

HEROIC
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INTEGRITY
VALIANT

MISSION
PATRIOTIC
RESPECT
ALWAYS
COUNTRY
SEMPER
DEFEND

Cohen Veterans Network

2019 ANNUAL IMPACT REPORT

How Cohen Veterans Network is Making a Difference For Veterans and their Families

A MESSAGE FROM DR. ANTHONY HASSAN, PRESIDENT & CEO, CVN



Few would disagree that our great nation's freedoms are a direct result of the many sacrifices and tireless dedication of our selfless military service members.

Of course, along with the bravery and commitment of these often-unsung men and women comes hidden challenges. Many face mental health issues related to their service and transition out of service. And those challenges can also extend to family members. Making things more difficult, mental health services are not always readily available for those who need them most. That is where the Cohen Veterans Network (CVN) comes in. We provide critical mental health services to veterans and military family members whose needs are not being fully met by other providers. Put simply, CVN is here to fill gaps.

To ensure that we can help all who need our services, CVN continues to grow rapidly. In keeping with our founder Steve Cohen's ambitious vision, this past year we opened an additional four clinics. And we have five more planned in 2020.

But simply opening clinics is not enough. We know we must get better at serving this vitally important community. And that is why throughout 2019 we engaged in an active process of listening and learning. I personally travelled nearly 9,000 miles, visiting all 14 clinics in the network in December. On this listening tour, I heard from many members of our incredible staff who shared their thoughts and visions for the network. As a result, my team and I were able to capture critical lessons and innovative ideas for improving the network as a whole. We intend to share these best practices with the entire CVN community to help strengthen the network.

I believe this effort will serve as a reminder of the importance of keeping the channels of communication open, so we can ensure accountability and create a strong sense of community across our entire organization.

In traveling the country, one thing I came away with was an abiding respect for the commitment and passion demonstrated by the many dedicated professionals who manage our clinics nationwide. I am proud of what we accomplished in 2019 to tackle the many mental health challenges that impact veterans and military families. And I am confident about what we can accomplish in



the years ahead as we continue to carry out our important mission.

Sincerely,
Anthony Hassan,
LCSW



ABOUT COHEN VETERANS NETWORK



Cohen Veterans Network, Inc. (CVN) is a not-for-profit philanthropic organization [501(c)(3)] focused on delivering mental health services for post-9/11 veterans and their families regardless of their ability to pay. We are focusing on saving lives, saving futures, and saving families by improving mental health outcomes through a network of customized, outpatient clinics for veterans and their families in high-need communities, in which trained clinicians deliver holistic care.

CVN offers client-centered, evidence-based therapy for a variety of mental health issues, including depression, anxiety, post-traumatic stress, adjustment issues, anger, grief and loss, family issues, transition challenges, relationship problems, and children's behavioral problems. Our care is centered on targeted therapy and case management consulting options. CVN's services

are intended to complement services available in each city from the local VA or other providers.

Our highly skilled clinicians and staff, many of whom are veterans or military family members themselves, have been trained to work specifically with veterans and their families. Our goal is to build the trusting and confidential relationships necessary to provide excellent, personalized care.

One of our hallmarks is how quickly we respond to those in need. We are committed to same-day intakes for those in crisis and 94% of our clients secured their first appointment when they wanted it. All post-9/11 veterans and their families are eligible for treatment, regardless of their military discharge status, insurance coverage, or their ability to pay.

“A LOT OF TIMES WE, AS VETERANS, MARGINALIZE THE INVISIBLE WOUNDS, WHEN THEY ARE EVERY BIT AS SIGNIFICANT, IF NOT MORE SO DEBILITATING, THAN THE PHYSICAL ONES... THIS IS WHERE IT'S IMPORTANT TO HAVE CVN, TO HAVE A NETWORK THROUGHOUT THE U.S. WHERE VETERANS CAN GET MENTAL HEALTH CARE TO OVERCOME THOSE CHALLENGES.”

