

Customer Communicator



CCBHC UPDATES

On October 1, 2025, Certified Community Behavioral Health Clinic (CCBHC) services will no longer be under the scope of the Prepaid Inpatient Health Plans (PIHP).

What does this mean for you? The services you receive will not be affected, what will change is the process for Recipient Rights, Grievances, and Appeals.

Which of our Community Mental Health (CMH) agencies are CCBHCs?

Barry County Community Mental Health Authority, Riverwood Center, Pines Behavioral Health, Summit Pointe, Integrated Services of Kalamazoo, Pivotal, and Van Buren Community Mental Health.

How do you know if you are receiving CCBHC services through your CMH?

People with a mental illness or substance use disorder (SUD) diagnosis are eligible for medically necessary CCBHC services. If you are unsure about what services are covered, you should ask your CMH provider. Only some CMH services are a part of CCBHC, and the processes for Recipient Rights, Grievances, and Appeals will not change for other services you may receive. Below is a list of the services covered by CCBHCs:

- Crisis mental health services through a 24-hour mobile crisis teams, emergency crisis intervention services, or crisis stabilization
- Screening, assessment, and diagnosis for mental health or SUD
- Patient-centered treatment planning including risk assessment and crisis planning
- Outpatient mental health and SUD services
- Outpatient clinic primary care screening
- Targeted case management
- Psychiatric rehabilitation services
- Peer support, counselor services, and family supports
- Intensive, community-based mental health care for members of the armed forces and veterans

How will CCBHCs ensure Recipient Rights under a direct pay model?

The CMH will perform recipient rights functions following applicable laws, rules, and regulations. CMHs will be responsible for related reporting. Currently expectations of this arrangement are being finalized with the MDHHS Office of Recipient Rights.

Continued on page 2

***Continued from page 1*****How will Non-Medicaid Grievances and Appeals work under a direct pay model?**

A Non-Medicaid person served will continue to follow the Local Dispute Resolution Process with their CMH and the MDHHS Alternative Dispute Resolution Process.

How will Medicaid Fair Hearings operate under a direct pay model?

For CCBHC services, the Medicaid Fair Hearing process with the Michigan Office of Administrative Hearings and Rules (MOAHR) will be facilitated directly with the CMH agency. Of note, you do NOT need to ask for a local appeal before requesting a Medicaid Fair Hearing for CCBHC services.

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ANNOUNCEMENT FROM THE SWMBH BOARD OF DIRECTORS

Southwest Michigan Behavioral Health (SWMBH) Board and Bradley Casemore, SWMBH CEO, have mutually agreed to an amiable separation effective August 1, 2025.

Casemore is the original SWMBH CEO having been hired by the SWMBH Board in July 2013. He says, “It is one of my professional honors to have served as the inaugural SWMBH CEO. The innovations and successes achieved by the region and by SWMBH leadership and staff are innumerable.

Sheri Sherban, Summit Pointe representative to the SWMBH Board and its Chairperson said, “The Board is grateful to Mr. Casemore for his twelve years of successful leadership, and we wish him and his family health and happiness.”

The Board is also pleased to announce it has appointed Mila Todd as the Interim Executive Officer of SWMBH effective August 1st. Mila was previously the SWMBH Chief Compliance Officer and Director of Provider Network and has been a SWMBH employee since 2015. She holds a bachelor’s degree in Psychology from Western Michigan University and a Juris Doctor from Michigan State University School of Law.





WHO IS SWMBH?

Southwest Michigan Behavioral Health (SWMBH) is a benefits manager for mental health and substance use care. We are contracted by the Michigan Department of Health and Human Services (MDHHS) to manage this care in the counties of Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren. Our processes follow all federal and state rules.

SWMBH does not use financial incentives to encourage barriers to care and services and/or decisions that result in underutilization. SWMBH does not reward practitioners, or other individuals conducting utilization reviews for issuing denials of coverage or service. All utilization management decision-making is based only on the presence of coverage and suitability of care and service. Clinical decisions are based on the clinical features of the individual case and the medical necessity criteria.

We are usually open from 8AM-5PM, Monday through Friday. If you leave a message, we will get back with you on or within the next business day. All calls during weekends and holidays will be returned on the next business day.

SWMBH provides information and resources to customers on their website, Facebook, and Instagram pages.

