

Annual Report

THE BEHAVIORAL WELLNESS CENTER AT GIRARD

2026

WELCOME MESSAGE

This past year has been one of progress, purpose, and preparation for the future at The Behavioral Wellness Center at Girard. As I reflect on my first year serving as President and CEO, I am proud not only of what we have accomplished, but of the direction we are taking as an organization.

At Be Well, our mission extends beyond treating an illness or addressing an immediate behavioral health need. We are committed to caring for the whole person and creating an environment where patients and families experience compassionate, high-quality care; where employees have the opportunity to grow and succeed; and where our organization remains responsive to the changing needs of the communities we serve.

Central to that commitment is **quality**. Quality is not simply a regulatory requirement, a score on a dashboard, or the responsibility of one department. It must be part of our culture and reflected in every interaction, every clinical decision, and every service we provide. That philosophy is embodied in our **ICARE values: Innovation, Compassion, Accountability, Respect, and Excellence**. These values establish expectations for how we treat our patients, how we treat one another, and how we continuously improve the care we deliver.

- **Innovation** challenges us to find better ways to deliver behavioral healthcare.
- **Compassion** reminds us that every individual who enters our doors deserves dignity and genuine human connection.
- **Accountability** requires us to take ownership of our decisions and outcomes.
- **Respect** means valuing the experiences, perspectives, and contributions of every patient, family member, colleague, and community partner.
- And **Excellence** requires us to continuously pursue the best possible results in everything we do.

Together, these values provide the framework for the culture we are building at Be Well.

As President and CEO, one of my priorities is ensuring that our workforce understands that ICARE is more than a set of organizational values displayed on a wall. It is the standard by which we should hold ourselves accountable. Every employee, regardless of position, contributes to quality. Every interaction can strengthen or diminish a patient's experience. And every one of us has a responsibility to identify opportunities to make Be Well safer, stronger, more compassionate, and more effective.

That culture of continuous improvement will be increasingly important as healthcare evolves and the behavioral health needs of our community continue to grow.

Looking ahead, we will remain focused on strengthening clinical quality and patient safety, developing our workforce and future leaders, expanding access to needed behavioral health services, investing in our infrastructure, strengthening partnerships, and holding ourselves accountable for measurable outcomes.

Growth alone will never define our success. Our success will be measured by the **quality of the care we provide, the outcomes we achieve, the trust we earn, and the difference we make in the lives of the people and communities we have the privilege to serve.**

I am grateful to our employees for their dedication, to our Board for its leadership, to our partners for their collaboration, and most importantly, to our patients and families for placing their trust in us.

As we move into this next chapter, our direction is clear: **we will innovate with purpose, lead with compassion, act with accountability, treat everyone with respect, and pursue excellence in everything we do.**

That is ICARE.

And that is how we will continue **Inspiring Hope. Transforming Lives.**



Xavier Bancroft

The Behavioral Wellness Center
President & CEO



MISSION

To provide effective, evidence based behavioral health services to persons in recovery that inspire hope, encourage change, and improve our community.

We offer these services in a manner that is spiritually and culturally sensitive and responsive to the community's needs.



VISION

To be the region's premier provider of a caring continuum of behavioral health services.



VALUES

Choice

Recognizing and supporting the participant's right to choose and understand the consequences.

Respect

Listening to and acknowledging the concerns and needs of our participants and colleagues.

Hope

Expecting and embracing change.

Integrity

Being honest in words and actions while adhering to strong moral and ethical principles.

Professionalism

Communicating and conducting ourselves in ways that affirm the Center is a safe and supportive space for healing.

ORGANIZATIONAL SUMMARY

The Behavioral Wellness Center at Girard continues to evolve in response to a changing healthcare environment. Throughout the year, the Center remained focused on protecting the safety of employees, patients and visitors while preserving the quality and integrity of its programs. This work included launching new services, advancing the implementation of the American Society of Addiction Medicine (ASAM) treatment model, addressing workforce shortages and responding to patient census challenges.