– Former CVN Client



2019 LEARNINGS & ACCOMPLISHMENTS



NETWORK OPTIMIZATION

- Clinic Support Team Model
- Cost Savings: Centralized Communicator
- Telehealth Expansion



BRAND & REPUTATION

- On-demand Client Lead Generation
- RallyPoint Virtual Community
- VA Relationships



SUSTAINMENT

- Philanthropy
- State Grants
- Insurance Revenue



CVN CULTURE

- Annual Meeting: New York City
- Network Satisfaction Survey
- CVN HQ Employee Satisfaction



QUALITY & RISK

- Clinical Quality Improvement
- Privacy and Security Program
- Patient Safety and Suicide Prevention
- Crisis Training and Social Media



ADVANCING THE FIELD

- Data Warehouse and Dashboard Development
- Workforce Development
- External Training

CHANGING LIVES ONE VETERAN (AND FAMILY MEMBER) AT A TIME



As of the end of 2019, CVN clinics have treated more than 14,000 clients across the country since April 2016. We are making a real difference in the lives of countless veterans and their family members. We remain guided by our core values of Integrity, Community, and Excellence.

We are living those core values every day, which has been reflected through satisfaction ratings and reports. CVN remains committed to serving and supporting the people who have sacrificed so much for our country.

FAST FACTS

Did You Know...



45% of CVN clients are non-veterans, including parents, siblings, spouses or partners, children, caretakers, and others

49% of our clients are women

14% of our clients are children

45% of all network staff are veterans or military family members themselves

CLIENT QUOTES



"Everything was great and I felt capable of implementing tools that were discussed."

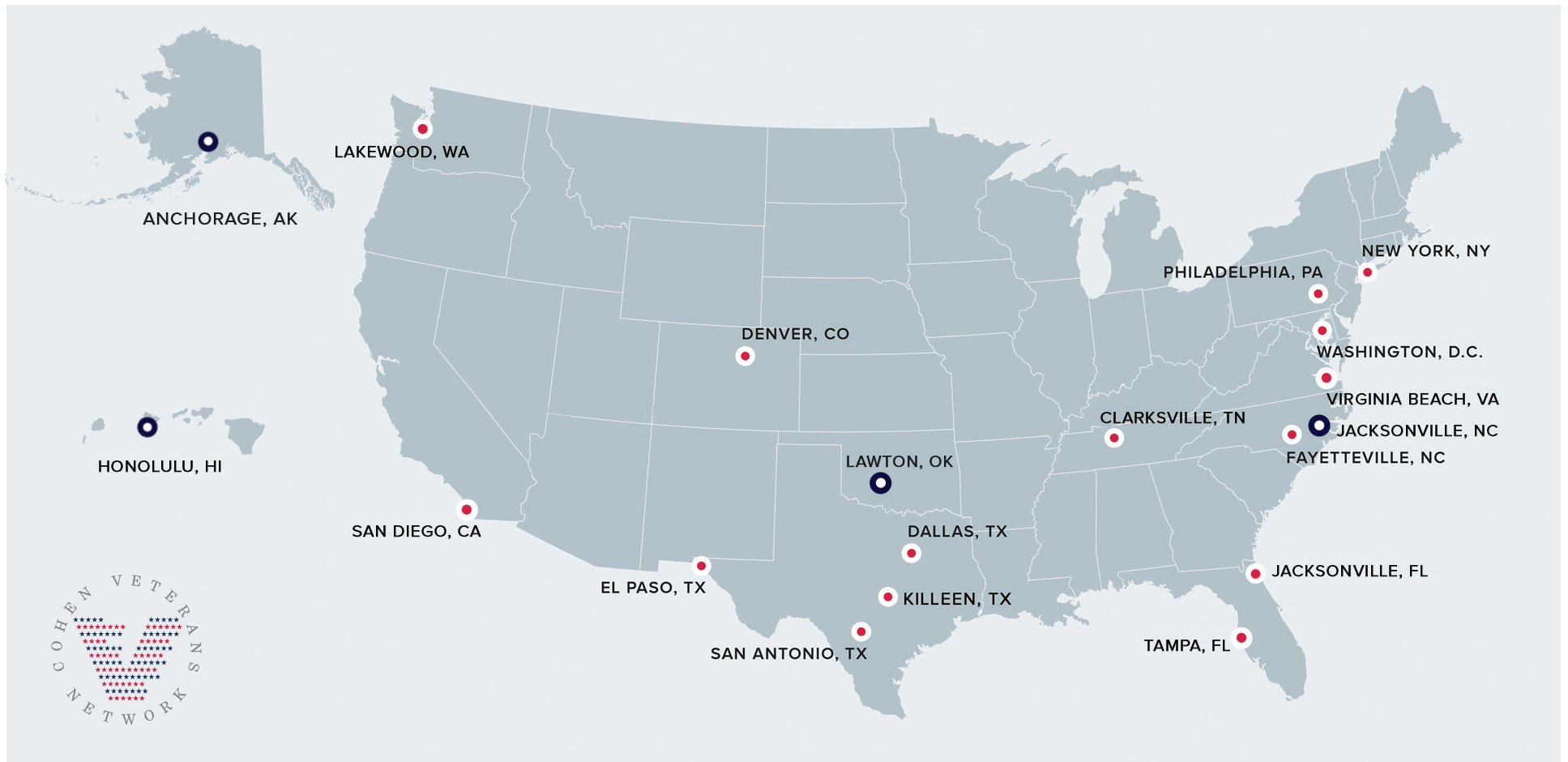
"Therapist and front desk staff were very helpful and outstanding. Thank you!!"

