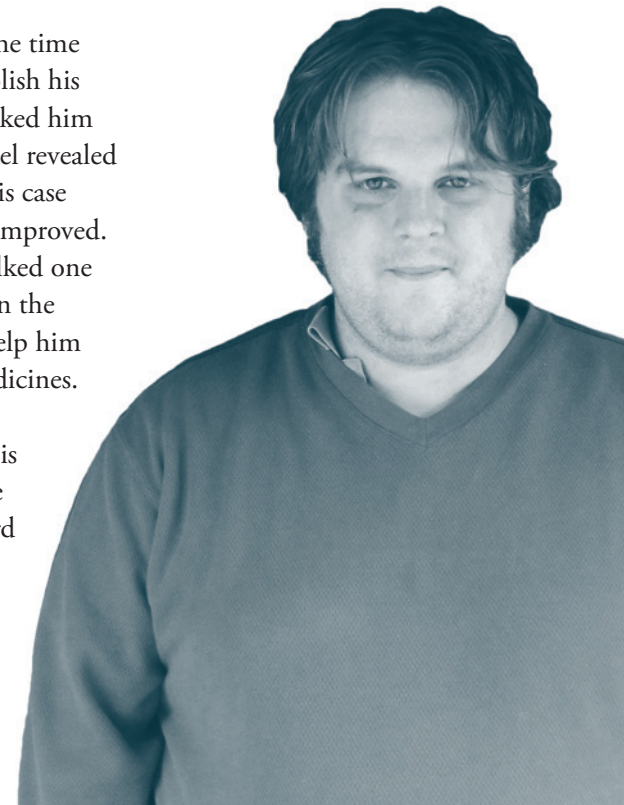
Magellan worked with provider E.S.P. Case Management Professionals to give Michael the time he needed to discover his strengths and establish his recovery goals. His targeted case manager linked him to support groups consisting of peers. Michael revealed that he enjoyed cooking—not just eating. His case manager gave him cooking magazines as he improved. He was given a library card and regularly walked one mile to the library. He actively participated in the ALF’s activities. He received counseling to help him understand the importance of taking his medicines.

Michael has expanded his recovery goals. He is now living in a group home and hopes to live independently someday. He is working toward his GED at a local community college and has completed several preparatory courses. He is looking forward to his future.

“We started our business because we saw that people were getting lost. They were not getting all the services they were entitled to receive. We knew we had to put the client first. Now, with Magellan’s help, we are empowering people to get better.”

– Bruce Gibson  
President, E.S.P. Case  
Management Professionals  
South Daytona Beach

*Michael, who worked with  
E.S.P. Case Management*



## Area 9: Crisis intervention

Since 2007, Magellan has served Florida's Area 9, consisting of Palm Beach, Martin, Okeechobee, Indian River and St. Lucie counties, with more than 86,400 members and approximately 830 providers.

### Advocating for members: A local face in the community

We help members access services and move forward with their recovery in numerous locations and through a wide variety of activities in their communities. We are members of 35 stakeholder organizations and work regularly with NAMI and the Children's Home Society. We also partner with local law enforcement agencies to better serve the area's most vulnerable members.

### Understanding psychiatric crises and mental illness: Training keeps first responders and members safe

In Area 9, our community involvement takes many forms. One of the most successful is Treasure Coast Crisis Intervention Team (CIT) training, which current Magellan staff, along with community stakeholders, helped found in 2006. We continue to offer leadership, training and other resources to support the local CIT effort, where we share our expertise in managing psychiatric crisis situations. This partnership with local law enforcement agencies, community mental health providers and local stakeholders is helping to save lives.

CIT training increases officers' understanding of mental illness and their sensitivity to people in crisis. The training, in which we participate and sometimes lead, provides intervention techniques in real-world scenarios to help police road patrol and jail officers, as well as dispatch staff, develop a keen awareness of the signs of mental illness, which reduces their personal fears.

Thus far, 17 classes have been conducted, representing one week (40 hours) of training for more than 400 officers from six local law enforcement agencies. Magellan will continue to support this endeavor on the Treasure Coast.

