



# The Language of Mental Health

*HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA*



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Director, Business Development  
Alliance Health Center

# HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA



Our own professionalism sometimes gets in the way of being able to connect both professionally and with consumers

**Professional language-based stigmas do exist**

Consumer language-based stigmas are much broader

Education & advocacy becomes much more complicated




# STIGMA & LANGUAGE: Consumer Deterrence




Ph.D., Psy.D., EDD., MD., NP., MA., MED, MC, MSW, MFT, LPC, LCSW, psychologist, psychiatrist, therapist, psychotherapist, psychoanalyst, clinician, counsellor, marriage and family therapist, family therapist, social worker, coach, peer specialist, therapy, counseling, psychotherapy, CBT, DBT, psychoanalysis, EMDR, family of origin work, solution-focused treatment

# STIGMA & LANGUAGE: Why is this Important?



My Message  
is Hope



My Message  
is Healing



My Message  
is Recovery

*HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA*

# HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA



## Mental/Behavioral Health Professional Language:

1. is not always synonymous among professionals
2. does not clearly translate to consumers
3. can detract entry into services



# STIGMA & LANGUAGE: Provider Language Stigmas



## Alliance Health Center

Offering addiction services designed to fit your needs



We provide a continuum of services with three steps to recovery:



**STEP 1**  
PATHWAYS  
MEDICAL  
DETOXIFICATION



**STEP 2**  
TRANSITIONS  
DUAL DIAGNOSIS  
REHABILITATION



**STEP 3**   
NEW LEAF RECOVERY  
OUTPATIENT (PHP/IOP) WITH  
OR WITHOUT LODGING

### WHAT OUR PATIENTS SAY

"The more and more I opened up, I feel like I have a purpose in life. I love myself today because of **Alliance Health Center.**"

- From a former patient

### WE ARE PROUD OF OUR HIGH PATIENT SATISFACTION SCORES

**92%** of our patients said they were satisfied with their overall treatment.

Survey data was collected Oct. 2019– March 2020 through the CQI+ Outcomes Measurement System, which benchmarks patient satisfaction data for over 350 psychiatric hospitals.

### We accept the following insurances:

- Medical Detoxification (Pathways)–Medicaid, Medicare, TRICARE and Commercial Insurance
- **Dual Diagnosis Rehab (Transitions)**– Medicaid, Medicare, TRICARE and Commercial Insurance
- PHP/IOP with Lodging (New Leaf Recovery)– Medicaid, Medicare, TRICARE and Commercial Insurance



Start your recovery with us.  
We are here for you 24/7 and  
can provide the help you need.

**601-483-6211**  
alliancehealthcenter.com

Medicaid, Medicare and private insurances accepted.



HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA

# STIGMA & LANGUAGE: Provider Language Stigmas



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PATHWAYS MEDICAL  
DETOXIFICATION



STEP 2  
TRANSITIONS REHAB FOR  
CO-OCCURRING DISORDERS



STEP 3  
NEW LEAF RECOVERY OUTPATIENT  
(PHP/IOP) WITH OR WITHOUT LODGING

New Leaf  
Recovery

### WHAT OUR PATIENTS SAY

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I feel like I have a purpose in life. I love myself  
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— From a former patient

### WE ARE PROUD OF OUR HIGH PATIENT SATISFACTION SCORES

**4.26** Our patients' overall satisfaction rating,  
on a scale of 1 to 5.

Survey data was collected January to June 2022 through Mental Health Outcomes, LLC,  
which benchmarks patient satisfaction data for over 350 psychiatric hospitals.

