

**Clinical Outcomes Group, Inc.**

*Improving the Health of Our Communities*

**Substance Abuse  
Services**



**Abuse  
Intervention  
Services**

**Tobacco  
Control**

**Workplace  
Wellness**

**Family Services**

## Annual Report

January 1, 2012 - December 31, 2012

# *Words from Our President*

Dear Friends,

COGI enjoyed a successful year despite great change in 2012 thanks to our professional staff and the communities we serve. Organizationally, our services grew and the number of clients we served grew too. Physically, we moved and expanded our office space, preparing our organization for a strong future in East Central Pennsylvania.

Our dedicated and professional staff continues to engage communities, businesses, and other organizations by helping to create a systematic approach to addressing community problems. There are too many community partners to recognize here, but without their vision, leadership, and efforts we would be unable to achieve our goals and fulfill our organizational mission.

Please take an opportunity to review this annual report and examine it with a heartfelt perspective that our services contribute to changing the lives of many individuals in our community. Chances are that someone you know has been favorably touched by our efforts.

We ended our year on a positive note with our move to downtown Pottsville, it also began a time of leadership change. Following the loss of our founder, Dr. David Zanis to a tragic accident in 2011, I was honored to join the board of directors as President. With the addition of several new board members, the Board of Directors began focusing on some of the many adjustments naturally needed in an organization facing such a loss. The leadership changes that began in 2012 (that will be completed in 2013) were needed to guide this organization in the coming years. We learned lessons and challenged our staff to find ways to better serve our clients with a wider breadth of services.

As always, we welcome your comments. If you would like to discuss any aspect of COGI or would like to work with us toward improving the health of our communities, please contact me directly at 1-800-264-1290 or [tinakzanis@gmail.com](mailto:tinakzanis@gmail.com).

Sincerely,



Tina K. Zanis

President – Board of Directors

# Meet Our Board of Directors



*From left to right:*

*Eric Lieberman, Kay Jones, Tina Zanis, Christiane Bayer, Tom Scranton*

**President - Tina K. Zanis** co-founded Clinical Outcomes Group, Inc. in April 2001 where she served multiple agency functions including Director of Policy and Enforcement (under various tobacco control contracts), human resources and fiscal oversight. Tina earned a Master of Management in Healthcare Administration from Penn State University and began her professional career in information and technology within healthcare systems. Tina brings solid managerial and administrative experience with a special expertise in project management to her role as COGI Board President. Tina's current professional activities include property management and real estate work.

**Vice President - Tom Scranton** has made a career in community relations and organizational development with a wealth of diverse experience in service positions. After graduating from Elizabethtown College in 1970 with a degree in psychology, Tom has worked as a prison therapist, taught special education, coached basketball and track at the varsity level and owned and operated a restaurant in Tioga County. Tom's work in marketing for addictions programs began with the Psychiatric Institute of America and Universal Health Systems (national marketing activities). Tom was instrumental in the start-up of Pyramid Health Care in 1999 where he continues to serve as Community Relations Representative. Tom joined the COGI board at its inception in 2004.

# *Board of Directors Continued*

**Secretary—Kay Jones—** Kay Jones presently serves as Executive Director of Schuylkill County’s VISION where she is involved in projects throughout Schuylkill County. Kay has a Ph.D. from Lehigh University in Counseling Psychology. She has worked in hospital settings in a number of programs where she has served as Director. More recently she was one of the founders of the Interfaith Health Network of Schuylkill County which has led to a number of grant partnerships with Emory University of Atlanta and the CDC. Kay’s strengths are in coalition building and project management. Kay and VISION have worked with COGI on projects for the last several years.

**Treasurer – Christianne F. Bayer, Ed.D., LPC, NCC.** Christianne has over 20 years of experience in the mental health field. She has primarily worked in the educational setting providing treatment services to children/adolescents, and their families. Christianne also provides counseling services to a variety of populations through outpatient settings. Christianne earned her Master’s of Arts Degree in Counseling Psychology from Kutztown University, and Doctorate of Education in Educational Leadership and Administration from Immaculata University. Christianne joined the COGI board in 2012.