"Grateful to receive the care I needed."

"I really appreciate the treatment given and the therapist I had and the changes made a big change in my life."

"It was very warm and friendly, it is a great place."

"Overall it was welcoming and they helped me with any issue. I am extremely thankful for this clinic and I have referred fellow veterans to the clinic and they have the same response."



STEADY GROWTH TO MEET URGENT DEMAND



CVN is growing to meet the increasing need for mental health services and support across the country. Each clinic is focused on saving lives, families, and futures by providing accessible, outpatient mental health care services to any post-9/11 veteran who has served in the United States Armed Forces, regardless of

role, discharge status, or combat experience. This includes services for the National Guard and Reserves as well.

As of the end of 2019, CVN has 14 clinics nationwide with plans to add five additional locations, including Jacksonville, FL and four more (in blue) in 2020.

This past year, we also grew our Central Office staff to help expand our capacity through Clinic Support Teams and ancillary support in order to better serve our partners and clinic staff. In doing so, the CVN team has learned a great deal, and has incorporated many newfound insights into all of our core documents, operational processes, and business lines.

SNAPSHOTS:

The CVN Employee Story



Rhonda is a Clinician at the Cohen Clinic in San Antonio, Texas. Her experience as a military “brat” has been instrumental in helping children of military families.

“My father served in the Army all throughout

my childhood, so we moved around a ton,” explained Rhonda. “I recall what the impact of moving was like. We were first in California; moved to Germany; then Ft. Hood in Killeen, Texas; Belgium; South Korea; South Carolina; and Washington, DC.”

That experience has prepared her well for her role as a clinician for the veteran and military populations. “I can certainly relate to the frequent transitions, having to move schools and missing a parent,” added Rhonda. “But all kids have a different experience, especially the younger kids these days. It is important for me to not assume that everyone had the same experience.”

She explains that it is important for children of a military family to have others they can relate to and connect with. She is glad that she is able to use her psychology training to serve this important population.

CONTINUED FOCUS ON EXCELLENCE THROUGH TRAINING



CVN’s team members are committed to the mental health and well-being of veterans and their families. In order to ensure the highest quality of care for clients, CVN has continued to focus on providing culturally-competent training throughout 2019. To groom the next wave of mental health care professionals, we utilized our Scholars and Fellows program to offer specialized training to 13 promising individuals. This program provided hands-on experience for individuals pursuing professional careers in support of veteran’s mental health, with unique opportunities to participate in field training and military-related mental health care training.

CVN also extended its partnership with the National Council for Behavioral Health to improve awareness of mental health resources and crisis intervention tactics by offering a wide-ranging training opportunity. As a follow up to the 2018 America’s Mental Health Study, the two organizations offered Mental Health First Aid training to hundreds of participants across the country. The National Council committed to host 20 one-day workshops focused on training up to 600 new “First Aiders” across the country

to apply Mental Health First Aid skills. Many of the CVN clinics will host these sessions inside the clinic’s community room and will make training slots available to local veteran service organizations and other community partners.

CVN has also funded the National Council for Behavioral Health to develop advocacy tools to help local community behavioral health organizations communicate the America’s Mental Health data to key industry influencers as well as reinforcing key pillars to improve access such as parity, alternative models, and workforce development.

