

SERENITY LANE

*Treatment Center for Alcohol
& Other Drug Dependencies*



Community Benefit Report 2011



The greatness of a community is most accurately measured by the
compassionate actions of its members, a heart of grace, and a soul
generated by love.

Coretta Scott King



Greetings:

Perhaps you already know about the 50,000 individuals who have had the opportunity to start a new chapter in their lives by finding recovery from substance abuse through Serenity Lane. The ripple effect through families, workplaces, and communities throughout Oregon is so powerful, yet subtle, that grasping its full effect is difficult. Suffice it to say that the mission of Serenity Lane has returned capable and responsible parents to the home, workers to their employers, and contributing citizens to our communities. Serenity Lane's reputation for saving lives and putting families back together again since 1973 is well established.

What may be less familiar to you is the depth and scope of Serenity Lane's charitable contributions and community involvement. In the pages that follow, however, you will be given the opportunity to learn about how Serenity Lane has touched not only individual lives, but how, through our community outreach, our employer services, and our charitable contributions to middle school and high school addiction education projects, Serenity Lane has changed the fabric of communities throughout Oregon.

I am confident that once you have finished reading about Serenity Lane you will have a deeper understanding of how we, as a non-profit, have been quietly attacking the disease of addiction on many fronts for over three-and-a-half decades.

Thank you for your interest and support.

Sincerely,

Peter J. Asmuth, CEO





Jeri's Story

One morning in September 2010 I rolled out of bed only to trip over empty beer cans on the floor. At that moment I realized that I had become what I had feared the most. My father died from alcoholism and my mother, age 75, had just completed a month of rehab. I did not want to become what they were... alcoholics. Or had I already?

I am the proud mother of two grown sons and I have a wonderful husband. We own a farm and I work full-time outside the home. My drinking had never got me into trouble at work, with my husband, or with the law, YET!

I did not want to let this disease infect me one more day, so I made calls to local treatment centers. It appeared that each phone call started with "what kind of insurance do you have?" Not once did someone ask me how I was or why I wanted to come to their facility. Then after researching more online, I found Serenity Lane in Eugene. After a long conversation by phone about me, my health and my needs, I decided this was the place for me. Then, and only then, did we talk insurance. They took my information, pre-qualified me and arranged my admission.

Upon arrival I was impressed by the professional and caring manner in which I was greeted. The facility was clean, organized and welcoming. I spent one night in detox and moved to my room. That day I was told my insurance would not pay after all. The insurance company thought I should try (and fail) first in outpatient treatment. I was furious and I felt betrayed. How could this happen? I did what I was told to do.....I thought I had great insurance. I packed my bags and through my tears requested a cab. While waiting for the cab (which no doubt would be taking me directly to a bar) I heard a kind, familiar voice. It was the lady who took my initial intake call. She took me to her office where she assured me that God had a plan for me and it wasn't to go get drunk. She spoke to CEO Peter Asmuth about my predicament and within minutes, she and Peter made the miracle happen. I was blessed with a scholarship to stay and get the help I needed.

My husband and sons were amazing throughout the whole experience. Even though it was a three-hour drive to Serenity Lane, they often came to visit. My husband participated in the family program where he learned how he could support me in my sobriety and how not to enable me. Through group therapy he and I became a stronger marital unit and we continue counseling in our local area.

I participate in AA meetings three times a week even though it is a 60-mile round trip! Without treatment I would still be drinking myself to sleep. I am forever grateful to Serenity Lane for the honor of the scholarship that led to my treatment. I have 168 days sober and I look forward to living the sober life!

Sincerely,
Jeri P.





Adam's Story

Prior to successful treatment at Serenity Lane, Adam's story was a family's worst nightmare.

Until the age of 6, Adam was raised by loving and attentive grandparents. But when his mother regained custody of her two children, everything changed. With Adam and his older sister in tow, chaos prevailed as her addiction to heroin became active again. Adam's father was also an addict. He left before Adam was born, and with no role models and an absentee mother, Adam got lost. He started drinking alcohol and smoking marijuana in fifth grade, then moved on to try everything and anything that could change his mood and alter his reality.