At the same time, we continued to prioritize wellness across the organization. Through programs that encourage self-care and greater balance, we are helping both employees and patients recognize that caring for themselves is an essential part of achieving lasting well-being.





HISTORY

The Behavioral Wellness Center at Girard has a long and distinguished history of caring for the Philadelphia community. Its story began in 1896 with the establishment of the Philadelphia Children's Homeopathic Hospital. The hospital later moved to Eighth and Franklin Streets and was renamed St. Luke's and Children's Medical Center.

St. Luke's became one of the nation's early providers of alcoholism treatment during the 1930s. In 1947, the Saul Clinic was created to offer medical and subacute care for individuals experiencing alcoholism. The Helen L. Goldman Drug Rehabilitation Program was established in 1904, and in 1970, the clinic now known as the Goldman Clinic began providing methadone treatment.

Over the years, St. Luke's became known as Giuffre Medical Center and, later, Girard Medical Center. In 1990, Girard Medical Center merged with St. Joseph's Hospital to form North Philadelphia Health System (NPHS). St. Joseph's provided medical and surgical care, while Girard Medical Center focused on behavioral health services.

Following the sale of St. Joseph's Hospital in 2016, NPHS continued its work through the provision of behavioral healthcare. That same year, the organization filed for Chapter 11 bankruptcy protection as part of an effort to address its financial challenges and preserve the Center's long-term viability. The bankruptcy court approved a reorganization plan on October 9, 2018, which became effective on November 16, 2018.

Today, Girard Medical Center is known as The Behavioral Wellness Center at Girard. As a nonprofit organization, the Center proudly continues its longstanding legacy of providing essential behavioral healthcare to Philadelphia residents. Its comprehensive services include drug and alcohol treatment, psychiatric care, substance use counseling, and inpatient and outpatient programs designed to support recovery and lasting wellness.

THE LEADERSHIP TEAM

Board of Directors



Rev. Ralph E. Blanks
Chairman



The Hon. Eugene E. Maier
Secretary



Dominic Sabatini
Past Chair



John W. Meacham



Folasade Olanipekun-Lewis



Miles Ladenheim, M.D., JD
Ex-Officio



Xavier Bancroft
President & CEO



The Hon. Felice Stack



Idette Elizondo



Leadership Team

This team is comprised of seasoned, highly credentialed, and experienced individuals who lead our staff and oversee the programs that guide participants on their journey to recovery.



Xavier Bancroft
President & CEO



Marco Giordano
Chief Financial Officer



Sharita Barnett
VP of Human Resources



Brian Taylor
Senior Director of Operations



Wanda Nolasco
VP of Patient Services



Marlene Douglas-Walsh
VP of Behavioral Services



Aisha Neal
AVP of Behavioral Health



Lesley Bettis
Executive Director of
the Goldman Clinic



SERVICES PROVIDED

Located at 801 West Girard Avenue in Philadelphia, The Behavioral Wellness Center at Girard provides care 24 hours a day, seven days a week. The Center offers comprehensive psychiatric and substance use disorder services tailored to each patient's individual needs.

With its accessible location and strong community presence, the Center plays a vital role in connecting Philadelphia residents with essential behavioral healthcare. Through effective, evidence-based services, our team partners with each person we serve, supporting them throughout their recovery and wellness journey.

Our services include:

Inpatient Psychiatrics Services

- Subacute Psychiatry
- Acute Psychiatry
- Extended Acute Psychiatry

Residential Services

- Detoxification and Withdrawal Management Services
- Residential Treatment Facility for Adults (RTF-A)
- Miracles in Progress
 - Homeless Program
 - Ron Tyree Care Unit (RTC)- Rehab/ Woundcare
- Return Program
- Latino Program
 - Male-Torre De La Raza (TDLR)
 - Female-Women Helping Other Women (WHOW)

