

Highlights from Rogers Behavioral Health

2024



Our Mission

We provide highly effective mental health and addiction treatment that helps people reach their full potential for health and well-being.

Our Vision

We envision a future where people have the tools to rise above the challenges of mental illness, Substance Use Disorder, and stigma to lead healthy lives. We bring this vision to life by constantly elevating the standard for behavioral healthcare, demonstrating our exceptional treatment outcomes, and acting with compassion and respect.

Our Values

Excellence
Compassion
Accountability

CEO Message

Dear valued partners,

We are deeply grateful for the hope and trust that thousands of patients and their loved ones place in us. As we carry out our Mission to help people reach their full potential for health and well-being, our dedicated team of experts provided 427,585 days of care to our patients in 2024. This included nearly 26,000 admissions in inpatient, residential, partial hospitalization, and intensive outpatient treatment.

The last year has been an exciting time for Rogers Behavioral Health as we expanded in our home state of Wisconsin with two new outpatient clinics in Wausau and Manitowoc. We are so excited to be part of these communities, increasing access to Rogers' treatment and working side-by-side with patients to help them develop a pathway to mental health and well-being and offer hope for a better future.

In addition, Rogers started a meaningful new virtual program called Fire Watch, helping Veterans, military service members, and first responders. We're also improving access to outpatient, PHP, and IOP care by expanding and elevating the quality of telehealth offerings. On top of all that, our newly redesigned website and its innovative, friendly AI screening tool are making it easier to seek treatment than ever before. I invite you to read about this progress and more in the highlights that follow.

It is our privilege to work in partnership with all of you, our referring professionals, board members, donors, and volunteers. Thank you for your ongoing support of Rogers, a private, independent, not-for-profit organization with nearly 118 years of rich history serving our communities.

In gratitude,



Cindy Meyer, MSSW
President and CEO



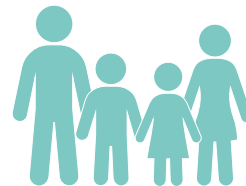
Cindy Meyer

What We Treat at Rogers

OCD and Anxiety • Depression and other mood disorders • Substance Use Disorder
Eating Disorders • Trauma/PTSD





Serving children, adolescents and adults:

- More than **50 million adults** in the U.S are experiencing a mental illness.
- More than **2.7 million youth** are experiencing severe major depression.
- Over **28 million individuals** experiencing a mental illness are going untreated.



- ✓ **427,585** Annual patient days
- ✓ **1,500** Average number of patients treated per day
- ✓ **Nearly 26,000** Admissions a year

Strategic Plan Focus Areas

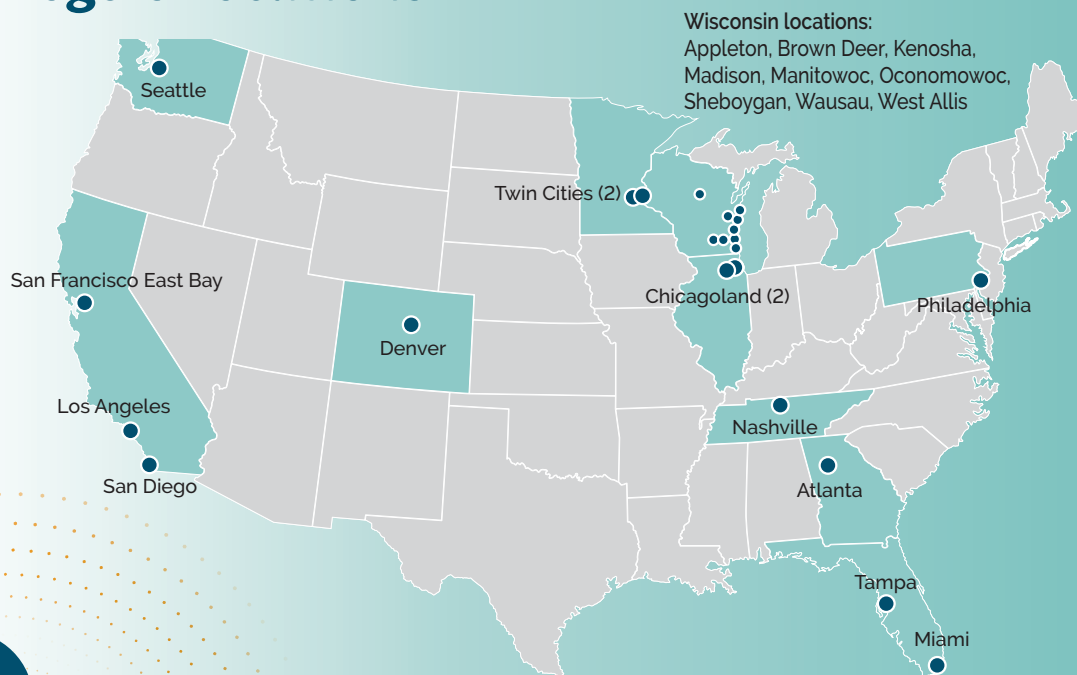
-  **Treatment:** Exceptional specialized clinical care
-  **Talent:** Enhancing Culture + elevating talent
-  **Transformation:** Operational excellence in business systems
-  **Territory:** Expanding our reach in WI and beyond

≈**2,900 employees**



≈**175** on medical staff including
95 psychiatrists, most board-certified

Rogers Locations



3 inpatient hospitals

23 PHP/IOP clinics

18 residential programs

40+ unique partial hospitalization and intensive outpatient programs



The Foundation's Angel Fund provided
\$355,000 for over 1,000 requests to help
with financial hardship outside of direct-treatment costs.