By 16 he had been expelled from one school, then chose to leave his high school. He had been cited dozens of times for "minor in possession" and had done stretches in adolescent detention for weeks and months at a time. Although his grandparents did their best to redirect his path, he became, at 17, a homeless, aimless street junkie leading a life of stealing and dealing, sleeping on friends' couches and flopping in \$10 a night hotels. He didn't care about anything but getting high.

Along the way his grandparents had paid for seven or eight treatment programs, yet none of them made the least impact. He recalled many agonizing withdrawals from heroin in lock-up facilities without medical supervision; sinking deeper into despair with every episode.

But his grandparents refused to give up on him, and when he was 22 and at his lowest point, they sent him to Serenity Lane. He underwent medically managed detox followed by 28 days in residential and 90 days in ExSL (our long-term treatment program, specially designed for relapse-prone patients.)

For 13 months he remained clean and sober. But in January 2009 he relapsed and within a few weeks was back in full-blown addiction again. His friends in the ExSL program rallied and did an intervention. Thanks to his grandparents' financial support, he was readmitted and returned to the ExSL program.

This time, something resonated with Adam that made this experience profound. This time he was really ready to hear the message. Adam says, "The ExSL program was the best thing that ever happened to me."

Adam is now a good student and father to 22-month-old Preston. He and Preston's mother, who is solidly in recovery herself, are a loving, sober family. He says he never takes a day off from his recovery program: he's either at an AA or NA meeting, on the phone to his sponsor or working with one of the four young men he now sponsors. "My entire circle of friends are in the program."

The biggest change though, is how Adam feels about himself. "I like who I am, and I like the fact that people can trust me. I have a sense of purpose and hope for the future. I really enjoy how I feel as a sober guy and that's something I never thought I'd say."

For this young man, finally, life is good.





Don's Story

"I was new to being alive," Don Wilson says about his recovery at Serenity Lane.

Don came to Serenity Lane as a homeless alcoholic. He entered treatment with wild hair, a bushy beard, glasses askew and taped together across the bridge – and a body beaten down by years of drinking fortified alcohol and living outdoors.

He spent his days collecting bottles and cans to pay for cheap beer, timing his drinking to minimize the withdrawal symptoms. Even in the depths of his addiction, however, he was polite. Workers in the stores and offices on his regular routes were impressed that he read the paper and was careful to wait to use the restroom until children were out of the area.

His new life began when an employee at a government office called Serenity Lane. She saw Don nearly every work day, and she could tell that he was in bad shape. Within an hour a second caller, a woman who often saw Don at a convenience store, made a similar call. Don's explanation of the coincidence? "People say I had a higher power working for me."

"I always said if I could find a program that worked, I'd do it," Don adds, so he said yes to the offer of a scholarship for treatment at Serenity Lane.

The physician who examined Don during intake wasn't sure his body could handle detox. However, he made it through the first week, carefully monitored each step of the way. His doctor was amazed to see Don begin to participate in groups after one week. Don sat in the front row, taking notes. He admits that he didn't retain much of what was said. But he stayed with it. After 30 days of treatment, he moved to the ExSL program, again on a scholarship. He assumed he would be discharged after a month there, but the counselor said, "Take it easy. You're not going anywhere yet."

He stayed another month. He reunited with his mother and sister and they attended Serenity Lane's family program. When he was released from ExSL, he began his Recovery Support program.

The chair of Serenity Lane's board asked a friend with an apartment complex to hire Don for landscape work. Gradually, Don took over all maintenance functions at the 110-unit complex, a job he has held for six years.

Today, he is employed, is engaged to marry, and lives in a home he has remodeled and rents from one of the women who called Serenity Lane on his behalf. He is very much alive and very grateful for his sobriety.



Our focus on excellence, quality and compassionate care

Addictive disease progresses through various stages of development. It therefore makes sense that treatment programming must correspond with the intensity of the disease. Serenity Lane uses nationally recognized ASAM (American Society of Addictive Medicine) criteria to match patient needs with the most beneficial programming. Because addictive disease develops over a long period of time, we believe treatment should be long-term and supportive.