Another important CVN partnership formed in 2019 was with Home Base, a Red Sox Foundation, and Massachusetts General Hospital (MGH) to improve the care of military children around the country via an innovative mental health training program. The training was developed internally at CVN but is now being made available publicly to help advance the field and fill the gap in the community as well. It will enable therapists who treat adults to properly assess children and therefore expand access to care.



SNAPSHOTS: The CVN Employee Story

★★★



Jesse is a Data Manager for the Cohen Military Family Clinic at Aspire Health Partners in Tampa. In the Navy, he was an electronic warfare technician and a cryptologic technician, which helped to prepare him for his current role in support of the clinic.

Once out of the military, Jesse was looking for a position with fellow veterans.

“It’s great to come to work every day with other veterans,” explained Jesse. “One thing veterans struggle with when they get out is the isolation. But coming here every day, I get to work with other veterans who understand me, who have had similar experiences. We’re an organization dedicated to veterans, that’s really accommodating of the veterans that work here.”

Jesse believes one of the great strengths of the Cohen Veterans Network is the high level of collaboration and open channels of communication. “We have super user calls where the whole network gets to speak to each other and bounce ideas off of each other,” added Jesse. “We have a mentorship program and message boards. And I’ve even met the CEO. This is not a company where you don’t see the executives. Having that upward mobility of ideas through the chain of command, what other organizations are like that?”

ADVANCING THE FIELD OF VETERAN’S MENTAL HEALTH

★★★

Educating the next generation of psychiatric-mental health nurse practitioners is a priority for CVN.

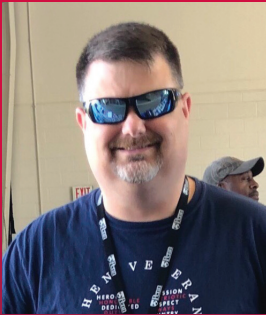
A Federally-funded partnership between CVN and Duke University School of Nursing will train and embed Duke graduate nursing students around the country in CVN’s clinics. This groundbreaking collaboration received a federal Health Resources and Services Administration grant of \$2M over four years.

This program addresses a critical shortage of prescribing providers in mental health. It will provide immediate access to highly-trained providers, while contributing to long-term workforce development for well-trained providers across the nation.

This new program is in addition to the CVN Scholars Program, which provides stipends for graduate students pursuing professional careers in support of veteran’s mental health.

SNAPSHOTS:

The CVN Employee Story



Pete is the Outreach Manager at the Cohen Clinic at the University of Pennsylvania. In this role, unique for other outreach staff around the network, he is responsible for outreach, case management, and therapy. As a veteran himself, Pete is able to

identify and empathize with clients and encourage those who may be struggling to get the help they need.

One of Pete's focuses is community outreach. "We're big on relationship building. It's important to get comfortable with people, know their face, and spend time communicating. When a veteran or family member has a need, if someone knows you and feels comfortable with you, that's when they're going to call or reach out."

Pete has also been working hard on getting the word out about CVN's Telehealth services. "A current strategy we're working on is going out and spreading the word on telehealth. We're trying to really build up that service in the state of Pennsylvania. We recently just went to some community colleges, firehouses, and tattoo parlors where a lot of veterans have service-related ink, to talk about telehealth. These are the kinds of unique approaches we're using to increase involvement."



THE GROWING IMPORTANCE OF TELEHEALTH



In today's highly connected society, healthcare options are increasingly being administered remotely. The network is delivering care via **CVN Telehealth** (face-to-face video therapy). At the end of 2019, **13% of active clients** have received at least one session of care via CVN Telehealth. Total telehealth sessions increased 134% from January to December 2019.

These sessions remain a viable option for delivering therapy services to clients who can't come into a clinic, whether it be because of transportation challenges, lack of access to a clinic, or that childcare is unavailable. Telehealth has proven an invaluable tool

for helping clients maintain a consistent appointment schedule, which is vitally important to the success of treatment.

CVN continues to explore ways to improve and expand our Telehealth offering, enabling us to reach more clients. In keeping with our motto, "breaking down barriers to care," we remain committed to providing the same high-quality care available at our clinics via a computer, tablet, or phone, so veterans and their family members can receive real-time therapy in the privacy and comfort of their own homes.