The Foundation

- Granted free **life-saving treatment** valued at
\$1.62 million in patient care grants for **nearly**
350 patients, offering care lasting from **3 to 40 days**.

Rogers provided
\$2.96 million
in **charity care** to patients.

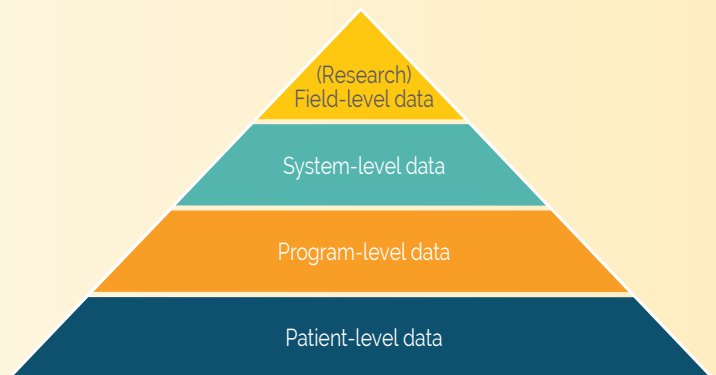


Treatment that works

At Rogers Behavioral Health, we offer high-quality individualized care, monitoring each patient's progress during their stay. We observe aggregate outcomes to ensure our programs are delivering the treatment intended to have the greatest impact. As an organization, we regularly contribute to a larger body of literature because of the data we have available, making behavioral healthcare more effective and accessible for everyone well into the future.

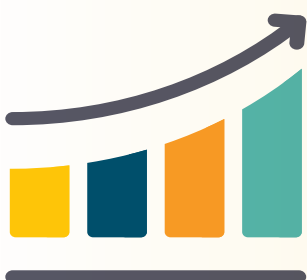
For more than 25 years, Rogers has been measuring our treatment outcomes and sharing the results with our patients and the industry in the most transparent, scientifically reliable way possible. More than 71,000 patients have participated in outcomes-related research to date. We also conduct approximately one million patient assessments each year: taken at the start of treatment, throughout the course of care, at discharge, and 12 months after care to show that the progress made in treatment is maintained.

Because of the way we collect and analyze patient data in real time, otherwise known as measurement-



based care, we can tailor treatment plans for each individual. This data-driven approach ensures that we are consistently delivering high-quality care and achieving positive results. Using more than 100 gold standard validated assessment tools, we can consistently report significant reductions in the severity of symptoms during and well after treatment.

With this big picture look at outcomes across the Rogers System, we continually improve our understanding of what works best, contributing significantly to real-time, individualized mental health treatment.



71,000+ patients have participated in data collection to date with
more than **1 million** assessments conducted annually.

25+ years of data to improve treatment effectiveness.

Rogers opens new Wisconsin clinics in Wausau and Manitowoc

Rogers Behavioral Health opened clinics last fall in Wausau and Manitowoc, meeting community needs for mental health and addiction care.

"At Rogers, we are committed to listening to our communities' and patient's needs, working hand-in-hand to provide care that is proven to help people move forward and flourish," says Cindy Meyer, president and CEO.

Rogers is uniquely positioned to provide integrated treatment of addiction and co-occurring mental health concerns such as depression, trauma, and anxiety.

"Substance use disorder is prevalent and destructive, but also treatable," says Michelle Maloney, PhD, LPC, CAADC, CRPS, executive clinical director of Rogers' Mental Health and Addiction Recovery. "We know people face barriers to getting help, including a lack of nearby treatment options. We are helping to fill that gap in Wausau and

Manitowoc with treatment that is scientifically proven to help people get better."

In September Rogers began offering mental health and substance use disorder treatment within Lighthouse Recovery Community Center in downtown Manitowoc.

"We are grateful to Lighthouse Recovery Community Center for making space available to bring our life-saving services to the Manitowoc community," Cindy shares. Lighthouse executive director Jason Latva, adds, "We are incredibly excited to work with an organization like Rogers Behavioral Health. Their mission and values align with ours in the quest to help individuals improve their lives."

In Wausau, Rogers also offers Primary Behavioral Health, a program designed to treat a variety of mental health concerns that is available in Wausau for adults and adolescents 12 and older. Each patient's treatment plan is tailored to their

Wausau Mayor Doug Diny, State Sen. Cory Tomczyk, and State Rep. Patrick Snyder joined the celebration. "We were honored by the warm welcome from community members including state senators and representatives, and a former patient's heartfelt testimony reminded us of our mission to make a meaningful difference in the lives of those we serve," Cindy Meyer, president and CEO, reflects on the December open house in Wausau.



specific symptoms such as lack of motivation, avoiding obligations and activities, trouble controlling emotions, difficulty managing negative thoughts, challenges with sleep, and issues maintaining healthy relationships.