### We accept the following insurances:

- Medical Detoxification (Pathways) – Medicaid, Medicare, TRICARE® and Commercial Insurance
- Rehab for co-occurring disorders (Transitions) – Medicaid, Medicare, TRICARE® and Commercial Insurance
- PHP/IOP with Lodging (New Leaf Recovery) – Medicare, TRICARE® and Commercial Insurance



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**601-483-6211 | ALLIANCEHEALTHCENTER.COM**



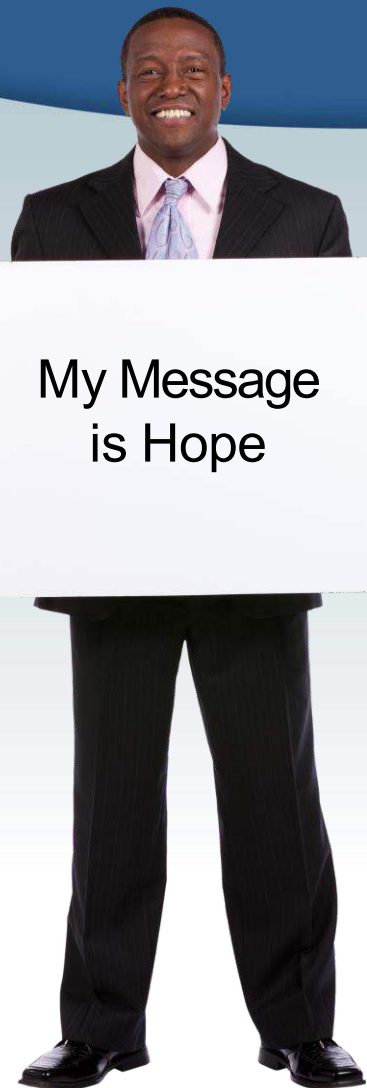
**Alliance Health**  
Center  
Hope, Healing & Recovery

5000 Highway 39 North  
Meridian, MS 39301

**HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA**



# STIGMA & LANGUAGE: Consumer Language Disconnect



My Message  
is Hope

## Adolescent Mental Health Inpatient Programs

(MCR, MCD, COMM, TRICARE\*)

We offer the **Bridges Program** for males and the **Reflections Program** for females ages 12 to 17. We focus on crisis stabilization and provide individualized treatment that can include medication management and group, family and recreation therapy.

## The Crossings Residential Treatment Center

Long-term treatment is available for males and females ages 12 to 17, with a specialized program for male sexual offenders. Students attend structured individual and group therapy with educational classes each day.

## The Crossroads School

To help adolescents stay on track academically, we offer a fully accredited school for residents to attend while they are in treatment.

## Adult Mental Health Inpatient Programs

(MCR, MCD, COMM, TRICARE\*)

We offer adult crisis stabilization programs to treat mental health disorders, including:

- Schizophrenia
- Anxiety
- Paranoia
- Post-traumatic stress
- Depression

Both programs include medication management and a multifaceted daily therapy program.

**Connections** is an adult chronic mental illness program treating individuals with severe, long-term conditions.

**Journeys** provides therapeutic hospitalization for those who are unable to function in daily activities of life.

## Inpatient Program for Senior Adults

(MCR, COMM, TRICARE\*)

**The Milestones Program** for ages 55 and older provides crisis stabilization for seniors experiencing signs and symptoms of dementia and severe depression. We can help treat symptoms such as:

- Extreme forgetfulness
- Anxious behavior
- Loss of interest
- Withdrawal from family and friends

## Substance Use Treatment 3-Step Program

### Inpatient Medical Detoxification (MCR, MCD, COMM, TRICARE\*)

**The Pathways Program** offers medical detoxification for adults ages 18 and older. Typical length of stay is between 5-7 days on the unit before considering the next program.

### Inpatient Dual Diagnosis (MCR, MCD, COMM, TRICARE\*)

**The Transitions Program** offers care services that treat the coinciding behavioral aspects of a patient's substance use. The average length of stay is 21 days.

### Partial Hospitalization and Intensive Outpatient (MCR, COMM, TRICARE\*)

#### Partial Hospitalization Program

New Leaf Recovery can provide the support to help patients continue their journey toward health and wellness. The program is a 21, 30 or 45-day partial hospitalization with lodging.

#### The Intensive Outpatient Program

For patients who need less structure, New Leaf Recovery offers nine to 12 hours of group therapy three days a week.

Find out how we can help  
you find yourself again.