### CIT: Saving lives and connecting people to care

CIT not only increases the safety of law enforcement officers and individuals experiencing mental health crises, it also helps to get people into treatment faster, which reduces incarceration time and costs.

Sgt. Adam Goodner and Deputy Neil Spector of the St. Lucie Sheriff's Department received CIT Officer of the Year awards for their actions during an incident involving

a young man who was in psychiatric crisis. Using their CIT training, they were able to establish rapport and trust with the man. They de-escalated the situation and transported him to a local mental health facility, where they stayed with him until he received medication and was stabilized.

The man's mother spoke about the situation involving her son: "I felt immense gratitude and relief when I heard he had been Baker Acted to a mental health facility and that there had been no violence. Because of this intervention by CIT-trained officers, my son is stable and ready to go back to work instead of sitting in jail."

According to Sgt. Goodner, "CIT teaches officers that people with mental illnesses do not need a 'strong arm of the law' approach. They need officers who will take time to build rapport with them and bring the crisis to a safe resolution—for the law enforcement officer and the individual."

Deputy Spector, a 23-year law enforcement veteran, also acknowledged the value of the training: "CIT taught me de-escalation techniques that I have used on the job with positive outcomes. It is important to build trusting relationships with citizens who have mental illnesses and who are in crisis. We can advocate for them and get them into treatment faster."

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– Sgt. Adam Goodner

*Deputy Neil Spector and  
Sgt. Adam Goodner of the  
St. Lucie Sheriff's Department*



## Area 11: Care integration

For the last four years, Magellan has served Area 11, working with more than 500 local providers and approximately 82,700 members in Miami-Dade and Monroe counties in South Florida—a populous, culturally diverse and mostly urban community.

Magellan operates in partnership with the Health Choice Network (HCN), a network of health centers with partners in 38 federally qualified health centers and mental health centers in nine states (22 in Florida). The local HCN agencies are uniquely positioned to meet the needs of members in their neighborhoods.

### Knowing the neighborhood: The community safety net

Because they operate on a neighborhood level and provide locally focused services, the community mental health centers are recognized by members as places they can go where they will feel comfortable.

The Miami area has one of the largest populations in the U.S. of residents who speak first languages other than English at home. The mental health centers' diverse staff members are culturally and linguistically proficient and accessible to members. Staying in their neighborhoods helps members and their families access a wide range of services—and work toward recovery in a familiar, safe environment.

### Opening the lines of communication to better serve the community

Through our partnership with HCN, we connect directly with the community-based providers in various neighborhoods. These ongoing relationships enable us to come together frequently to identify and plan services, ensuring that members are getting the most appropriate care. Currently, we are working on ways to improve provider access through seven-day follow-up.

“Jean” and “Ramon” exemplify the rich cultural diversity of the individuals, families and communities we serve in Area 11.

### Jean's story: Breaking down barriers through community services

“Jean,” an 11-year-old boy with Haitian Creole-speaking parents, was acting out at home and school. He had to repeat third grade and was missing school. His parents contacted Miami Behavioral Health Center, a long-time community provider in the Health Choice Network, where he was screened and assessed and received psychiatric,

individual therapy and case management services. Miami Behavioral linked the family with community resources and helped the mother obtain employment. Jean, who suffers from asthma, was linked to medical services. The family and school have seen dramatic changes. Jean has now passed Florida's educational exam (FCAT) and is doing much better at school.

### Ramon's story: Total health care supports recovery

“Ramon” was diagnosed with schizoaffective disorder, hepatitis and seizure disorder. When he came to Citrus Health Network, an HCN/Magellan provider partner, he was abusing alcohol and other substances and had been homeless for several months.

Working with Magellan, the HCN partnership coordinated his total health treatment. Ramon received primary care to address his physical health needs and case management, medication management and psychosocial rehabilitation to help with his mental health issues. At first, Ramon resisted treatment. He suffered a relapse and was hospitalized for several days.