**Eric Lieberman** - Eric is licensed in the practice of law by the Supreme Court of Pennsylvania since 2003. He is a partner in the Pottsville law firm of Zimmerman, Lieberman, Tamulonis & Hobbs, specializing in civil litigation. Eric is a proud 1994 graduate of Nativity B.V.M. High School. He earned a BA degree, majoring in English with minor in Creative Writing from Ursinus College, Collegeville, PA and Juris Doctorate degree from Widener University of Harrisburg. Eric’s family includes wife Jennifer and four children, Anna (11), Livia (10), Emma (7) and Luke, (3). He is a member of St. John the Baptist Church Pottsville. Eric is also a member of Rotary Club of Pottsville , serving as President Elect. He also serves as Vice President of the Nativity B.V.M. Governance Board and on Board of Directors for Schuylkill Bar Association.

# A Leader in Public Health

Clinical Outcomes Group, Inc. (COGI) is a 501 (c) (3) private, non-profit organization dedicated to improving the health of the community. The organization was founded by David A Zanis, Ph.D. in 1997 as a sole proprietorship and converted to a non-profit in 2004.

COGI provides health and social services throughout Pennsylvania. Our focus is on behavioral health issues such as substance abuse, mental health, domestic violence, tobacco, workplace wellness and family services. COGI strives to develop and implement innovative policies and programs that focus on systems of change.

COGI receives program funding from a variety of sources including Federal, State, and Local Government as well as Private Foundations. **COGI is guided by a public health philosophy that emphasizes access to services, high quality and cost effective services.** Our services are evaluated both internally and externally to assess effectiveness. We invest in a strong data collection and analysis infrastructure aimed to improve service quality.

Our dedicated staff includes individuals with advanced degrees and/ or professional licenses specializing in behavioral health service delivery.

## Meet the COGI Team

### **Executive Director**

Mr. Ron Hollm

### **Clinical Director**

Ms. Alicia Fleischut, MA, CAC, NCC

### **Director of Program Development & Compliance**

Ms. Jennifer Ryan Melochick

### **Fiscal Director**

Ms. Kelly A. Examitas

### **Office Coordinator/ Enforcement Director**

Ms. Christine Staller

### **Receptionists**

Ms. Ellen E. Carder

Ms. Amanda Kemfort

Ms. Estelle Kerestus

### **Enforcement Officers**

#### **(Tobacco Program)**

Ms. Mary Handzus

Mr. Jonathan Rush

Mr. John Zuratt

### **Abstinence Education Program Staff**

Ms. Angela Morgan, Data Collection

Ms. Lara Swartz, LSW

Mr. Scott Webb

Ms. Barbara Weigand

### **Chemical Dependency Counselors**

Ms. Jennifer Brant

Ms. Beth Pattay

Mr. Brian Huddock, Intern

### **Ex-Offender Re-Entry Case Manager**

Ms. Stephanie Rice

Ms. Rebecca Costa

### **Abuse Intervention Services**

#### **Group Facilitators**

Ms. Christina Butts, LSW

Ms. Kara Eberle, MSW

Mr. Samuel Lowe, MSW

### **Maintenance**

Mr. Paul Stansbury

### **Health Educators**

#### **(Tobacco Program)**

Ms. Kara D. Eberle, MSW

Ms. Leslie Hosterman

Ms. Angela Morgan

Ms. Kelly Ann Pegg

Ms. Katherine Scranton

Ms. Whitney Smith

Ms. Deb Turner, MSW

Ms. Jennifer Wagner, MS

Ms. Kelli Weaver

# 2011 Program Highlights

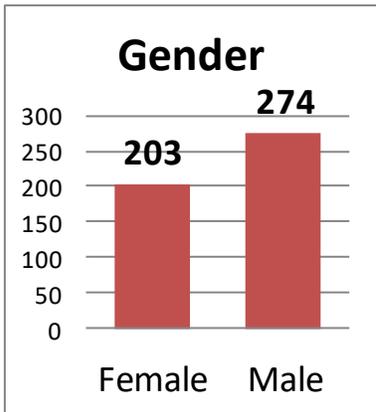
## **Abstinence Education**

Through a competitive grant process and beginning in July 2011, COGI was awarded a contract through a Title V State Abstinence Education Grant to the Pennsylvania Department of Health and administered by Temple University Harrisburg. COGI implemented a comprehensive approach to abstinence education and healthy decisions in three Schuylkill County school districts: Minersville Area, Pine Grove Area and St. Clair Area. While all the subcontracts of the grant have been trained and are utilizing an evidenced based curriculum, COGI's approach to Abstinence Education is specifically tailored to a rural setting. Our project has three components:

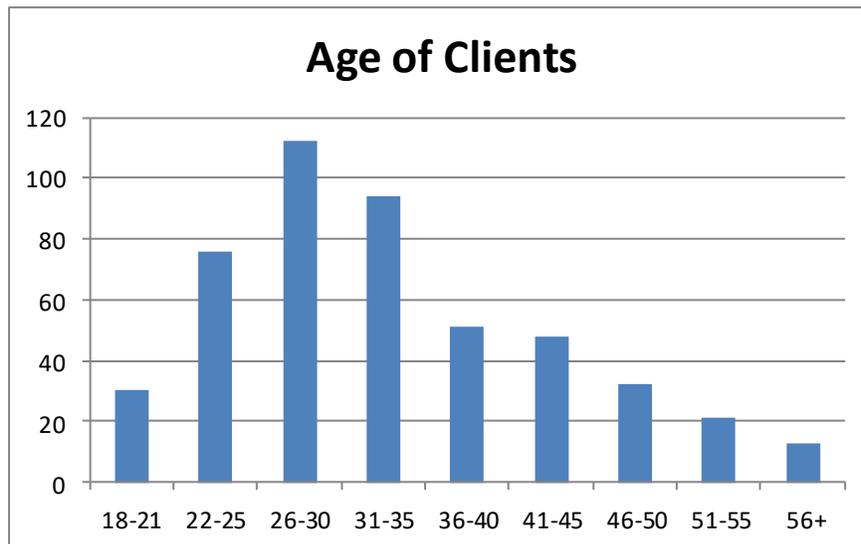
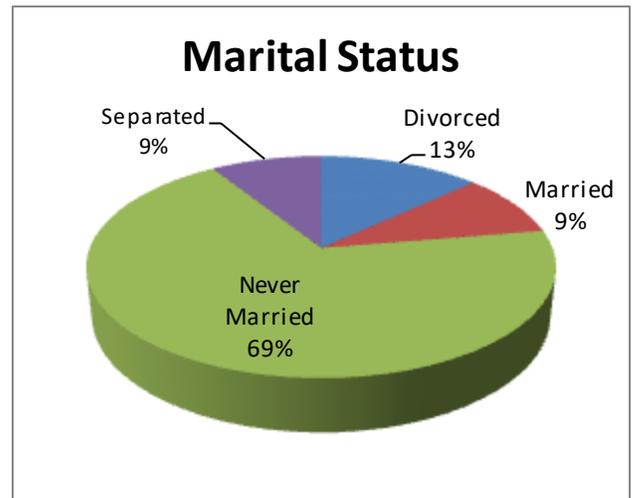
1. PHAT! evidenced-based Abstinence curriculum (Promoting Health Among Teens)
  - PHAT! is an 8 module (average) school-based curriculum that can be tailored to meet the individual scheduling needs. In the curriculum, students learn about puberty, sexually transmitted diseases (STDs), such as HIV, and pregnancy prevention
2. Social Work Intervention
  - Our project places a licensed social worker on-site to provide support and counseling services (groups, individual sessions or both) to at-risk youth receiving the PHAT! Curriculum
3. Service Learning
  - Based on the belief that youth who are engaged and feel like an important member of a community are more likely to make healthy decisions, our program includes a partnership with a county-wide nonprofit to provide active volunteer opportunities for youth. This year COGI has partnered with the American Red Cross (ARC) to establish Red Cross clubs at participating schools. The ARC clubs will help to promote self-esteem, develop leadership skills and learn life-saving techniques, increase problem solving abilities and communication skills, and the allowance to gain new and exciting experiences.