<https://www.swmbh.org/>

<https://www.facebook.com/SWMBH>

www.instagram.com/swmbh2014

SWMBH provides quarterly newsletters for customers. To get a copy of the newsletter by mail or email please call us at 1-800-890-3712. You can also find the newsletter online at <https://www.swmbh.org/>.

How to reach us:

Customer Service: 1-800-890-3712; TTY: 711 (MRC)

SWMBH Substance Use Disorder (SUD) Access Line: 1-800-781-0353

Compliance Hot Line: 1-800-783-0914



FIND SWMBH ON FACEBOOK AND INSTAGRAM

Connect and follow us on Facebook and Instagram to get updates about what is going on in the region and state. The latest news, the SWMBH quarterly Member Newsletter, insights, and updates on behavioral health events and activities are regularly posted. Follow us on:

Facebook at: <https://www.facebook.com/SWMBH>

Instagram at: www.instagram.com/swmbh2014

NATIONAL RECOVERY MONTH

On Saturday September 6, 2025, community organizers and vendors gathered in downtown Kalamazoo to attend the Annual Recovery and Wellness Fair. People of all ages came out to enjoy a day in the park with live music, games, food, and free giveaways.

National Recovery month is about raising awareness about substance use and mental health disorders while celebrating the milestones of people in recovery and their families.

Southwest Michigan Behavioral Health would like to thank Recovery Institute of Southwest Michigan Inc., and the planning committee for their continued hard work and dedication to supporting others , reminding us that recovery is possible.

If you or someone you may know is struggling with mental health or substance use disorder. Care Managers are available Monday through Friday from 8:00am-5:00pm by calling 1 (800) 781-0353. All calls are confidential and handled with care.

**SEPTEMBER WAS SUICIDE AWARENESS AND PREVENTION MONTH**

Mental Health challenges do not affect adults only—children can struggle too. Early recognition and effective treatment can be life changing. Communities and organizations came together for the month of September to bring awareness and shed light where darkness exists. In the dawn of despair there is hope. Suicide is a complex combination of factors, such as mental illness, substance use, chronic illness, trauma painful losses, exposure to violence, and social isolation.

If you are in a mental health crisis and need help. You can dial 988 and a qualified professional will help you to get the care you need. You can also call Southwest Michigan Behavioral Health and speak with a Care Manager at 1(800) 781-0353. To learn about the warning signs of suicide click the link at <https://www.samhsa.gov/mental-health/suicidal-behavior/warning-signs>

WHAT IS DOWN SYNDROME?

Down syndrome is one of the most common types of intellectual disabilities. So, it's no surprise that each year in October we recognize National Down Syndrome Awareness Month to raise public awareness about the condition, and advocate for acceptance and inclusion of people with Down syndrome.

People with Down syndrome still face stereotypes and myths. However they have shown time and again that the condition is just one part of who they are and doesn't define them or limit their abilities. That's why it's so important that during National Down Syndrome Awareness Month and all year long, we help spread the message of love, acceptance, inclusion, and respect by empowering individuals to live their best life.

You can learn and read more about this article by clicking the link <https://www.specialolympics.org/stories/news/national-down-syndrome-awareness-month>



WALK-A-MILE RALLY



On September 17, 2025, Southwest Michigan Behavioral Health (pictured from left to right) Garyl Guidry, Mila Todd, Kimberly Whittaker, and Sarah Ameter were among thousands of supporters who gathered at the State Capitol's lawn to rally support of those with mental health illness and against the proposal to privatize the Medicaid behavioral health system.

NEW PROVIDERS IN SOUTHWEST MICHIGAN BEHAVIORAL HEALTH NETWORK

Barry:

Unity Group II, LLC

Hope Network Behavioral Health – Westlake Cottage I

Berrien:

Ideal Treasure Care AFC, Edgemoor site

Hope Network Behavioral Health – Westlake Cottage VIII

Branch:

Admiral Care, LLC

Calhoun:

Unique Care Group Home

Substance Use Disorder Provider:

West Haven House of Hope- Women's Recovery House

VA'S NEW ELECTRONIC HEALTH RECORD

digital.va.gov/ehr-modernization

The Same High-Quality Care at Every VA

The Federal EHR will improve VA's health care delivery and lead to better care for you and your fellow Veterans.