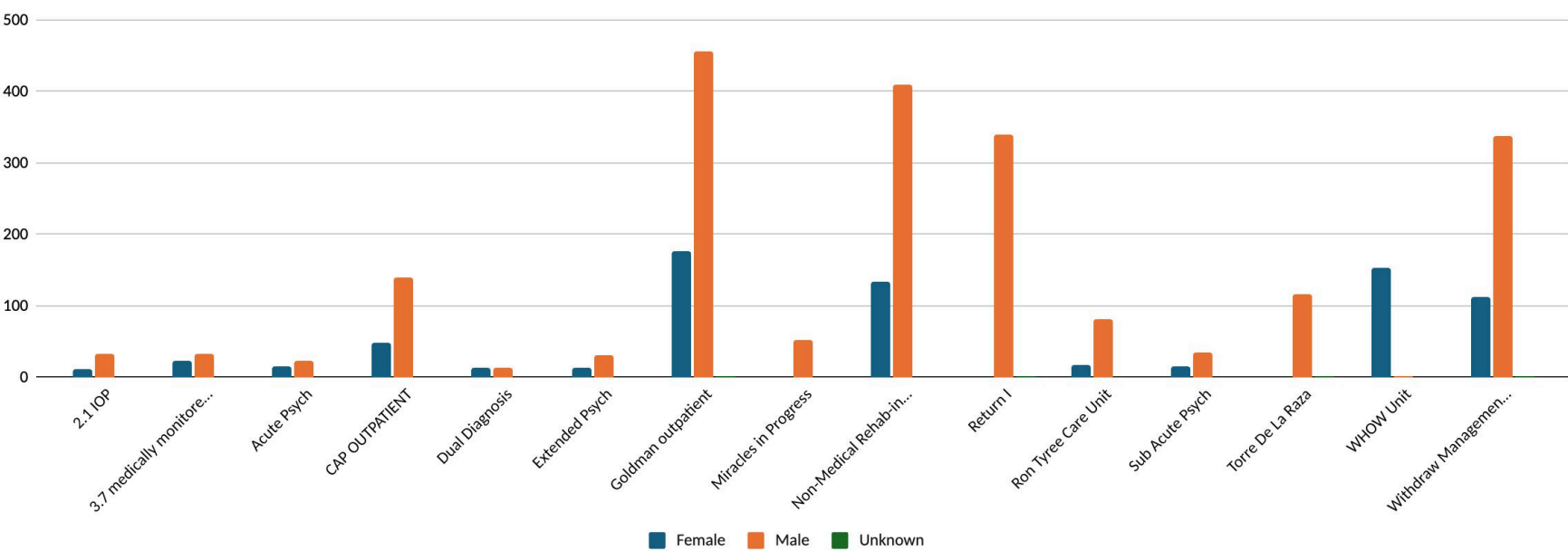
Outpatient Drug & Alcohol Services

- Goldman Clinic- (Medication Assisted Treatment Methadone, Suboxone, Vivitrol) and drug free treatment.