Call 601-483-6211 or visit  
[alliancehealthcenter.com](http://alliancehealthcenter.com).

## We are proud of our high patient satisfaction scores

On a scale of 1 to 5, our patients  
reported for our inpatient program:



4.51

"I feel better now than when I was admitted."

The survey was conducted from January 2021 - June 2021 through Mental Health Outcomes, LLC, which benchmarks patient satisfaction data for over 350 psychiatric hospitals.



## **i** About Us

Alliance Health Center has been providing evidence-based, quality psychiatric and substance use treatment services since 1983. We provide a compassionate and respectful environment where the path to healing can begin.

HOPE  
HEALING  
RECOVERY

Behavioral Health and  
Substance Use Treatment for  
Adolescents, Adults and Seniors



Alliance Health  
Center

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ce Health  
Center  
ealing & Recovery

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# STIGMA & LANGUAGE: Consumer Language Disconnect

HOPE  
HEALING  
RECOVERY

ADDICTION TREATMENT



Alliance Health  
Center  
Hope, Healing & Recovery

alliancehealthcenter.com

New Leaf  
Recovery  
Building Character Through Sobriety



My Message  
is Hope

## Pathways Addiction Inpatient Services

### MEDICAL DETOXIFICATION

Our detoxification program helps patients begin the recovery process so they can continue treatment in a structured environment. Substances that require medical detoxification can include alcohol, benzodiazepines and opiates including heroin.

### SERVICES OFFERED

As soon as the individual is medically stable, he or she begins individual and group therapy, including spirituality, self-exploration, Alcoholics Anonymous® 12-step study, and recreational and education groups. Narcotics Anonymous® and AA meetings are offered as part of the patient's treatment.

The treatment team consists of a psychiatrist, nurses, therapists and social workers. Treatment is individualized to meet the patient's needs.

The Pathways Program accepts Medicaid, Medicare, TRICARE and most commercial insurances.

## Transitions Inpatient Program for Dual Diagnosis

We offer an additional inpatient program to treat addiction and mental health. The Transitions Program can help patients following detox or provide additional inpatient treatment for those who need it.

- Programming features addiction and mental health groups, including AA®/NA® groups, process and addiction education, therapeutic 12-step study and journaling.
- This inpatient program is for dual diagnosis patients who are experiencing addiction to marijuana, cocaine, methamphetamines, or alcohol in addition to a mental health issue such as depression or anxiety.
- Patients may step down from detox or be admitted through an outside referral source such as a physician, mental health therapist or family member.

The Transitions Program accepts Medicare, Medicaid, TRICARE and most commercial insurances.

## New Leaf Partial Hospitalization and Intensive Outpatient Programming

New Leaf Recovery is a 21, 30 or 45-day partial hospitalization program that provides six group sessions per day, seven days a week with lodging available. This is a highly structured program to help patients who are struggling with alcohol and drug addiction and mental health issues. AA and NA meetings are offered as part of the patient's treatment.

The resident is seen by a treatment team consisting of a psychiatrist, primary care physician, medical/psychiatric nurse practitioner and licensed therapists.

The Intensive Outpatient Program (IOP) is offered three days per week with nine to 12 hours of group therapy, with evening sessions available.

The New Leaf Program accepts Medicare, TRICARE and most commercial insurances.

Let us help you in  
your recovery.

We are available 24/7,  
and assessments are  
provided at no charge.

For more information,  
call 601-483-6211 or  
877-853-2094.



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HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA

Alliance Health  
Center  
Healing & Recovery

# STIGMA & LANGUAGE: Consumer Deterrence



When a person lacks understanding of the words being used in conversation, the underlying severity of the language being interpreted can be misconstrued.