- Easier transition from military to VA care
- More productive appointments
- Less time undergoing repeat procedures
- Improved prevention and treatment options
- Consistent experience across all VA facilities

Battle Creek VA Medical Center is getting the Federal EHR in April 2026.

Scan the QR code to learn how you can prepare.



VA



U.S. Department
of Veterans Affairs



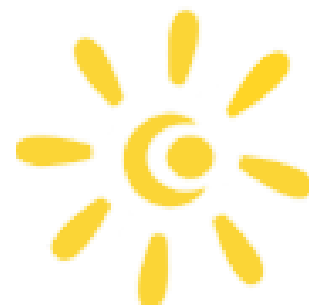
Federal
Electronic
Health Record

MEET SOUTHWEST MICHIGAN SUBSTANCE USE DISORDER POLICY BOARD MEMBERS

Commissioner Matthew M. Saxton graduated with a Bachelor of Science degree in Criminal Justice with a minor in corrections from Lake Superior State University. Commissioner Saxton has had a distinguished career in law enforcement and corrections over the last 32 years. He joined the Homer Police Department in 1993, before beginning his career with the Calhoun County Sheriff's Office. Commissioner Saxton has served in the following roles; Corrections Deputy, Law Enforcement Deputy, Lieutenant, and Captain. Commissioner Saxton retired from law enforcement in 2020, to become the Chief Executive Officer and Executive Director of the Michigan Sheriff's Association.



Randall Hazelbaker went to Western Michigan University. Professional careers include Family Service Advisor at Putman Funeral Home. "Mental health is in the news a lot, and I want to be able to help people who need it."



ATTENTION DEFICIT HYPERACTIVITY DISORDER

To help people understand a diagnosis of Attention-Deficit/Hyperactivity Disorder (ADHD). We are hoping to highlights the importance of improving diagnosis, treatment, and support for those affected with ADHD. The more awareness people have, the better prepared they are to assist individuals living with the disorder.

According to the Centers for Disease Control (CDC), the needs for support and treatment may differ for adults and children. ADHD is one of the most common neurodevelopmental disorders of childhood. It is usually first diagnosed in childhood and often lasts into adulthood.

In Children

According to a national survey of parents using data from 2022, the CDC reports that an estimated 7 million (11.4%) U.S. children aged 3 to 17 years have been diagnosed with ADHD. Of this number, boys (15%) were more likely to be diagnosed with ADHD than girls (8%). Children with ADHD may have trouble paying attention, controlling impulsive behaviors (may act without thinking about what the result will be), or be overly active. There is no single test to diagnose ADHD, and many other problems, like anxiety, depression, sleep problems, and certain types of learning disabilities, can have similar symptoms.

active. There is no single test to diagnose ADHD, and many other problems, like anxiety, depression, sleep problems, and certain types of learning disabilities, can have similar symptoms.

Often medical examinations are done to rule out other diagnoses with symptoms similar to ADHD. This is all a part of the evaluation process. Taking a history of the child from parents, teachers, other caregivers, and sometimes the child can also help in deciding the next steps. To make sure your child reaches their full potential, it is very important to get help for ADHD as early as possible. For older children, the best treatment is often a combination of behavior therapy and medication. But for children under 6 years of age, experts recommend that ADHD be treated with behavior therapy first, before trying medication.

In Adults

Although ADHD is often thought of as a childhood disorder, increasingly it is recognized that adults with ADHD can still struggle with:

- Managing their attention
- Completing lengthy tasks that are interesting
- Staying organized in daily tasks
- Controlling their behavior
- Hyperactive symptoms, such as feeling internally restless and fidgety
- Social relationships
- Consistent healthy behaviors such as exercise, proper nutrition, and good sleep

ADHD symptoms can be severe and can cause difficulties with daily life. Without the right treatment and support, ADHD may seriously affect one's health and well-being. Treatment for ADHD can include medication – most commonly stimulant medication – as well as therapy and other behavioral treatments, or a combination of methods. What works best depends on the person and their family. Effective treatment plans will include close monitoring, follow-ups, and making changes, if needed, along the way.

To read more about attention deficit hyperactivity disorder click the link. *at* <http://www.cdc.gov/adhd>.