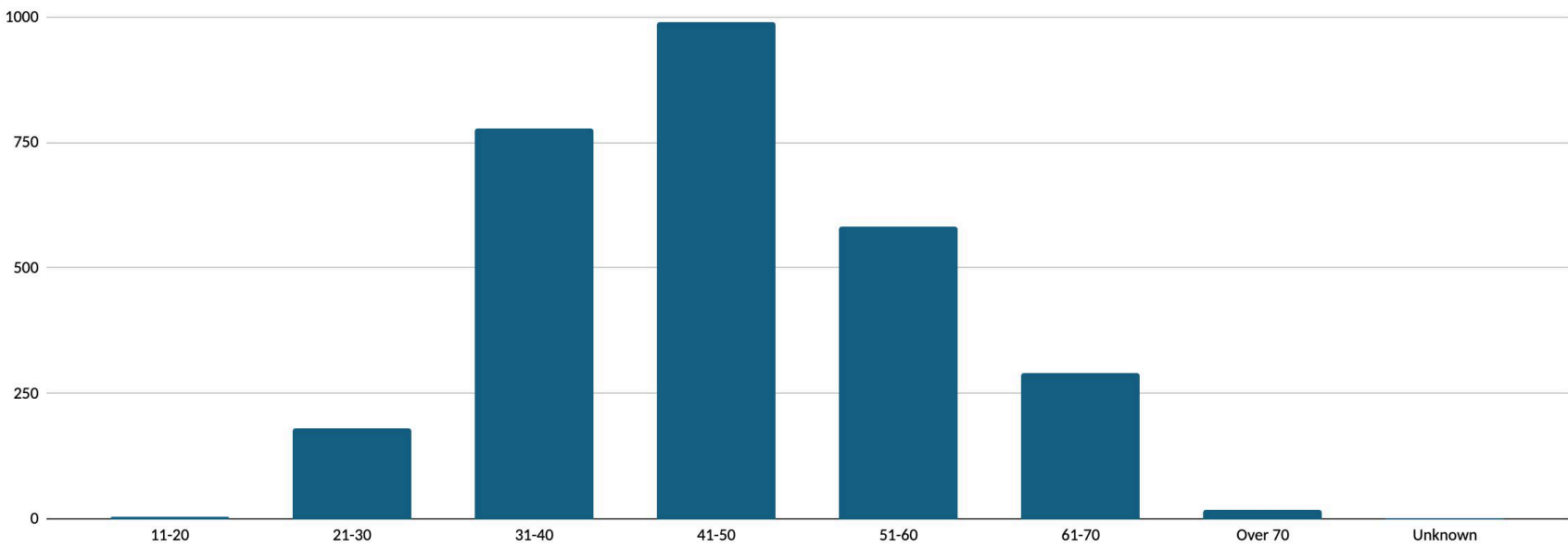
DEMOGRAPHICS SERVED

The Behavioral Wellness Center adheres to all equal opportunity regulations and prohibits the refusal, withholding or denial of services to any current or prospective clients or staff because of race, color, religious creed, handicap, ancestry, national origin, age, sex, veteran status, disability, marital status, gender identity or expression, sexual orientation, or citizenship status.