Addressing barriers to care such as long waitlists, the Wausau clinic plans to soon offer Outpatient Psychiatric Services for medication management and evaluation, as well as what many know as traditional therapy through Outpatient Counseling Services.

The new Wausau clinic was made possible in part by donations to Rogers Behavioral Health Foundation. Generous donors include Walter Alexander Foundation, Judd Alexander Foundation, Macdonald Foundation, Community Foundation of North Central Wisconsin, Dudley Foundation, Robert & Mary Jo Hartwig, Bell Family Charitable Foundation, the Ed & Joyce Creske Family Foundation, and the B.A. & Ester Greenheck Foundation.

Rogers' Mental Health and Addiction Recovery program,

now available for adults in Wausau and Manitowoc, treats addictions to substances including opioids, alcohol, methamphetamine, cocaine, THC, over-the-counter medications and more. During the current nationwide opioid crisis, such care can be lifesaving. A [recent report](#) shows fentanyl, a synthetic opioid, is the number one cause of death for people ages 25 to 54 in Wisconsin.

The latest available data from the Wisconsin Department of Health Services shows an upward trend of opioid overdose deaths in the state, including in Manitowoc County where such deaths increased from 13 in 2021 to 22 in 2022.

“My stay at Rogers has literally changed my life. It was easily one of the hardest things I have ever done in my life — but I am very proud and very thankful that I did it!”

– Craig, OCD, Anxiety and Depression residential care, Oconomowoc



New space for Nashville and Tampa

In fall 2024, Rogers' Nashville and Tampa clinics moved to new locations. Patients and team members are now enjoying the new environments with additional program space and ample windows for natural light. The Nashville team appreciates

easier access to the clinic and ample parking in the new Brentwood neighborhood location. Watching sunsets over Tampa Bay is now a favorite activity for the Florida clinic!

Open House in Nashville



Tampa break room with view of Tampa Bay



"In the eye of the storm, we held firm." Tampa teammates provide patients sense of normalcy during instability of Hurricane Milton.

Within six weeks of moving in, the Tampa clinic had to deal with not one, but two hurricanes.

Then days after Hurricane Helene, Hurricane Milton was forecasted to potentially be one of the worst storms to hit Florida in a century. Teammates there say holding on to the familiar made all the difference in a time of great uncertainty.

"When you have all of those really critical unknowns and you're trying to plan for your own safety, providing patient care like our team did really is amazing," says Kimberly Young Brazill, Tampa clinical services supervisor. "The back-to-back nature of those hurricanes made this one feel even scarier."

In the wake of Hurricane Helene, the Tampa team kept up providing care to patients until the Monday before Hurricane Milton hit, switching to virtual care that day and then closing Tuesday ahead of the storm.

"It's really hard when you feel like crying yourself, but you can't because you've got to provide care for patients, and they're equally scared. It's always amazing to me that during storms, we still have patients who want to attend and even come in in-person. The fact that they're prioritizing being here is really a testament to the services we provide and what patients gain."

– Heather Steiner, senior director of operations,
Rogers' service area including Tampa

The nine-story building sustained roof and water damage from the hurricane following torrential rainfall, hurricane winds, and potential tornadoes.

Ahead of Hurricane Milton, Tampa teammates say questions were swirling.

"In my neighborhood, there are still mounds of debris everywhere from Hurricane Helene, because most people's homes flooded. We were wondering, is there going to be a storm surge again? Are the five-foot-high piles of debris going to spread everywhere? There were a lot of unknowns."

– Kimberly Young Brazill,
Tampa clinical services supervisor

Rogers teammates stayed safe through the storm, saying they're grateful for the three-day clinic closure.

"Hurricanes are unpredictable, but we do have the benefit of time to prep for them, and I am so grateful that our leadership made the call when they did,"

– Amanda Altu, Tampa therapist

"Throughout our closure, leadership would check in, and there were several group chats going on with the staff supporting one another. As stressful and scary as the situation was, it was such a comfort to know that my team had my back. The thing about the culture of the Tampa clinic is that we really are a family. We laugh and celebrate during the good times, we have healthy competition during spirit week and yet still root for one another. We run when there is a daily challenge on the floor, and in the eye of the storm, we held firm to that foundation of flexibility and support."

Other than a little water leaking into the employee break room, the clinic itself was ok, though the building was closed several days for repairs to the damage. After the Wednesday storm, the Tampa clinic reopened virtual services Friday, while many in the area were still without gas for their cars or electricity for their homes.

"We had six staff members who had power who came together to support the patients who wanted to attend virtually. There was a lot of teamwork going on that Friday and the week after, as most of our team didn't have power and we couldn't access the building. We had a lot of cross-coverage and leaning on people, and it was awesome to see teammates helping in any ways they could."

– Tabitha Lennon, director of operations
for Tampa and Miami

Team members say having a strong telehealth foundation helped bring stability and normalcy, even during a volatile time.

"I treat eating disorders, so even a couple days of patients being off-schedule can really throw them. Even just giving them the structure of breakfast time and lunch time in virtual care helps a lot, especially given that when we're all stressed, we don't eat very well," says Claire Kinney, Tampa therapist. "We were able to provide care and a sense of familiarity and ease a little bit of anxiety during a situation where, even after the storm, things weren't back to normal. A lot of places were closed. We didn't have gas. There were still food shortages. Getting treatment, seeing peers, and talking with their therapist helped provide patients a distraction from all of the piles of debris in their yard. Offering any sense of normalcy was really beneficial."