Magellan worked closely with Citrus to authorize services to provide the appropriate level of care aimed at preventing relapses and deterioration of functioning. A Spanish-speaking resident of Miami, Ramon was able to access services in his community with providers who spoke his language.

Today, Ramon is stable, thanks to medication and outpatient treatment. He has found housing, has had no inpatient admissions and has been substance-free for more than two years.

“Our partnership with Magellan makes it easier for us to coordinate total health care for members. By integrating behavioral health and primary care services, we are able to treat the whole person to ensure that each individual's needs are identified and met.”

– Maricela Jimenez-Rivero, LCSW  
Medical Services & Utilization  
Management Administrator  
Citrus Health Network, Inc.



## Our results: More than numbers

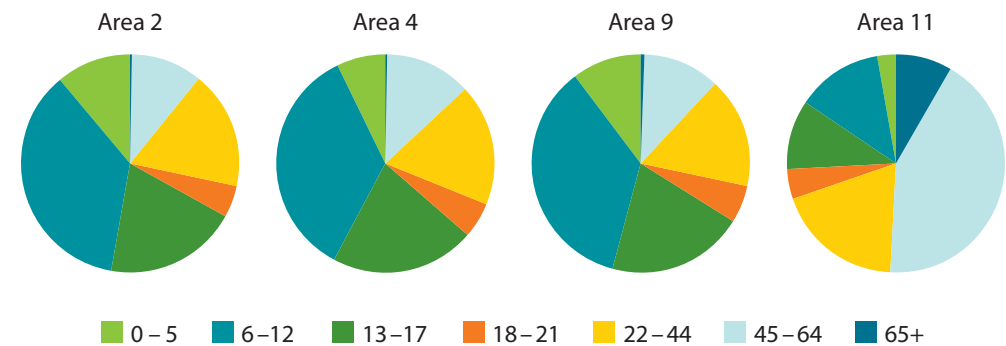
Magellan's positive results underscore the value of the PMHPs. We are addressing mental health needs in our communities in three critical areas:

- Access to care.** Because of the challenging economic conditions in recent years, more people are seeking services. Members are able to access services quickly through our expanded network of providers—and, very often, they have a choice of providers. From 2007 through 2009, the number of members accessing care increased significantly. In Area 9, for example, the number increased by nearly 2,900 individuals. Overall, the number of members who accessed mental health care increased by 26 percent from 2007 to 2009. Also, the percentage of providers who had routine appointments available within seven days for the second quarter of 2010 was at or above 84 percent for all AHCA-Magellan PMHP areas. This percentage increased significantly from 2008 to 2010.
- Quality of care.** We have worked with our providers to improve the quality of care for our members. As an example of these improvements, average treatment record review scores, which include the evaluation of providers' documentation of treatment planning and progress, coordination of care and referral/outreach efforts, increased dramatically from 53 percent in 2007 to 88 percent in 2010.
- Member satisfaction.** Our members are satisfied with the services they receive. Overall member satisfaction in the PMHPs increased from 80.4 percent in 2007 to 85.6 percent in 2009.

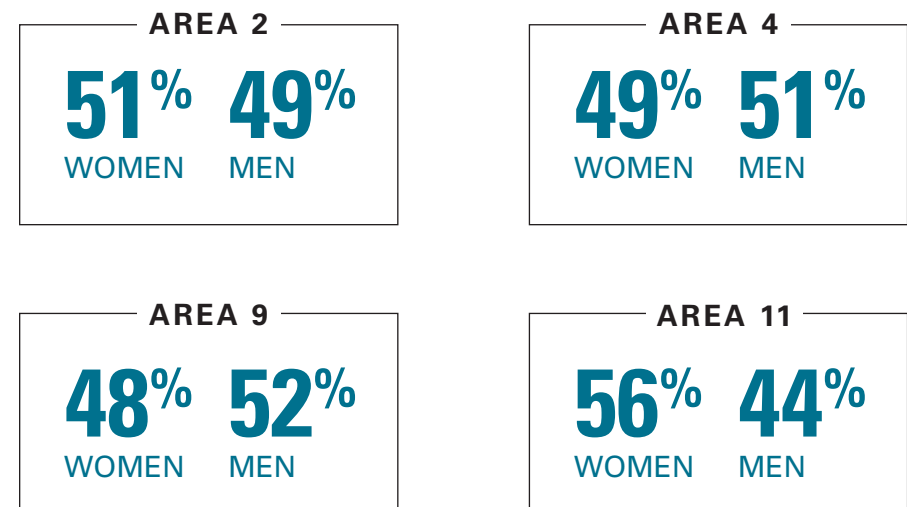
What we do goes beyond the numbers. We are helping Florida's most vulnerable residents become healthier members of their communities.