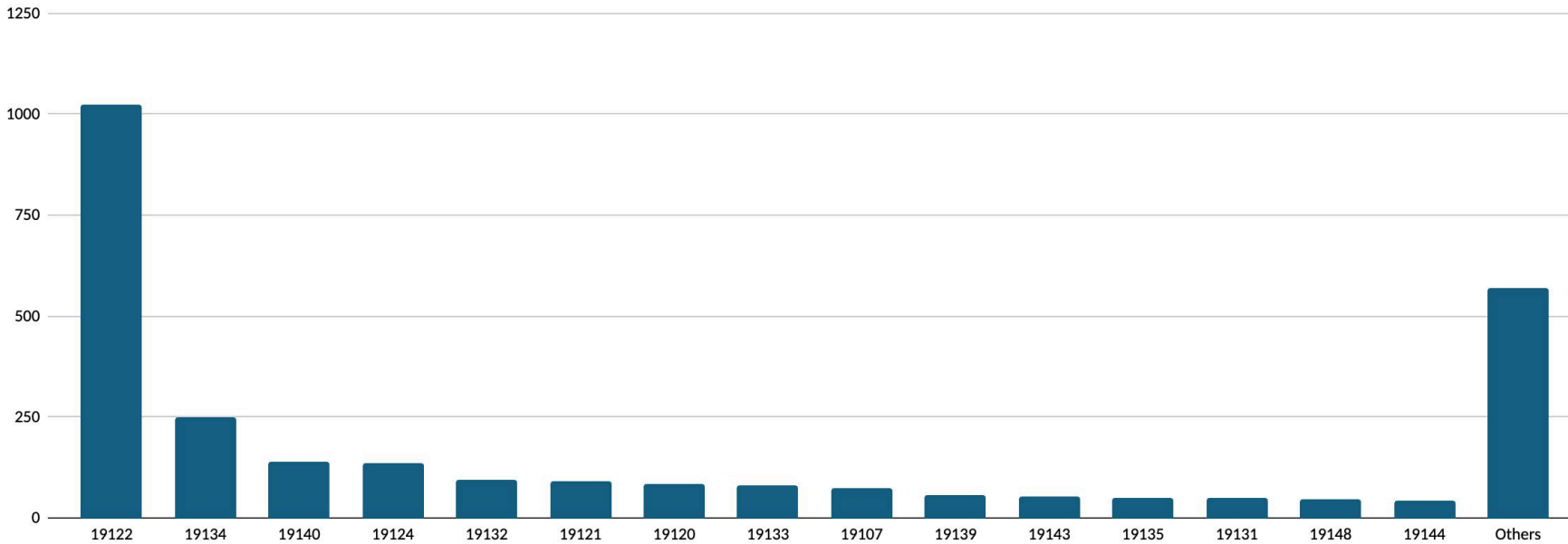
Admission Count by Program and Gender



Admission by Age



Admission by ZIP Code





ORGANIZATIONAL GROWTH

Modernized Frameworks

The Ron Tyree Care Unit:

This is a 15-bed unit that focuses on treating clients with substance use disorder who have wounds caused by using xylazine.

The Behavioral Wellness Center at MPAC:

The Center's Philadelphia Model (TPM) provides specialized skilled nursing services for individuals living with serious mental illness (SMI) who require a higher level of medical and behavioral health support.

TPM opened in November 2023 as a collaborative initiative involving city, state, and federal stakeholders. The program operates within a secure nursing home setting and is supported by 24-hour behavioral health resources.

Be Well at MPAC currently serviced residents within a 48-bed capacity, with additional admissions based on available beds and eligibility. (Note, the program transitioned to Simpson House in February 2026.)

What Is the Philadelphia Model?

The Philadelphia Model is designed to address the needs of an aging population with SMI whose complex medical and behavioral health needs may exceed what traditional community-based mental health programs can safely and effectively provide.

At the heart of the Philadelphia Model is the **integration of physical health and behavioral health services**.

Residents receive skilled nursing care alongside trauma-informed, culturally responsive, and individualized behavioral health services.

The interdisciplinary team includes:

- Behavioral Health Technicians (BHTs)
- Registered Nurses (RNs)
- Social Workers
- Activities Staff
- Program Directors
- Clinical Liaisons
- Program Psychiatrists
- Program Support Specialists

This integrated approach is intended to promote:

- Improved behavioral and medical stability
- Increased engagement in treatment and activities
- Individualized, person-centered care
- Support for complex behavioral health needs
- Improved quality of life
- Greater stability for older adults living with SMI

Streamlined Programs

Outpatient Goldman Clinic:

The Behavioral Wellness Center at Girard is accredited by The Joint Commission and licensed by the Pennsylvania Department of Drug and Alcohol Programs (DDAP) and the Pennsylvania Department of Human Services (DHS) to provide comprehensive behavioral health and substance use disorder treatment services.

Our substance use disorder treatment continuum includes ASAM Level 1.0 Outpatient Services, ASAM Level 1.0 Medications for Opioid Use Disorder (MOUD), and ASAM Level 2.1 Intensive Outpatient Program (IOP).

The Behavioral Wellness Center is also certified by the Substance Abuse and Mental Health Services (SAMHSA) as an Opioid Treatment Program (OTP) supporting the delivery of evidence-based MOUD services. These licenses, accreditations and certifications reflect our commitment to providing high-quality, evidence-based, person-centered care to individuals and communities we serve.

Hep C Programs

Any participant who receives a positive HCV antibody test and is interested in treatment is referred to our on-site Public Health Coordinator, who helps the participant navigate confirmatory testing, clinical evaluation, and access to treatment. These highly effective treatments can cure most people with hepatitis C and help prevent serious long-term liver complications.

Extended Acute Care (EAC) Psychiatric Program

The EAC was expanded to provide services to an additional 20 beds – raising our capacity to 85.