Example: "Well...bless your heart"

"You are suffering from a mental illness"

"Addiction is a disease"



# STIGMA & LANGUAGE: Consumer Deterrence



“I can manage”

“I do not have a disease”

“I can ignore the urges”

“I am just upset with how things are going right now”

“Leave me alone”

“I can stop any time I want to”

“I can focus and overcome on my own”

“I am not depressed; it is just a thing I go through from time-to-time”

“I just don’t think about it”

“I do not have an illness”

“I am not one of those people”

“I can self manage”

**“I DO NOT NEED HELP”**



*HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA*

# PROFESSIONAL LANGUAGE THAT CONNECTS



Mental Illness / Mental Health / Behavioral Health

Professional Language Level

Depression / Anxiety / Bipolar / PTSD

Symptoms

Diagnosis Criteria

- Changes in sleep
- Changes in appetite
- Lack of concentration
- Loss of energy
- Lack of interest in activities
- Hopelessness or guilty thoughts
- Changes in movement (less activity or agitation)
- Physical aches and pains
- Suicidal thoughts

- Loss of interest or loss of pleasure in all activities
- Change in appetite or weight
- Sleep disturbances
- Feeling agitated or feeling slowed down
- Fatigue
- Feelings of low self-worth, guilt or shortcomings
- Difficulty concentrating or making decisions
- Suicidal thoughts or intentions

Consumer Language Level

# STIGMA & LANGUAGE: More than Just a Play on Words?



Let me show you  
the how many  
consumers we  
miss

1. Alliance Health Center's patient demographics
2. Marketing segment performances
3. Consumer market not captured



# By the Numbers

Prevalence of Need			
1 in 5 adults experiences mental illness in a given year	Mississippians 454,106	2018	National Alliance on Mental Illness
1 in 25 adults experiences a Serious Mental Illness (SMI) that interferes with life activities	Mississippians 90,821	2018	US Census
Number of Mississippians with Alzheimer's disease	57,000	2020	Alzheimer's Association
Number of Mississippians with an intellectual and/or developmental disability	47,000	2017	US Census
Number of Mississippi youth, ages 12 to 17, with a major depressive episode that received depression care in the past year.	9,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippi young adults, ages 18 to 25, that had an opioid use disorder	4,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippi young adults, ages 18 to 25, that had an illicit drug use disorder	17,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippi young adults, ages 18 to 25, that had a substance use disorder	34,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippi young adults, ages 18 to 25, that had a Serious Mental Illness	14,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippi young adults, ages 18 to 25, that serious thoughts of suicide	22,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippians, ages 18 and older, with serious thoughts of suicide	77,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippians, ages 18 and older, with a Serious Mental Illness	98,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.
Number of Mississippians, ages 18 and older, that received mental health services that have any mental illness	172,000	2017	SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017.

Mississippians 454,106
172,000



# WE HAVE WORK TO DO

62% of consumer population not seeking services

1 in 5 adults experiences mental illness in a given year	Mississippians 454,106
Number of Mississippians, ages 18 and older, that received mental health services that have any mental illness	172,000



# Alliance Health Center Serving the Minority Communities

Total ADMT: 7,752

MH: 4,494

SUD: 3,258

Program/Service Code	January	February	March	April	May	June	July	August	September	Total
ICL	45	49	50	75	67	67	43	42	38	<b>476</b>
IDL	1	3		2		1	1	14	43	<b>65</b>
IPA	140	159	192	178	175	115	132	178	167	<b>1436</b>
IPG	15	29	27	33	38	27	21	17	22	<b>229</b>
IPL	249	260	345	293	313	286	356	294	272	<b>2668</b>
IXL	191	133	167	162	187	190	167	167	154	<b>1518</b>
NCL	6	7	4	2	6	5	3		3	<b>36</b>
NPC									1	<b>1</b>
PCL	117	101	132	116	142	136	130	173	115	<b>1162</b>
RUA	13	13	14	10	12	16	12	33	38	<b>161</b>
<b>Total</b>	<b>777</b>	<b>754</b>	<b>931</b>	<b>871</b>	<b>940</b>	<b>843</b>	<b>865</b>	<b>918</b>	<b>853</b>	<b>7752</b>