WELLNESS HUB REACHES VETERANS THROUGH PEER-TO-PEER DIALOGUE



One of our primary goals at CVN is to break down barriers to care. To further advance this vital mission, we launched the Wellness Hub on RallyPoint, the leading online platform for the military community. This vast online community is an ideal platform to share mental health resources and encourage access to care at our clinics, either in person or online via telehealth.

The Wellness Hub aggregates conversations on health and wellness and offers related resources for veterans and military families, providing an invaluable tool for them to learn about member experiences through peer-to-peer dialogue.



STUDYING TRIGGERS FOR SUICIDE TO IMPROVE MENTAL HEALTH SERVICES



A 2019 study by researchers at the National Institute of Mental Health (NIMH) confirmed that the incidence of death by suicide tends to spike following the suicide of a celebrity or notable figure. This study was led by Dr. Rajeev Ramchand, former Senior Vice President of Research for CVN in 2019.

Dr. Ramchand and his colleagues looked at the ability of mental health services to meet

increased demand after a celebrity suicide and concluded that suicide prevention hotlines and websites may lack the resources needed to meet the increase in demand after a celebrity dies by suicide. The study highlights the need for crisis mental health services to develop contingency plans to accommodate the immediate increase in demand, particularly in the two days following a celebrity suicide.

SNAPSHOTS:

The CVN Employee Story



Paul is Chief External Affairs Officer for CVN Central Office where he is responsible for setting and overseeing the network's communications strategy.

“My role is to build and protect our reputation as well as make sure that CVN is seen in the right places. We do that by making sure we’re finding veterans where they live. One of the most important things we do is making sure veterans and military families know about us, and where they can find us. Then helping to ensure that when they come to a clinic, they feel like this is the place for them.”

While not a veteran himself, Paul comes from a family who has served.

“I am the son of a soldier, brother of soldier, and nephew of a Marine. One of the things that drew me to CVN is that my brother served in Iraq, and knowing a resource like CVN is available is invaluable to families like ours. Working at CVN has given me a different view of how we need to be empathetic about what transitioning veterans are going through.”

MAINTAINING THE HIGHEST QUALITY OF CARE



CVN continues to maintain its top grade from an industry-leading accrediting body, the Commission on Accreditation of Rehabilitation Facilities (CARF). CVN clinics in Silver Spring, MD; Tampa, FL; Philadelphia, PA; and Clarksville, TN; as well as those in Dallas, San Antonio, El Paso, and Killeen, Texas have all earned the high-quality rating for programs and services. This prestigious accreditation is a direct reflection of our commitment to

quality displayed across the CVN network. Our community-based model has been recognized for its emphasis on programming relevant to the unique communities we are integrated in, and how our clinics are unified by a commitment to serve and meet the highest quality standards.

According to CARF, an organization receiving a three-year accreditation has put itself through a rigorous peer review process.



STRENGTHENING THE COMMUNITIES WHERE WE SERVE



While we are a national organization, CVN is really about helping local communities and the families of our service members. Throughout the year, our local clinics engaged in numerous community activities designed to raise awareness. We networked with first responder departments, veteran-facing agencies, and educational systems, participating in various programs and events at

the community level. Our team members regularly met with community leaders, organizational heads, and influential individuals in the veteran community to educate them about the services and support the CVN clinics provide. In addition, CVN staff serve on various veteran committees, boards, and panels that focus on the needs of the local veteran community. Our continuing goal is

to be a reliable resource for guidance on identifying and supporting veterans and families seeking vital mental health services, helping to strengthen the communities we serve.

SPREADING THE WORD



At CVN, we recognize that an important first step in helping veterans and their families is educating the public that we are here and that our services are available to them. Brand recognition is an important part of our mission, and marketing and public relations are important tools for accomplishing that goal.

In 2019, 56 million impressions were delivered across the country. Over 145,000 people showed interest in CVN after seeing an advertisement. Through this marketing, 2,750 veterans and military family members were connected to care at the Cohen Clinics. ★

**“I THINK BECAUSE THERE
ARE SO MANY VETERANS
THAT WORK HERE, THERE
IS AN EXTRA LEVEL OF
UNDERSTANDING AND TRUST ★
WITH OUR CLIENTS. I’M ★
BLESSED AND PROUD TO BE ★
WORKING HERE — WORKING
FOR AN ORGANIZATION
WITH A PURPOSE.”
– CVN Employee**