Team Tampa



Fire Watch program for Veterans and First Responders

In early September, Rogers launched the Fire Watch program for Veterans and First Responders. The virtual intensive outpatient program (IOP) targets anxiety, depression, trauma-related symptoms, and moral injury.

"To our knowledge, this is one of the few non-VA programs that prioritizes helping people heal from moral injury," says Rae Anne Ho Fung, PhD, Rogers' executive director of clinical integration and an Operation Iraqi Freedom Veteran, who closely oversees the program. "Moral pain is a common human emotion that occurs when someone is involved in or witnesses an event that violates their morals, values, or ethical code of conduct. Moral pain can lead to moral injury when the person doesn't have the opportunity to express themselves, work through it, and heal, resulting in long-lasting behavioral, psychological, or spiritual suffering. Most often we see moral injury in first responders, Veterans, and military service members. Those suffering are not alone. There is hope, and they can recover."

A dedicated team with a passion for serving Veterans and service members provide the care through a virtual platform available in Wisconsin,

Illinois, and Florida, increasing accessibility to treatment for an underserved population. Rogers developed Fire Watch using a \$200,000 grant from the Wisconsin Department of Veterans Affairs (WDVA).

"For those who have served, it is crucial to have accessible and affordable mental health treatment when they need it," says WDVA Secretary-designee James Bond. "I'm grateful to the community partners like Rogers Behavioral Health, who are creating thoughtful and targeted programs that consider the unique needs of our state's Veterans. With a network of mental health care professionals across the state, Wisconsin Veterans will have more resources to live their best civilian life."



"When I found out I got hired, I cried. I was excited, because this is an opportunity for me to really give back. Sometimes it's easier to talk to people who have done some of the same things that you've done. I've experienced their struggles firsthand, and they realize that. It's like being a phoenix; you burn down to the ashes and then you come right back up."

– Chris Swift, Fire Watch peer support specialist, Veteran who served as an Army medic for 22 years, including duty in Iraq and Afghanistan

Telehealth expansion

Telehealth treatment is now available for adults in Colorado, Florida, Illinois, Minnesota, Tennessee, and Wisconsin with plans for national expansion.

Rogers collaborated with Class Technologies, Inc., a provider of HIPAA -certified virtual classroom and learning solutions, to enhance the online interactive experience for patients. Rogers' telehealth offering

treats individuals dealing with OCD and anxiety, depression and other mood disorders, trauma and PTSD, substance use disorders, and co-occurring mental health disorders in partial hospitalization programs (PHP), intensive outpatient programs (IOP), and traditional outpatient levels of care.



“It's amazing. I think telehealth really is a benefit, especially also for folks who cannot transport themselves as easily...I found it surprisingly easier than I would have thought to feel that I was having an actual conversation with an actual human being, even though we were not in the same room...we were able to connect in a useful and effective way from a therapeutic standpoint.”

– Jill Fox, Nashville telehealth patient

Outpatient Services growing

Rogers is experiencing an overwhelming demand for outpatient counseling and medication management, which are available primarily virtually statewide in Wisconsin with one in person option in West Allis, WI. All therapists are experienced in Rogers' evidence-based protocols to ensure a streamlined, effective component of our care continuum for

those who can benefit from ongoing care. More than 800 patients have taken advantage of these services since medication management started in October 2024 and counseling started in June 2024.

Also part of Rogers' Outpatient Services, Transcranial Magnetic Stimulation (TMS) is available in West Allis and now treats OCD in addition to depression.

One new way Rogers is stepping up to meet community needs is the launch of Maternal Parent Wellness outpatient care. Beginning in spring 2025, treatment includes virtual group sessions for pregnant or post-partum moms as well as parents with a special needs child who struggles with mental health or substance use challenges. Meeting weekly for an hour, the program can supplement individual counseling as needed.



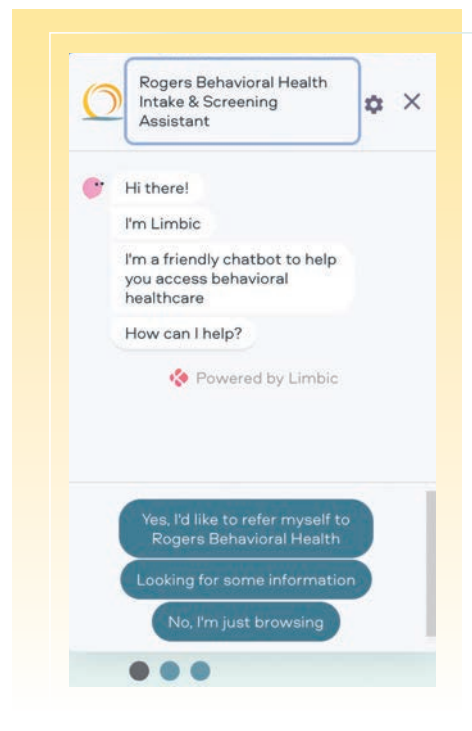
New AI screening tool makes it easy to take the first step in seeking treatment

With the launch of Limbic in December 2024, Rogers is now leveraging artificial intelligence (AI) to create easier pathways to care for anyone seeking mental health support. A 24/7 addition to Rogers' website, Limbic Access is always available when individuals are ready to ask for help in addition to traditional phone screenings.