## Demographic profiles by area: Magellan Behavioral Health of Florida

Age of Members, by Area



Gender of Members, by Area



## National programs: Local impact

Magellan's nationally recognized experts, innovative programs and strategic partnerships bring state-of-the-art mental health services to Florida's members. Some examples include:

- **Crisis Intervention Team (CIT) training.** We leverage our national expertise to help law enforcement officers and other first responders better understand and interact with people in psychiatric crisis situations.
- **Resiliency and recovery programs.** We operationalized the national recovery movement in Florida using our local resources.
- **Training programs.** Our online E-Learning Center at [www.MagellanHealth.com](http://www.MagellanHealth.com)/training and our webinar series bring national experts and leading-edge topics to our members and the mental health community. Nationwide, more than 15,000 individuals have accessed these resources at no cost.
- **National partnerships with a local focus.** Our collaborations with national organizations, such as NAMI National, Appalachian Consulting Group, ACMHA: The College for Behavioral Health Leadership and others, benefit Florida's providers, stakeholders, individuals and their families by offering innovative educational opportunities and services.

## Participating in our communities: Magellan Behavioral Health of Florida

Magellan is a caring partner in the communities we serve. Following are some examples of the local activities we sponsored or participated in recently.

*Annual Florida Supportive Housing Coalition & Florida Coalition for the Homeless Statewide Conference*

*Annual Foster Care Conference*

*Annual Mental Health Transformation in Action Conference*

*Annual Substance Abuse and Mental Health Reinvestment Conference*

*Capital City SOS Conference*

*CHS Child Abuse Awareness Luncheon Community Event*

*Daytona Beach Mental Health Conference*

*Dependency Summit Conference*

*Domestic Violence Council of Palm Beach County Domestic Violence Summit*

*FADAA/FCCMH Annual Conference*

*Florida Coalition for Children Annual Conference*

*Florida Sheriff's Association Winter Conference*

*Florida Supportive Housing Coalition and Florida Coalition for the Homeless Statewide Conference*

*Healthy Start Coalition Child Watch Event Linking Forces XVI: The Children's Mental Health Conference*

*Mental Health America of East Central Florida Annual Meeting/Awards Ceremony and Annual Walk for Dignity*

*NAMI Florida Annual Meeting and Conference*

*NAMI Florida: A Conference for Peers*

*NAMI Walks Florida*

*New Horizons of the Treasure Coast Behavioral Health Summit*

*Partners in Crisis Community Events*

*Recovery and Resiliency Provider Training X3 (Magellan training for providers)*

*SafeSpace: Every Woman Is My Sister Domestic Violence Community Event*

*School Crisis Response Training*

*Splash to Recovery: 3rd Annual Behavioral Health Community Event*



## **Magellan:** Transforming mental health care in Florida's communities

Magellan Behavioral Health of Florida is committed to ensuring high-quality mental health care to support individuals and their families on their journey toward resiliency and recovery. We offer national access to expert medical, clinical and operational best practices. We bring our clinical expertise, top-notch resources in operations and information technology, and solid financial management to Florida's communities. We find new approaches to helping members live fulfilling lives.

We live in Florida's communities. And we care. We know the real work of system transformation is done "on the ground" in every community, where we are building strong relationships and trust with Florida's members, families, providers and stakeholders. We are moving the system forward as partners—and delivering on our commitment to changing lives for the better.

At Magellan, we see  
success every day.

And every day,  
we see hope.