# Alliance Health Center Serving the Minority Communities

Ethnic ADMT: 5,195

MH: 3,189

SUD: 2,006

Program/Service Code	January	February	March	April	May	June	July	August	September	Total
ICL	24	34	36	41	40	41	28	29	18	291
IDL	1	2		2		1		5	32	43
IPA	106	130	146	141	131	83	98	128	132	1095
IPG	9	23	17	23	21	15	11	12	16	147
IPL	166	182	238	216	236	214	224	205	175	1856
IXL	114	81	91	110	113	117	104	97	106	933
NCL	1	4	2	2	3	2	2		3	19
NPC									1	1
PCL	63	62	82	61	90	86	76	117	76	713
RUA	5	10	8	6	9	10	7	15	27	97
<b>Total</b>	<b>489</b>	<b>528</b>	<b>620</b>	<b>602</b>	<b>643</b>	<b>569</b>	<b>550</b>	<b>608</b>	<b>586</b>	<b>5195</b>

**67% Minority**



# Alliance Health Center Serving the Minority Communities

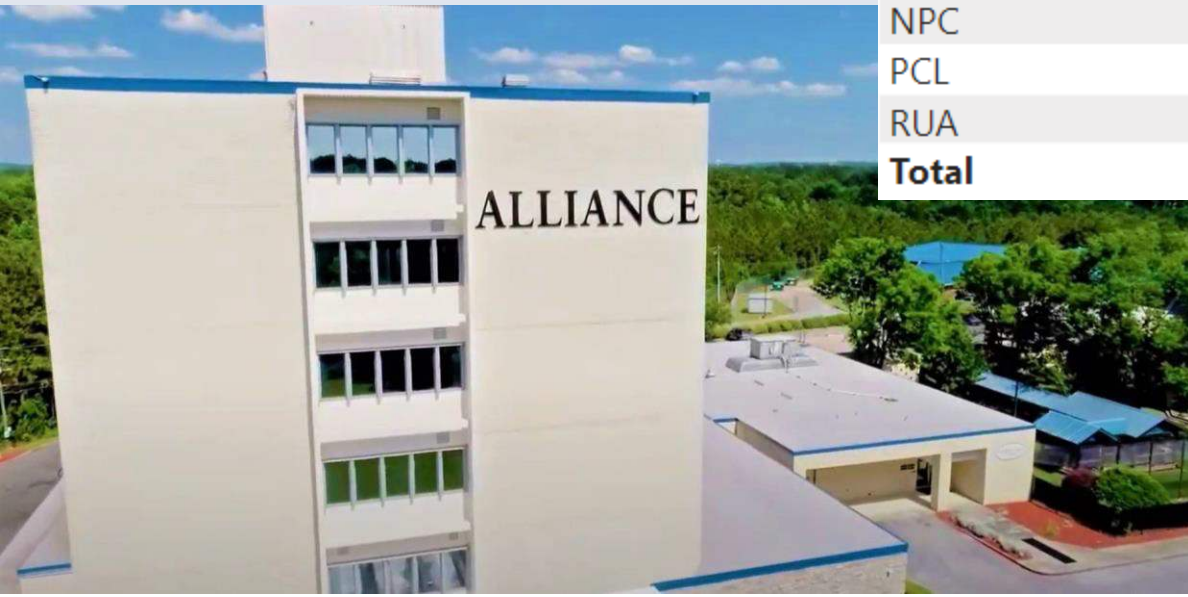
Payer ADMT: 6,387

MH: 3,927

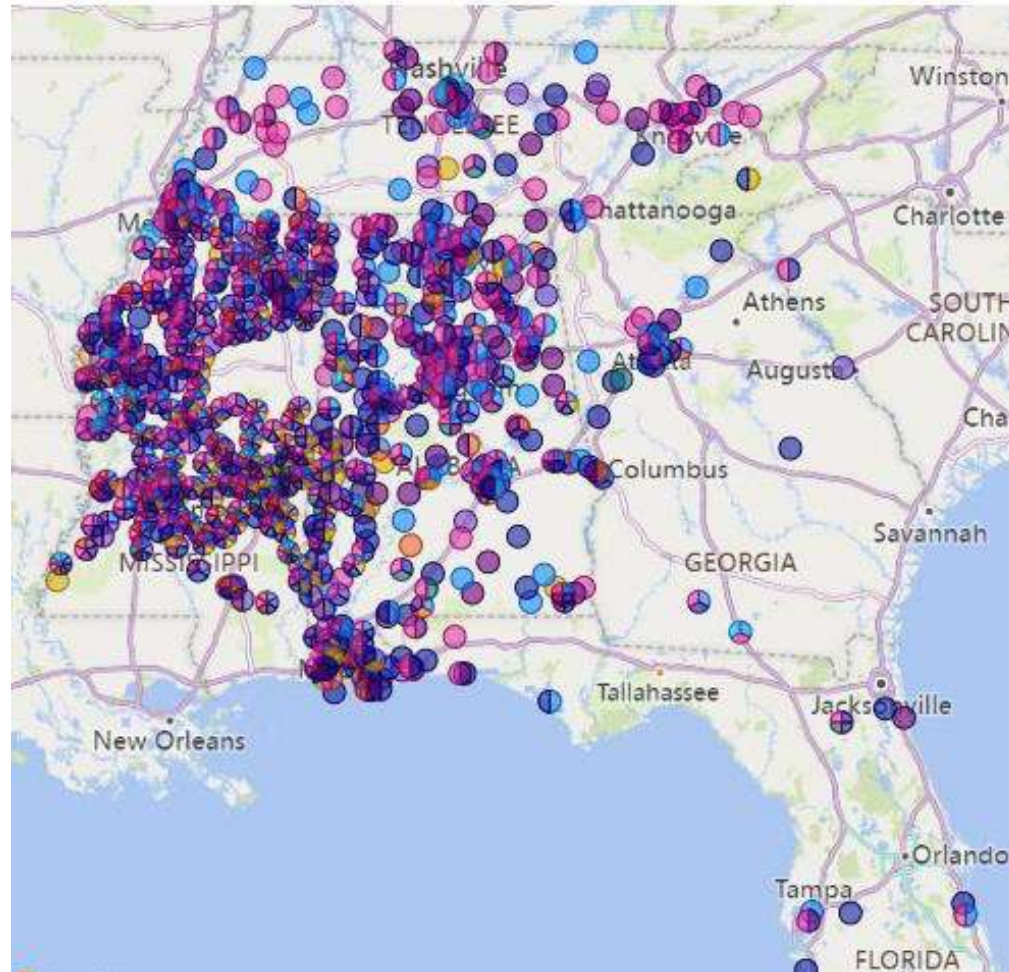
SUD: 2,460

Program/Service Code	January	February	March	April	May	June	July	August	September	Total
ICL	16	29	27	45	44	41	23	19	18	262
IDL	1	3		2		1	1	14	40	62
IPA	137	152	184	168	169	111	127	173	161	1382
IPG	11	21	11	19	22	25	14	14	16	153
IPL	191	216	297	256	268	257	295	227	225	2232
IXL	147	104	139	136	156	154	141	128	140	1245
NCL	3	3		1	4	2	3		3	19
NPC									1	1
PCL	73	77	95	86	109	111	105	127	88	871
RUA	13	12	14	10	12	16	12	33	38	160
<b>Total</b>	<b>592</b>	<b>617</b>	<b>767</b>	<b>723</b>	<b>784</b>	<b>718</b>	<b>721</b>	<b>735</b>	<b>730</b>	<b>6387</b>