Rogers collaborated with Limbic to offer a chatbot that provides prospective patients another screening option as a front door to treatment. They can use chat to describe their concerns in their own words, and the online tool assists with their initial screening. The process includes safety features for patients in potential crisis.

Our patients have had great things to say about the experience and ability to get help with the admissions process online 24/7 without having to talk with someone. Patients are sharing that they are "feeling heard immediately" and "felt calmed by the gentle, supportive, and encouraging language."

"Whether it's because of social anxiety, stigma, or any number of valid reasons, sometimes people who are already experiencing mental health distress may not feel comfortable with traditional ways of getting into care, such as a phone call. Some may prefer the initial anonymity of not sharing details about themselves with another person," says Signa Meyers, Rogers' vice president of strategic initiatives.



Feedback from patients confirms that experience: "this way allowed me to focus and open up about problems in my life, whereas if I were on the phone answering these questions, I would have avoided some of the answers and blown off the severity of my problems."

Research shows the technology can increase the likelihood of historically marginalized groups seeking care. An increase in self-referrals is particularly pronounced for nonbinary individuals and those belonging to ethnic minorities.

“This is a truly accessible, user-friendly approach that improves access to care, using AI that's conversational and optimized for mental health.”

– Brian Kay, Rogers' chief strategy officer

“We are one of the first institutions in the U.S. to leverage this type of technology in this manner, as Rogers continues to lead the way in the behavioral health field, finding innovative strategies to improve our care with AI. This important tool offers an additional treatment access point and streamlines

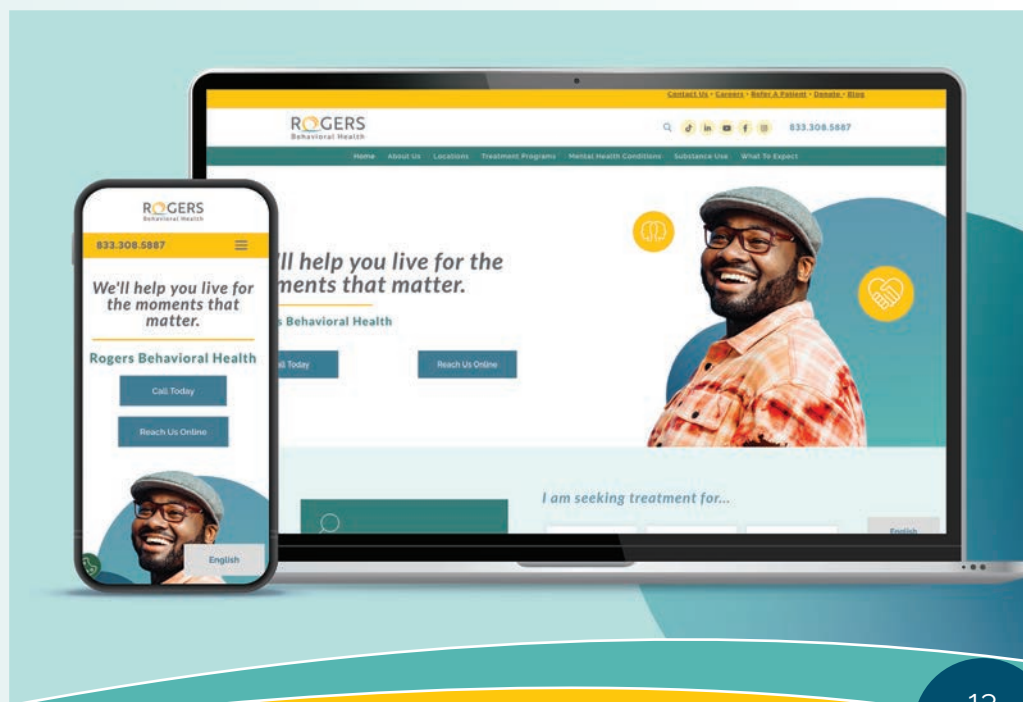
the process for both patients and providers,” says Brian Kay, Rogers' chief strategy officer.

Limbic Access does not replace traditional diagnostic or screening tools. Rogers continues to provide free phone screening options by calling 800-767-4411 or through requests via Rogersbh.org.

New Rogersbh.org launches

Along with a bright and hope-inspiring look, Rogers' new website provides a streamlined and accessible experience. From inclusive, stigma-free language to easy-to-find screening tools, the website guides individuals, families, and referring providers to the resources they need to make informed decisions about treatment.

The site is designed to create an environment where people not only feel informed but supported and encouraged.



Rogers Behavioral Health Foundation Highlights

Patient Care Grants

Rogers Foundation granted free life-saving treatment to nearly 350 patients, paying for additional care lasting from 3 to 40 days. Each grant underscores the Foundation's commitment to breaking barriers to care and changing lives — one day, one patient at a time.

"I am forever grateful to the treatment team for walking alongside of me through this journey! I am also forever grateful for the help of financial assistance during my time at Rogers. Without the help I had gotten, I would not be here today. So thank you from the bottom of my heart."