- Founded in 1973, Serenity Lane is one of the most experienced treatment organizations in the Northwest.
- Licensed Specialty Hospital with full-time physicians who are Board Certified in addiction medicine, and 24/7 nursing services.
- Licensed by the State of Oregon, Dept. of Human Services, Office of Mental Health & Addiction Services.
- Accredited by The Joint Commission since 1976.
- Accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) since 2003.

“Only 4% of all behavioral health programs in the country have dual accreditation with both the Joint Commission and CARF. Serenity Lane is one of them.”

*....Larry Lombard, BA, BPharm, CDP, NCAC II, CARF Surveyor,
Quality Assurance Manager, Serenity Lane Health Services*

Our non-profit status has allowed us to keep our fees very low compared to other programs across the nation. 75% of our revenue comes from health insurance plans, and Serenity Lane has negotiated contracts with as many providers as possible, making treatment affordable and available to the working men and women of the Pacific Northwest.



Supporting the whole family - no cost programs for families and children

Experience tells us that our patients' recovery is greatly enhanced when they have full support from their family members. That's why we offer free programs for families and children where participants receive all the benefits of a fully integrated program and leave with the knowledge and tools necessary for long-term recovery.

Family Program

Serenity Lane offers education and support for family members of all our patients. The Family Program includes lectures and films about the disease of addiction, group therapy, discussion groups and other activities. Group therapy allows participants to share their feelings and concerns about how the disease has affected them. Discussion groups help participants understand their powerlessness and inability to manage the disease. Patients and family members have guided sessions with the goal of beginning the healing process. The focus is on family roles and improving communication skills. Lectures, readings, small and large group discussions and role-playing activities help participants develop skills they can use in every-day life.

Children's Program

Serenity Lane offers an optional program which provides education and support for children of recovering parents. The program is available to children of our residential patients at no extra charge. Conducted by an experienced therapist, the children come to understand the dynamics of addiction and to safely express their feelings. Art therapy is used extensively as a means of expression.

Our mission is simple: to save lives and help put families back together again.



Building a stronger workforce - Employer Services

Alcohol and other drug use costs business and industry tens of thousands of dollars annually due to related absenteeism, tardiness, accidents, sickness, and theft. An effective drug-free workplace policy can dramatically reduce many of these problems.

As a result of employer intervention, between 50% and 80% of employees with alcohol and drug problems will complete a company-endorsed program of rehabilitation. Dramatically improved job performance typically follows treatment, as well as reduced utilization of medical benefits.

Serenity Lane's Employer Services Program is the **only** program in the state that offers, free of charge, assistance to employers in the following ways:

- Establishing a drug-free workplace policy. If one already exists, a review is usually helpful.
- Educating supervisors and training them to recognize signs of substance abuse, and develop skills necessary to intervene and communicate about related performance problems.
- Helping employers to appropriately manage issues related to "reasonable suspicion" drug testing, positive urine screens, medical marijuana, and policy and procedure questions.
- Individual case management.
- Assistance with appropriate use of "last chance agreements."
- Reintegrating employees into the workplace.
- Monitoring of employees' "return to work agreements" through timely documentation.

Patient Monitoring Program

Serenity Lane will provide an optional patient monitoring system at no additional cost. If the patient desires, as part of an agreement that they may have with their employer, professional board or others, we will track attendance and then notify the designated third parties immediately if the patient misses scheduled sessions. Action can be taken if necessary. Of course, this is only done with the properly signed patient releases in place. This system, along with monitored urine drug screens, provides one more thread of support to patients who are struggling to break the cycle of addiction.



Striving to transition our patients from one step to the next - the importance of year-long Recovery Support

Serenity Lane emphasizes a year-long **Recovery Support** component. This program is available to all patients and families **at no additional charge** after completion of the Intensive Outpatient Program.

By staying connected to the program and continuing with these 1-1/2 hour weekly sessions, recovery rates double. We are one of only a handful of treatment providers in the nation that offers this extended program. It's because of our commitment to our patients and their families that we include this vital component at no additional charge.