COMMUNITY HEALING CENTERS ANNOUNCES CLOSURE OF INPATIENT WITHDRAWAL MANAGEMENT AND RESIDENTIAL SERVICES

For decades, Community Healing Centers has been proud to provide Withdrawal Management (Detox) and Residential Substance Use Disorder (SUD) treatment at the Gilmore inpatient facility, located at 1910 Shaffer Street in Kalamazoo. These services have been a vital part of their mission to heal individuals from the traumas of addiction, child abuse, and mental health disorders. Together with their dedicated staff, partners, and supporters, they have helped thousands of individuals take important steps toward recovery from alcohol, opioids, and other drugs.

Today, the financial reality faced by the organization compels the difficult but necessary decision that **effective immediately, Community Healing Centers will no longer provide Withdrawal Management or Residential SUD treatment.** This unfortunate reality comes despite our best efforts to save this critical programming. We regret the negative impact these funding cuts will have on those who continue to struggle with addiction in our community. Any clients currently in treatment will be supported in completing their program with Community Healing Centers or will be transferred to another facility of their choosing.

“This decision was not made lightly,” said Alisa Otto, CEO. “In recent years—especially in the changing nonprofit funding landscape since COVID—many organizations have had to evaluate sustainability.

Despite every effort to bridge the gap, the reimbursement rates for these services cover only about half the true cost of providing care. The current funding climate also means that our community cannot sustain services in this space, and we are grateful that other trusted organizations will continue to offer these services locally.”

“Community Healing Centers celebrates and honors the Gilmore inpatient treatment program, the lives it has touched, and the incredible dedication of their staff over the years,” says Board President, Lori Foor. While this chapter closes, Community Healing Centers’ commitment to the health and well-being of the community remains strong. By stepping away from services that are financially unsustainable, they will bring stability to the organization while focusing resources where they can have the most lasting impact: The Children’s Advocacy Center, Infant Mental Health, case management, outpatient services, afterschool and summer programs, substance use and violence prevention, and recovery housing and engagement services.

Community Healing Centers remains deeply committed to serving children, families, and individuals across Southwest Michigan. By focusing on the programs that are sustainable and most impactful, the organization will continue to provide hope, health, and healing for generations to come.

An expert resource for hope, health, and healing.

www.communityhealingcenter.org



SWMBH GAMBLING CAMPAIGN AWARDED

About the dotCOMM Awards:

The dotCOMM Awards is an international competition established in 1994, dedicated to honoring excellence in web creativity and digital communication. Administered by the Association of Marketing and Communication Professionals (AMCP), the awards recognize outstanding achievements in digital marketing, public relations, and advertising. With participation from over 135 countries, dotcom celebrates the innovative use of digital tools—such as websites, social media, video, apps, and influencer campaigns—that drive branding, customer engagement, and sales. Winning a dotcom Award signifies that an organization's digital work stands among the best in the industry, reflecting creativity, quality, and impactful results.



Overview of the *Know When to Stop* Campaign

The Know When to Stop campaign, a partnership between Southwest Michigan Behavioral Health (SWMBH) and King Media, received a Platinum award in the Digital Marketing Campaign category by addressing the rise of gambling among young adults. Targeting 18- to 24-year-olds, the campaign used humor, realism, and relatable visuals to challenge the normalization of gambling. The two-wave initiative coincided with March Madness and Problem Gambling Awareness Month, followed by a focus on online gambling in summer. The campaign used digital platforms like Snapchat, Instagram, and streaming audio to connect with the audience. The result: impressive engagement exceeding industry benchmarks, and sparking reflection on responsible gambling choices across Southwest Michigan.

Target Audience

The campaign focused on reaching 18- to 24-year-olds across eight Southwest Michigan counties, a digitally fluent group often overlooked by traditional public health messaging. Recognizing the diversity within this demographic, the creative was designed to feel native to their everyday platforms and lifestyles. Messaging leaned into relatable moments of excess, using humor and visual metaphors to prompt self-reflection without judgment. By delivering content through Snapchat, Instagram, Facebook, and streaming audio, the campaign met young adults where they already spend their time, ensuring the message was both relevant and engaging. This approach helped capture attention, spark conversations, and encourage safer choices around gambling.