– Marissa



Rogers Research Center

Rogers Foundation played a transformative role by contributing more than half of Rogers Research Center's annual budget, fueling cutting-edge advancements in neuroscience, genetics, predictive analytics, and quality improvement. This significant investment not only strengthens the commitment to evidence-based practices but also positions the center as a leader in groundbreaking mental health research and innovation.



- In its third year of operations, the Research Center's Biobank expanded genetic sample collection to more than 30 Rogers clinic sites nationwide. The Biobank team will finish the year with 850+ samples collected, accelerating mental health genetics research at Rogers.

- The team continues to lead the field in research on pediatric OCD, providing a substantial sample size of nearly 1,300 patients to best examine medication and treatment effectiveness in intensive levels of care.
- Rogers Research Center has launched numerous studies leveraging advanced technology such as EEG, biometric monitoring, and virtual reality. Research is underway in the areas of comorbid depression and obsessive-compulsive disorder and dialectical behavior therapy for emotional dysregulation.
- Rogers Research Center's Associate Research Psychologist submitted their first ever proposal to the National Institutes of Mental Health and received a favorable score in the 5th percentile of applications, with award pending in 2025.
- Rogers' investigators published 33 scientific manuscripts.

Read more about Research Center accomplishments at Rogersbh.org/Research.

Angel Fund



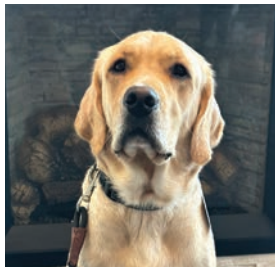
Rogers Foundation became a lifeline for families facing daily struggles, fulfilling over 1,000 requests to ease hardships like food and housing insecurities and transportation challenges. By addressing

these barriers, the Foundation ensured recovery remained the focus, offering hope and stability when it was needed most.

"Whether it's across the city, state, or country, people are struggling to get the care that they need. Even for those whose treatment is covered by insurance, there is still a long list of barriers that can get in the way of people receiving care... Support from the Angel Fund provides more than just financial assistance — it provides hope! By removing barriers to care, we are ensuring that more people, no matter their situation, can participate in treatment with access to the same services as their counterparts."

– Chinyere Stevens, Operations Manager

Canine Assisted Intervention (CAI)



Rogers Foundation fully funded Canine Assisted Intervention services, giving over 200 patients a unique chance to practice coping skills and work on treatment goals in "real time" with an

extraordinary helper — Kobe. As Rogers' facility dog, Kobe works with the treatment team to deliver goal-oriented interventions, offering comfort and encouragement to teens and adults in OCD, anxiety, and depression residential programs.

"The new insights I gained from Kobe helped me shift from my old results-oriented focus towards a healthier process-oriented mindset that allowed greater space for self-compassion and positive thought. Learning how to change my perspective and see the root problems of my mental health was a huge light bulb moment for me."

– Chloe

Spiritual Care

Rogers Foundation fully funded spiritual care services, enabling three chaplains to connect with patients through over 5,000 spiritually focused interactions. From individual sessions to holiday services, these moments offered comfort and guidance, helping patients explore faith as a part of their recovery journey.

"I believe that for people who engage in spiritual practice, there can often be a bidirectional relationship between one's spiritual health and mental health. When one's mental health suffers, so can one's spiritual health, and vice-versa. Therefore, spiritual care can be an integral tool in one's mental health recovery."

– Maya





Celebrate the Light Gala

In November 2024, more than 300 supporters turned Milwaukee's historic Grain Exchange into a celebration of mental health and wellness at the Celebrate the Light Gala. With Packers Hall of Famer Don "Majik Man" Majkowski serving as the honorary host, the event blended star power, heartfelt stories, and vibrant festivities into an unforgettable evening.

The Gala's success was felt in every corner, with net proceeds of \$220,000 which will directly support the Foundation's life-changing initiatives.

The evening's highlight was the featured program, *"Giving Barriers to Care the Boot: A Unifying Call,"* where speakers and videos shared the impact of the Foundation's initiatives.

“Last year, Rogers completely changed my life. The amazing team of therapists, psychiatrists, behavioral specialists — everyone made life something I wanted to be a part of. I think of my time at Rogers every day, and I use the skills I learned there.”

– Elizabeth, Depression Recovery, PHP, IOP, Nashville

Women's Gathering

Funded entirely by Rogers Behavioral Health Foundation, Rogers' Spiritual Care Program will use the \$55,000 raised at the 20th annual Women's Gathering to consult with patients, lead group sessions, and offer another source of hope as patients go through the treatment process.

The May 21 gathering, themed "Faith it 'till you make it: Embracing safety, trust, and healing from the inside out" welcomed more than 244 guests and featured a welcome reception with boutique shopping, a delicious lunch, and a program that offered a deep dive into how spiritual care can impact a patient's recovery journey.

"The close relationship that the Spiritual Care staff and therapists have in patient healing is a great benefit offered. All patients from Christians, Jewish, and all religions — even Atheists — can feel comfortable discussing intangible subjects with the staff. This gathering is one way the women who attend can spread the word and feel comfortable talking about mental health issues as they would discussing physical matters. Shout out to everyone involved in this wonderful event. I look forward to attending every year. Always new and informative, a pleasure."