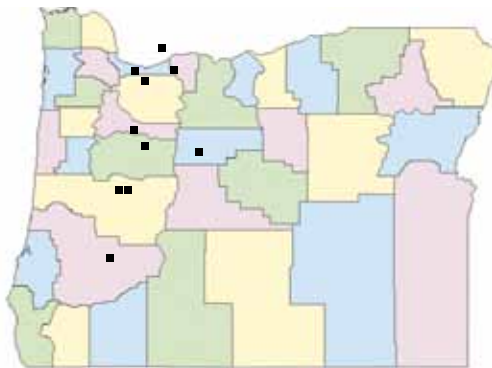
Educational assistance to the community

Serenity Lane is proud to be able to assist in educating both our community members and healthcare professionals about the disease of addiction. Our Director of Medical Services, Dr. Ronald Schwerzler, regularly does grand rounds in hospitals across the state of Oregon. He is a keynote speaker at conferences and university events and he regularly lectures to the families of Serenity Lane patients.

Serenity Lane sponsors "Newspapers in Education" a program offered by The Register-Guard, providing Eugene area schools with daily newspapers. An educational curriculum about alcohol and drugs is included in the material provided and is a resource for teachers and students who want information about addiction, its causes and its prevention. We also offer a series of fact sheets about alcohol, addiction and numerous drugs. These fact sheets are available upon request to schools, clubs, doctors' offices and the general public.

Our network is close to home

In addition to our hospital and residential programs in Eugene, Serenity Lane offers outpatient services in many other communities. Approximately 30% of our patients come from the greater Portland area, 30% from Lane County and the rest from our regional facilities and other states.



Our locations:

- Portland (3 facilities)
- Eugene (2 locations)
- Salem
- Albany
- Bend
- Roseburg
- Vancouver, Washington

Benefit to the Community - Fiscal Year 2010-11

Discounted Services	\$7,277,215*	
Scholarships	\$281,236	236 Scholarships
Community Services (workshops, trainings).....	\$177,150	1,016 Hours
Health Professional Education	\$107,844	
TOTAL COMMUNITY BENEFITS	\$7,843,445	

**This number is based on the dollar value of discounted services provided by Serenity Lane when compared to other treatment programs offering similar services. Independent survey conducted by Open Minds Consulting, February 2011*

Who We Serve

Serenity Lane has served over 50,000 men and women since we opened our doors in 1973. Our patient population comprises approximately 60% men, 40% women, with an average age between 32 - 45.

We regularly send questionnaires to former patients inquiring about their sobriety, their quality of life and general well-being. Of those who responded to our surveys, 75% report being clean and sober two years post treatment.

Serenity Lane's Board Members

Larry Olson - *President*
 Larry Bradley - *Vice President*
 John Dunphy, M.D.
 Mike Kehoe
 Kate Kloos
 John Lipkin, M.D.

Leadership Team

Directors:

Peter Asmuth
 Josh Bolton
 Jo Ann Cook
 Mary Daniels
 Mike Dyer
 Kara Litwiller
 Ron Schwerzler, M.D.
 Kathleen Smith
 George Spurny
 Karen Willock

Managers:

Randy Anderson Andy White
 George Callanan Don Ziegler
 Debbie Craft
 Shary Freeman
 John Johnston
 Larry Lombard
 David Madiera
 Shellee Rodriguez
 Lin Wall



Expanding our ability to serve and improving the treatment experience - plans for the future

In an effort to serve more people Serenity Lane's solution is to build a modern facility in the town of Coburg, eight minutes north of Eugene. The new site will allow Serenity Lane to provide for the treatment needs of Oregonians in a quiet and healing atmosphere for years to come.

We have purchased 15 acres and have developed a detailed plan for a new campus. In addition to having more beds, the new facility will provide rooms for patients to meet with their families, as well as other amenities important to successful treatment. It will put the "serenity" back into Serenity Lane.

Do you want to help bring this life-saving project to reality? Please contact Jo Ann Cook, Director of Development by phone: 541-284-8619 or email: jcook@serenitylane.org

More information is on our website: www.serenitylane.org/donations/coburgcampus



SERENITY LANE - COBURG CAMPUS
Lecture Center / Foyer / Dining



SERENITY LANE
alcohol/drug treatment

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