Licensure and Accreditation

All programs provided by The Behavioral Wellness Center are accreditations by the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO); licensed by the Pennsylvania Department of Drug and Alcohol Programs (DDAP) and the Pennsylvania Department of Human Services (DHS); and certified as a Medication Assisted Treatment Provider. Additionally, The Behavioral Wellness Center is also certified by Substance Abuse and Mental Health Services (SAMHSA) as an Opioid Treatment Program.





Family Treatment Involvement

Family Day began in the late 1990s under the leadership of Dr. A. Anthony Arce, chairman of Behavioral Medicine, and Cynthia Howard Jones, chief of the Creative Arts Therapy Department. The event was created to educate families and emphasize the important role they play in supporting their loved ones throughout their recovery journeys.

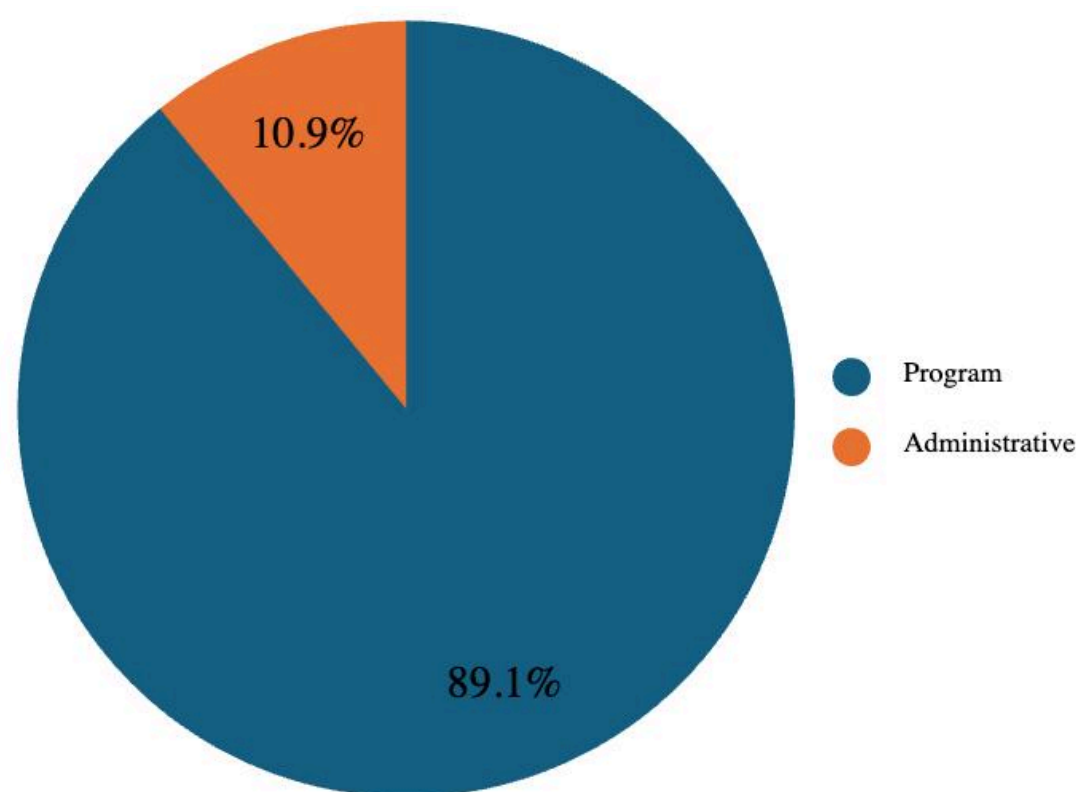
In its early years, Family Day featured morning educational workshops followed by live performances, a family-style lunch, face painting and games for children. In 2010, the event was redesigned to create more opportunities for families to connect through shared recreational activities, while workshops and educational sessions were offered at other times throughout the year.

Today, families begin the celebration with opening ceremonies and breakfast, followed by a full day of activities and a shared lunch. Family Day has also expanded to welcome the broader community, with participating vendors and programs connecting attendees to health screenings, voter registration information, educational materials and other valuable community resources.