– Sue Basile, Community Member



Community Learning and Engagement

With support from Rogers Behavioral Health Foundation, the Community Learning and Engagement team worked in communities across the country to reduce the stigma surrounding mental health and Substance Use Disorder.



- 300 people attended [Wise Initiative on Stigma Elimination \(WISE\)](#) Coalition virtual meetings in 2024 on topics related to child, adolescent and young adult mental health.



The team fights stigma by training facilitators in [Compassion Resilience](#) who then use the curriculum to support healthcare and human services professionals, educators, and parents and caregivers. Last year more than 100 new community members and about 30 additional Rogers employees were trained to lead the curriculum. The team also offered a series of group sessions to nearly 100 Rogers leaders and employees.

Rogers is working closely with Milwaukee Academy of Science on compassion resilience skills for grade school teachers. The community learning and engagement team has trained a facilitation team who will continue to train others with Rogers' support.

The parent/caregiver Compassion Resilience toolkit now has a caregiver resource guide based on the curriculum, which is available in both Spanish and English. [Caregiver Resource Guide — WISE Initiative for Stigma Elimination](#).



Funded by the Rogers Foundation, a program called [Up to Me](#) helps participants explore the story they've been telling themselves about their mental health or substance use challenges and resilience. They are empowered to decide if and what they want to disclose and use a framework for making decisions about sharing. The program helps participants craft a message that best represents their personal goals. Last year the Rogers team trained ~60 new facilitators to share Up to Me with other groups and organizations.

NEW! The Up to Me program is now being used with Rogers patients and families. It's used in some partial hospitalization and intensive outpatient treatment with patients and as supporting curriculum for Friends and Family programs.



The Rogers team offers Stigma 101 presentations and educates participants on the [Safe Person initiative and the 7 promises](#). In 2024, Rogers distributed more than 3,000 Safe Person decals in English and nearly a thousand in Spanish. The promises outline how people can be supportive to those with mental health challenges. Supportive individuals are encouraged to listen and react non-judgmentally, respond in a calm and reassuring manner, and do what they can to connect individuals to other support if asked. See the training at [Safe Person 7 Promises — WISE Initiative for Stigma Elimination](#).

“The teachers I coached experienced a boost in their confidence, abilities, choices, and personal toolkits as well as a shift in the importance of their self-care and overall well-being. There were also unimaginable outcomes with students. I witnessed warm spaces evolve into safer and more equitable environments, full of high support met with high accountability.”

– Jennifer Simmons, Psychologist, Milwaukee Public Schools

Coaching for Success

When teachers have a coach, students can achieve greater academic and personal success. That's the idea behind Coaching for Success, a community-based pilot project offered free of charge to educators in Sheboygan County. The cohort-style learning experience equips school counselors, psychologists, and social workers who then coach teachers. The goal is to help them consistently implement social, emotional, and behavioral best practices in their classrooms. This collaborative effort fosters a classroom environment and an organizational culture characterized by safety, engagement, support, and empowerment for youth and adults.

The program started in the Milwaukee area in 2020 and expanded to Sheboygan County in 2023. The program is available with support from partners and generous donations to Rogers Behavioral Health Foundation, including Mental Health America Lakeshore, United Way of Sheboygan County, and PATH.

In Sheboygan County, there are currently three active cohorts which are made up of nearly two dozen educators. Educators in Milwaukee County who completed the project earlier are involved in a Community of Practice group that meets regularly to share best practices and additional learning opportunities.



Learn more about the work of Community Learning and Engagement and WISE at eliminatestigma.org.

Raising Awareness and fighting stigma

Getting the word out

Rogers works with news media to fight mental health and addiction stigma and spread the word about our treatment and team. In 2024 we had about 7,100 mentions, 3.1 billion impressions (number of times content was in front of users), valuing more than \$76 million across print, television, and radio coverage. Journalists featured former patients from several programs, our therapy dog, Petunia, and our very own team member, a Paralympics basketball star.

Rise Above Podcast

In spring 2024, Rogers launched Rise Above, a new podcast featuring episodes on a variety of mental health topics. Listeners hear interviews with Rogers experts on



specific disorders and conversations with former patients who share their stories to inspire others.

"To reduce stigma, I think some of it has to be sharing stories, like this. When you hear a story similar to yours when you're in dark place, that's like turning on a bunch of lights and giving you hope,"

– Steve, former patient

The podcast is available wherever you listen to podcasts, including Spotify, Apple Podcasts, and Amazon Music. Subscribe to Rise Above to be notified when new episodes are released.

Rogersbh.org/Blog

In 2024, Rogers welcomed more than **30,000** new readers to our blog. Designed to educate readers on a variety of mental health and substance use topics and share stories of hope, the blog is available at Rogersbh.org/Blog.



Social media presence is growing

Rogers' social media engagement is seeing significant growth with 40,500 followers across Facebook, Instagram, X, and TikTok, up 13% over 2023. Our LinkedIn page has more than 21,000 followers. Engagement on our LinkedIn account is the highest in the industry at 9.25% compared to an industry average of 1.5%.

Rogers' social posts were shared 4,015 times in 2024, a 98% increase over 2023! Each time a post is shared, it helps more people outside of Rogers' usual audience learn more about our work.

