

Life-Changing Care



Expanding Services for Children and Families Addressing the Youth Mental Health Crisis

As the state’s largest behavioral healthcare provider, Pine Rest offers expansive services for youth. Over the past three years, we’ve served over 24,000 children and adolescents. But we know we need to do more to help address the mental health crisis Michigan kids and their families are experiencing. Throughout 2023, we added staff, services, and programming. And we’ve been laying the groundwork to open the first dedicated pediatric behavioral health center in the region, which will tremendously expand timely access to critical and life-changing care.

Pediatric Center for Behavioral Health Opens in 2026. This premier pediatric center will allow us to provide inpatient care for an additional 800 kids each year, and outpatient care for an additional 10,000 kids each year. Expanded outpatient services will include:

- The first pediatric psychiatric urgent care center in Michigan
- Telepsychiatry to reach more patients in rural areas
- New specialty clinics to support patients with autism spectrum disorders, eating disorders and/or substance use disorders
- Psychological assessment for autism spectrum disorders

Combined, these new and expanded services will improve emergency department boarding of pediatric psychiatric patients, reduce wait times for all pediatric behavioral health services throughout Michigan


and allow the children and families of our community to access the vital, specialized behavioral healthcare they need—here, at home—for generations to come.

Applied Behavior Analysis (ABA) for children with Autism Spectrum Disorder. ABA is a safe, state-of-the-art treatment designed to help increase language, communication and social skills, improve focus, memory and academics, and reduce challenging behaviors. ABA is considered a “best practice” treatment by the U.S. Surgeon General and American Psychological Association, and it utilizes techniques that can make a measurable difference in a child’s life.

Nurtured Heart Approach® (NHA). NHA classes help parents and others who work with children develop new skills to foster a more positive relationship between adults and children, address the challenges with difficult or intense children and help children thrive. NHA has a proven, transformative impact on every child.

Youth and Social Media. Pine Rest participated in a research project to better understand the positive and negative aspects teens may face when using social media. One of the outcomes revealed that those who work with youth, parents and teens aren’t sure where to find qualified information to help them navigate social media use in safe and healthy ways. In response, they created an online resource.


PATIENT CARE STATS

Total Patients	55,720
 Adults	47,685
13-17	5,414
12 and under	2,621

 **Urgent Care Visits** 6,323

 **Inpatient Admissions** 6,790
Days of Care 59,031

 **Day Programs Admissions** 2,578
Days of Care 14,709

 **Outpatient Encounters** 396,187

“My daughter loves coming to therapy and feels comfortable talking and sharing. We’ve definitely seen a positive impact on her life!”

—A Parent

Addiction Recovery for Women Investing in Successful Treatment Models and Support

Substance use disorders are on the rise for women. However, much of traditional addiction treatment is based on studies with men. Women face some unique risk factors, causes, symptoms and concerns when it comes to substance use, including physical differences that make substance use disorders begin and progress at much faster rates than they do in men, higher rates of domestic violence and trauma that increase risk, and a mix of family and work responsibilities that can make seeking treatment overwhelming.

Providing tailored addiction treatment for women is helping to address some of these issues and provide better success rates for their recovery. Pine Rest's Addiction Services purposefully includes female care providers on all teams, and at all levels of care, and offers women-only group programs to focus on issues specific to women in recovery.

Learn More

Visit our website to learn more about the programs and services in this report.

pinerest.org/annual-reports



Financial Highlights*

	2023	2022
Total Revenues	\$209,133,000	\$169,126,000
Total Expenses	\$201,919,000	\$178,859,000
Community Benefit	\$21,530,000	\$19,895,000

*A copy of the audited financial statement is available upon request.



Employee Assistance Programs Making Wellness More Affordable

The Pine Rest Employee Assistance Program (EAP) offered free mental health, addiction and counseling services to over 100,000 individuals in 2023. For an affordable fee, organizations can provide a set number of visits to employees and their families, which cost the employees nothing, don't require them to meet a deductible and are completely confidential. The EAP also includes free and discounted wellness tools as well as financial, legal and elder consultations to help individuals, families and our communities thrive, and a suite of services to organization leadership, including crisis response, training, coaching and team-building.

Not just for companies, we created specialized versions of the EAP service to support schools' leaders, staff, students and all their household members through our **School Assistance Programs**, and our **Church Assistance Program** provides expert support to leaders of Christian organizations and their staff, members and all their household members.

Total Organizations Covered 595
Total Lives Covered 107,010



Employee Assistance Programs

Organizations 532
Employees 87,658



Church Assistance Programs

Churches 57
Members 8,763



School Assistance Programs

Schools/Districts 6
Students & Staff 10,589



Rustic Market Thrift Store Expansion Growing Contributions for Patient Assistance

In May, the Rustic Market reopened with more than double the square footage (from 6,000 to 13,000 square feet), more departments offering loads of bargains, expanded parking and two large dressing rooms, making it feel more like a department store than a thrift shop.

The renovation and expansion have been very popular with shoppers! Foot traffic is up over 25 percent, and revenue going to the Patient Assistance Fund has increased nearly 50 percent. This past November, Rustic Market broke the monthly sales record, bringing in over \$100,000 in total sales. As always, 100 percent of the proceeds from Rustic Market go directly to Pine Rest patient care through the Patient Assistance Fund so we can help more individuals and families afford mental health care!