82% Payer Source

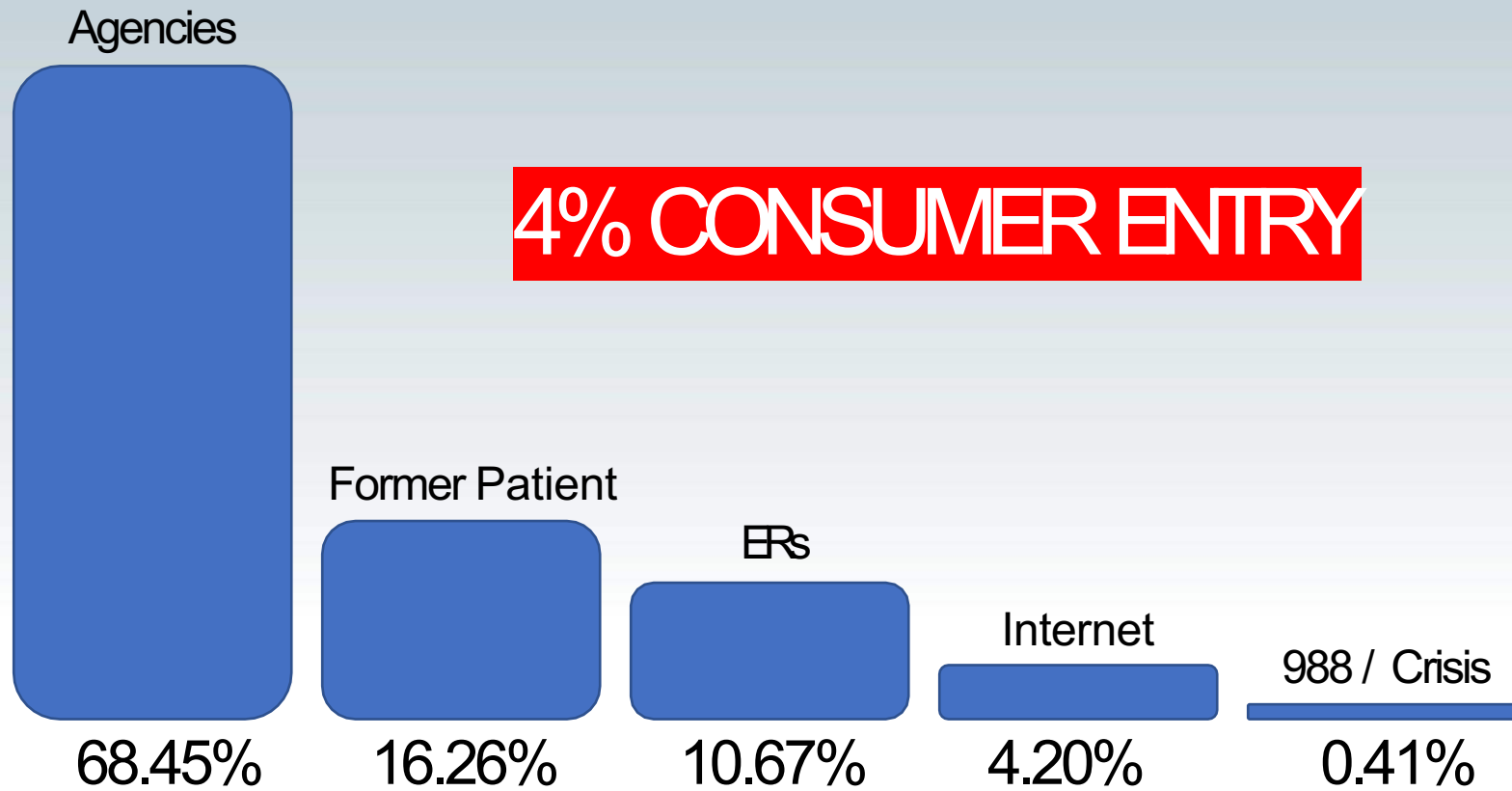


# Minority Community Disposition Mapping






# Marketing Minority Community Gaps in Accessibility




MHP	312
FPT	276
SSO	263
HER	211
ATT	203
CDP	201
WWW	139
RES	123
JUD	99
FMF	95
HSS	56
OPH	41
OMD	36
HGF	29
AFC	28
TV	26
SCH	19

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Consumer Language Level



# HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA

Inset Video of Commercial using Professional Language

# HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA

Inset Video of Commercial using Consumer Language

# HOW PROFESSIONAL LANGUAGE CAN INFLUENCE STIGMA

Please keep in mind our consumers are not professionals in our industry...they just need our compassion and help.

Thank you