Southwest Michigan Behavioral Health complies with applicable Federal and State civil rights laws and does not discriminate on the basis of race, national origin, color, sex, disability, religion, age, height, weight, familial status, partisan considerations, or genetic information. Sex-based discrimination includes, but is not limited to, discrimination based on sexual orientation, gender identification, gender expression, sex characteristics, and pregnancy. Southwest Michigan Behavioral Health does not exclude people or treat them differently because of any of these categories.

Southwest Michigan Behavioral Health:

Provides **free** aids and services to people with disabilities to communicate effectively with us, such as:

- o Qualified sign language interpreters
 - o Written information in other formats (large print, audio, accessible electronic formats, Braille, other formats)
- § Provides **free** language services to people whose primary language is not English or have limited English skills, such as:
- o Qualified interpreters
 - o Information written in other languages

If you need these services, contact Customer Services.

If you believe that Southwest Michigan Behavioral Health has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with:

Customer Services
5250 Lovers Lane, Suite 200
Portage, MI 49002
P: 800-890-3712 (TTY: 711)
F: 269-441-1234
customerservice@swmbh.org

If you are an individual who is deaf or hard of hearing, you may contact the MI Relay Service at 711 to request their assistance in connecting you to Southwest Michigan Behavioral Health. You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, Customer Services is available to help you.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights. Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>. You may also file a grievance electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at:

U.S. Department of Health and Human Services
200 Independence Avenue SW., Room 509F, HHH Building
Washington, D.C., 20201
1-800-368-1019

In order to establish a method for identifying prevalent non-English languages spoken by enrollees and potential enrollees in each PIHP service area the list on the next page is provided. SWMBH provides taglines in the prevalent non-English languages in its particular service area included in the list on the next page.

You have the right to get this information in a different format, such as audio, Braille, or large font due to special needs or in your language at no additional cost. Call us at 1-800-890-3712 (TTY: 711).

[illegible]

SOUTHWEST MICHIGAN BEHAVIORAL HEALTH

Resources

Crisis/Suicide Hotlines: 1-800-SUICIDE (1-800-784-2433)

Suicide & Crisis Lifeline: 988 (Call or text)

Suicide Prevention Hotline: 1-800-273-TALK (1-800-273-8255)

Suicide Prevention Hotline for Deaf or Hard of Hearing: 1-800-799-4TTY (1-800-799-4889)

Suicide Prevention Online Chat: www.gryphon.org/services/crisis-services/online-chat

Suicide Prevention Text Line: Text: "Hello" to 741-741

Human Services: (Crisis Situations, food, housing/rent help): 211

Child Abuse and Neglect Parent Helpline: 1-855-942-4357

National Alliance on Mental Illness (NAMI): 1-800-950-6264 or www.nami.org

National Domestic Violence Hotline: 1-800-799-7233, TTY: 1-800-787-3224, Spanish: 1-800-942-6908

National AIDS Hotline: 1-800-342-AIDS (1-800-342-2437)

Alcoholics Anonymous Hotline: 269-467-1107

Veteran Crisis Line: 1-800-273-8255 press 1 Text: 838-255

**Southwest Michigan
Behavioral Health
(SWMBH)
Customer Service**

**5250 Lovers Lane, Suite 200
Portage, MI 49002**

**Customer Service Toll-Free:
800-890-3712**

TTY: 711 MRC

Email: customerservice@swmbh.org

**Main Phone: 800-676-0423
Fax: 269-441-1234**

**Monday-Friday
8:00 AM—5:00 PM
Excluding Legal Holidays**

Southwest Michigan Behavioral Health Board Meetings 2025

All meetings are held at the principle office located at

5250 Lovers Lane Suite 200 Portage, MI 49002

November 14, 2025 (9:30am-11:30am)

December 12, 2025 (9:30am-11:30am)

Our Board Meetings are subject to the Open Meetings Act 1976 PA 267, MCL 15.261-15.275

SWMBH adheres to all applicable laws, rules, and regulations in the operation of its public meetings, including the Michigan Open Meetings Act, MCL 15.261 – 15.275

SWMBH does not limit or restrict the rights of the press or other news media.

Discussions and deliberations at an open meeting must be able to be heard by the general public participating in the meeting. Board members must avoid using email, texting, instant messaging, and other forms of electronic communication to make a decision or deliberate toward a decision, and must avoid "round-the-horn" decision-making in a manner not accessible to the public at an open meeting.



**"Quality and Excellence
through Partnerships"**