Working together

At the core of our patient care is a commitment to meeting people during a challenging time in their lives and walking alongside them to discover hope and healing. A new video series highlights that promise and the unique features at Rogers' three campuses — Brown Deer, Oconomowoc, and West Allis. The videos encourage potential patients to seek treatment for their mental health and addiction challenges while assuring them they will be seen, heard, and cared for as individuals on their own journeys to wellness.



Scan the QR code and find the videos on YouTube.

Brown Deer



Oconomowoc



West Allis



Engaging our communities and mental health professionals

In 2024 Rogers' Community Relations team exhibited at more than 20 national conferences with our clinical experts giving presentations. More than 45 countries were represented at the conferences across 12 states including New York, Massachusetts, and Texas.

ADAA recognized Rogers with the Institutional Member of the Year Award. We also hosted an event for early career professionals with 240+ attendees.



Rogers sponsored and assembled teams at walks and other community events including National Alliance on Mental Illness (NAMI) Walks in more than a dozen cities including Chicago and Milwaukee.

Milwaukee NAMI Walk



Patients, families, and employees celebrate outstanding team members



The **DAISY Award** is for nurses who go above and beyond.

Alex Rolph, West Allis nurse

"I believe had he (Alex) not given me the personal and acute attention I needed, I would have had a potential life-threatening event or even death. I feel I owe him my life."



Barbarah Kibirige, Brown Deer nurse

"For the very first time in my life, at least someone heard my heart crying for help. I immediately connected with her, because she genuinely

cared. I will never forget you for saving my life that day. You are the best and my favorite nurse."

Nicole Bauer, Oconomowoc, Residential Services



The **TULIP Award** recognizes patient-facing team members other than nurses who make a distinct difference for our patients and their loved ones. TULIP stands for Thoughtful, Unforgettable, Lasting Impact on a Patient.



Robert Ziobro, mental health technician, Oconomowoc Residential Services

"Robert is the staff member that made the most difference in my life," the patient wrote in their nomination. "Robert never made me feel ashamed. He celebrated my little wins and supported me through my losses, and I will forever be grateful to him."

Macy Anderson, therapist, Philadelphia clinic

Her (Macy's) compassion, clarity of communication and strength of purpose shined brightly from the first moment I spoke with her...I have never been so well served by a therapist." Former patient, Philadelphia

Robert Gordon, therapist, San Diego

John Brazill, therapist, Tampa

Stacey Strobl, mental health technician, Trauma Recovery, Oconomowoc



Patients and families can also honor team members with the **Limelight Award** that includes a donation to Rogers Behavioral Health Foundation.



One Rogers Awards are given to employees who embody the One Rogers ideals and show commitment to our Mission and improvement initiatives. Monthly winners are nominated by their peers or leaders.

Rogers team member brings home a silver medal in the Paris Paralympics

Becca Murray, a clinic support coordinator at Rogers' Brown Deer clinic, earned a silver medal in Paris along with Team USA in the Paralympic Games in summer 2024. She said:

"Wheelchair basketball has taken me all over the world," Becca says. "I love the competitiveness of the sport. I have that drive, but I also really like the team chemistry of wheelchair basketball, with everyone working toward that same goal. I appreciate Rogers being so supportive and accommodating. They understand how remarkable this opportunity is."

Born with spina bifida, Becca began playing wheelchair basketball at six years old, and at age 17



she joined Team USA at the 2008 Paralympics in Beijing, earning the gold medal and competed again in 2012 and 2016, bringing home 4th place and another gold medal.

Brown Deer travelers

A dear addition: Rudy the world traveler keeps Brown Deer clinic connection strong

From Sheboygan to Paris, a special new addition to the Brown Deer team travels far and wide while driving home an important message. Fitting for Brown Deer, the brown deer Rudy is more than a stuffed animal. He's become somewhat of a mascot. "It's kind of like when your kids are little and they have that Flat Stanley that they can take pictures of and document along your travels," says Sarah Siker, Brown Deer operations manager. Short for Rudolf, Rudy has tagged along with clinic team members who have volunteered to travel for work, helping provide care at other Rogers sites throughout the state of Wisconsin and even across the country.

"It takes a lot for people to leave their life, friends, and family and stay in a hotel for an extended period of time. There's only a handful of people who travel, but our team members who stayed in Brown Deer also had to be flexible to cover things that they wouldn't normally because of those traveling. We wanted to find a way to celebrate everyone."

– Sarah Siker, Brown Deer operations manager

“The work we do can be so heavy,” Whatever we can do to bring some levity to the day I think is a win.”

– Sarah Siker,
Brown Deer operations manager

Even without a passport, Rudy got to leave the country and head to France, tagging along with Becca when she went to the Paralympics in Paris with Team USA.



“ I cannot say enough about the professionalism, knowledge, and friendliness of staff. I always felt I mattered and they truly cared about my recovery. ”

– Bryan, former St. Paul patient

“ My life was a disaster, and my mental health was invading every aspect of my life. I was in and out of mental health programs, trying various new meds with various side effects, lying in bed all day, skipping work, ignoring my home, family, friends, and hygiene... ”

– Jenn, Trauma Recovery, PHP and IOP, Hinsdale



Thank you for your support of Rogers Behavioral Health and our mission to help people reach their full potential for health and wellbeing. If you have feedback or ideas of how we can better support you or the communities we serve, please email us at Info@rogersbh.org.