## Drug and Alcohol Services

COGI provides outpatient (OP), intensive outpatient (IOP) and case coordination services for addicted individuals who either have no insurance or have medical assistance in Schuylkill County. In 2012, a total of 477 clients attended at least one appointment in our clinic. Data highlights from 2012 include:



12 Females Reported to be Pregnant



The state regulation governing the drug and alcohol program (709c) requires that: if a facility is publicly funded, the governing body shall make available to the public an annual report which includes, but is not limited to:

- Examples – a brochure, pamphlet, newspaper supplement or photocopied reports.
- Documentation of availability may take the form of a public notice via newspaper, mailing list distribution, or other notice to the community.

(1) Activities and accomplishments of the preceding year.

(2) A financial statement of income and expenses.

(3) A statement disclosing the names of officers, directors and principal shareholders, where applicable.

This document fulfills the compliance requirements

## **Ex-Offender Re-entry Services**

COGI provides ex-offender re-entry services to individuals who are either incarcerated (minimum 30 days) or recently released from the Schuylkill County Prison. The goals of the program are: (1) increase access to treatment services for the target population, (2) improve family functioning, and (3) reduce recidivism. Assessment, case management, and linkages to the community and support services are provided. COGI staff spend a great deal of time in the community advocating for this population to increase opportunities for success, with housing being a key area of need.

**Schuylkill Build**: Schuylkill Build is a sub-pilot of ex-offender re-entry, targeting underemployed young offenders ages 18-21 who have not attained a high school diploma. The pilot provides on-site vocational experience and education in basic construction skills, GED instruction, group and individual counseling.

## **Pennsylvania Cancer Education Network (PCEN)**

COGI provides information and education sessions on the following cancer topics: ovarian, prostate and colorectal cancer in 6 rural PA Counties including Centre, Columbia, Montour, Northumberland, Snyder and Union. The information sessions last approximately 20-30 minutes. COGI offers these sessions to workplaces, civic organizations, nonprofits, etc.

## **Abuse Intervention Services (AIS)**

The AIS program offers group counseling services in COGI's Pottsville and Northumberland offices to male perpetrators of domestic violence. Participation in the project is 27 weeks (1 week orientation and 26 program weeks). Program sessions are 90 minutes in length. The group uses the Duluth model; an evidence-based intervention that emphasizes the responsibility of the offender and the acknowledgement and acceptance of inappropriate behavior. As a provider of services that aim to reduce domestic violence in our communities, COGI provides consultation and representation to several community task forces and coalitions with similar goals, such as STOP Violence Against Women Coordinating Team (Schuylkill County).

## Tobacco Control Services

Serving as a Primary Contractor for the Pennsylvania Department of Health for the North Central Health District since October 2010, COGI provides tobacco control services including: advocacy, education, prevention/ education, tobacco-free policy development, cessation and enforcement. Also included under the umbrella of tobacco control are: regional coalition development, regional media and FDA inspections. The North Central Health District consists of 12 rural counties including: Bradford, Centre, Clinton, Columbia, Lycoming, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga and Union. COGI also continued to serve as a subcontractor of Health Promotion Council (South East health district Primary Contractor) for tobacco control services in Schuylkill County.

Highlights in the area of tobacco control in 2012 include:

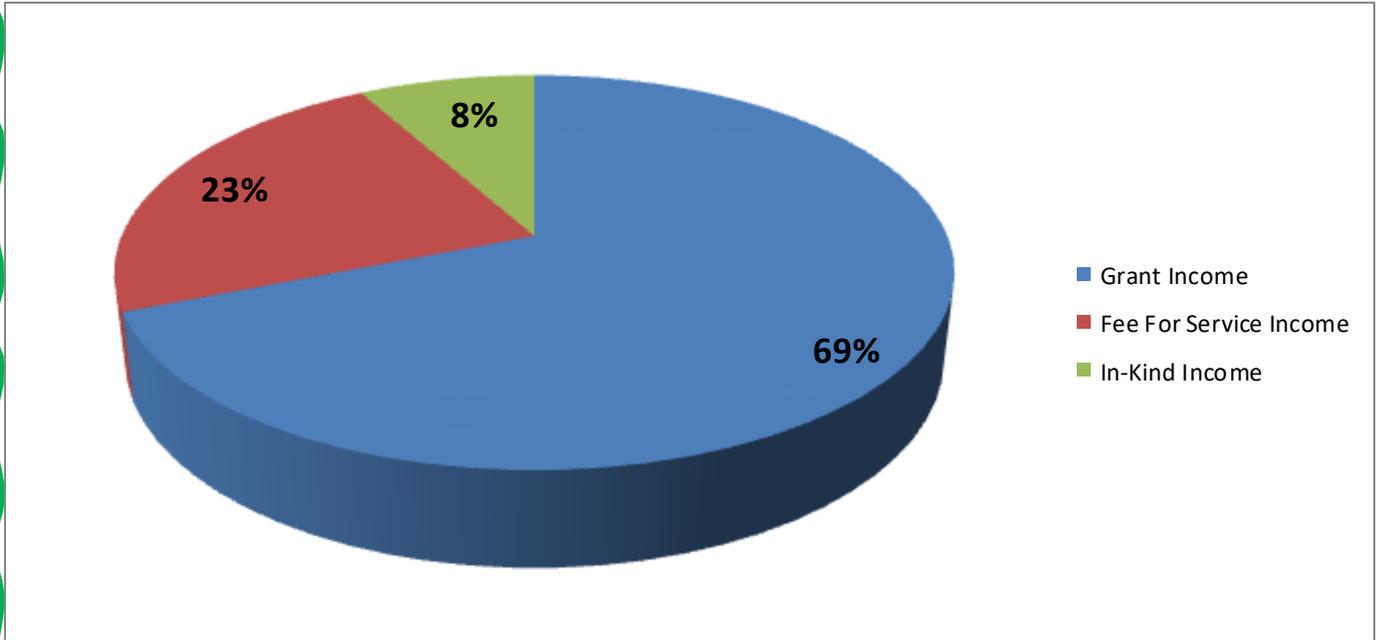
- **Young Lungs at Play (YLAP)** is an initiative through the Pennsylvania Department of Health to help communities create tobacco free parks, playgrounds and recreational areas for children. Compliance with indoor or outdoor clean air policies requires signage to announce the policy and inform visitors.
- **Tobacco Cessation:** COGI's approach to tobacco cessation follows the best practices outlined by the Treating Tobacco Use and Dependence: Clinical Practice Update 2008, U.S. Department of Health and Human Services. Individuals who enroll in our tobacco cessation program receive individualized counseling (behavior modification) and are offered a complimentary supply of Nicotine Replacement Therapy (NRT), if they are medically appropriate. COGI's protocol dictates that we provide all clients who participate in tobacco cessation services provided by COGI with a complimentary 4-week supply of NRT, including up to 4 week's worth of patches and up to 2 weeks worth of nicotine gum or lozenges.
- **North Central Regional Tobacco Control Coalition:** COGI coordinates and provides administrative and support services for the North Central Tobacco Control Coalition (NCTCC); a regional group of key stakeholders and interested individuals created to address tobacco control issues among the 12 North Central counties. While COGI provides support to the coalition via our contract with the PA Department of Health as a Regional Primary Contractor, all the members of the coalition are volunteers and are not paid for their attendance or participation. COGI is proud to convene such a fine group of partners who work diligently to reduce the negative effects of tobacco on the North Central region.
  - The 2012 NCTCC coalition membership includes representation from the following organizations: PA Department of Health, Clean Air Council, COGI, Bradford/ Sullivan Safe Kids Coalition; Penn College of Technology; Pfizer; Wellsboro Parks and Recreation; North Central District AIDS Coalition, Evangelical Community Hospital; American Lung Association, Lycoming County Health Improvement Coalition; CMSU Drug and Alcohol, and the American Cancer Society.

## **North Central Regional Tobacco Control Coalition Continued**

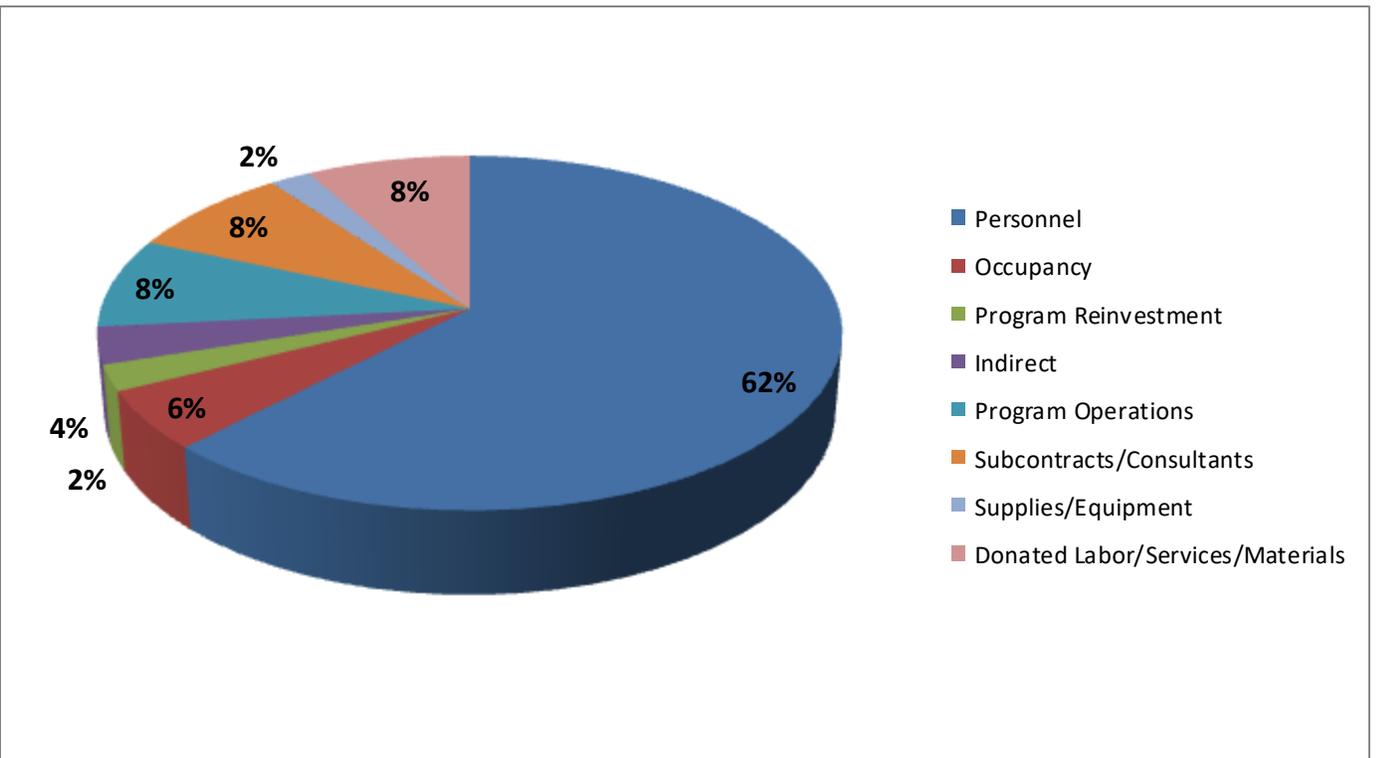
- The NCTCC has 4 active workgroups:
  - School Policy Development and Technical Assistance: Purpose—addressing tobacco policy in public schools in the North Central region. Initiatives include:
    - Use the 100% Tobacco –Free Policy Toolkit to reach out to schools and offer assistance in updating and strengthening policies as needed
  - Community Policy/ YLAP: Purpose—promote and establish more tobacco-free outdoor facilities in the North Central Region. Initiatives include:
    - Identify one champion per 12 counties to help promote YLAP
    - Work with county contacts to determine best method to promote YLAP.
  - Disparate Populations: Purpose—provide access to services to underserved populations in the North Central region. Initiatives include:
    - Needs assessment of populations and available resources.
    - Information distribution through (1) Presentations at groups and (2) Using appropriate communication (Spanish, children, illiterate)
  - Coalition Advancement: Purpose—expand the membership to attend and participate in NCTCC meetings and related activities. Initiatives include:
    - Encourage, invite and recruit community, business leaders, legislators, faith based community leaders, etc. with an interest in tobacco control in the counties they work, to attend and participate in the NC Tobacco Control coalition.

# 2012 Financial Picture

## Income



## Expenses





## **Contact Us**

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