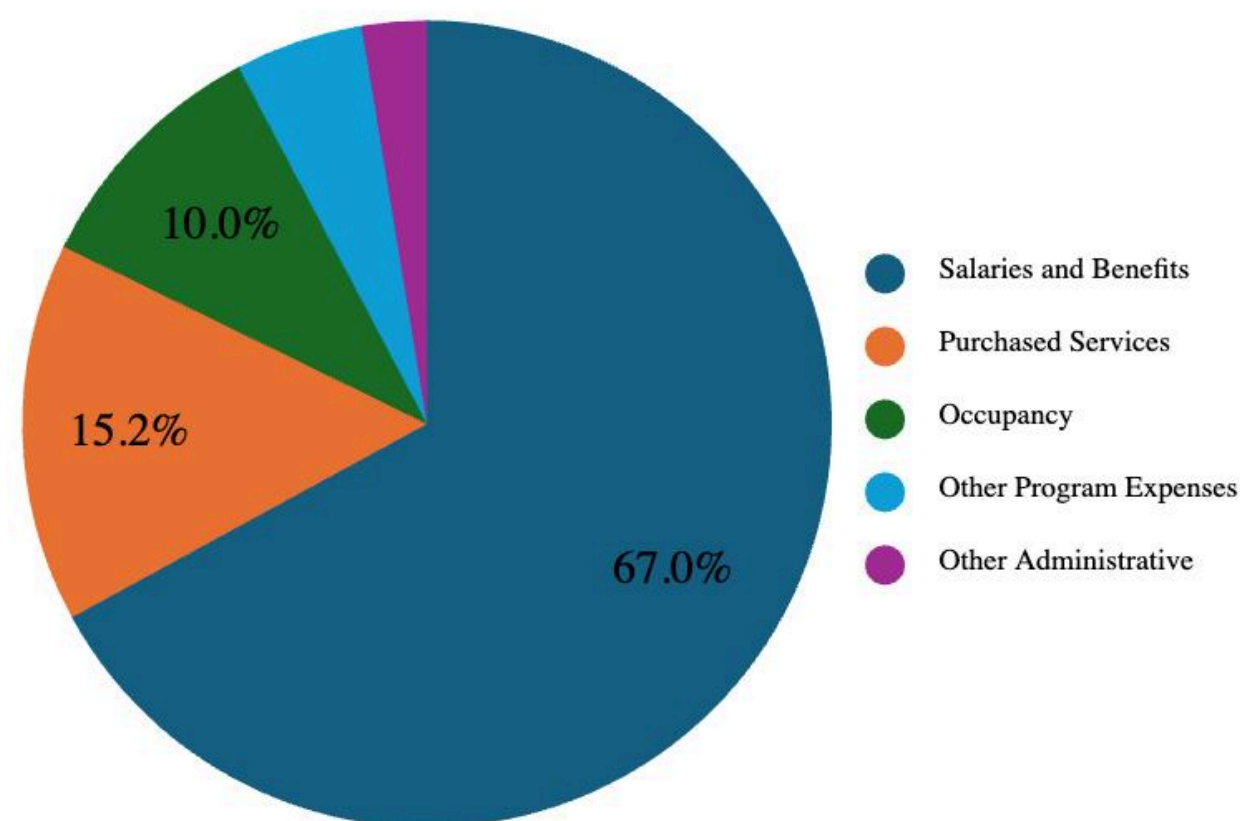
Over the years, Family Day has become an important part of the Center's observance of National Recovery Month each September. Many participants also extend the celebration beyond the Center by taking part in the Philadelphia Recovery Walk and a recovery-focused baseball game at the Philadelphia Phillies' ballpark.

FINANCIAL SUMMARY

FY 2026 Expenditures



FY 2026 Expenditures



Total Revenue





FUTURE PLANS

The Behavioral Wellness Center at Girard remains committed to pursuing innovative services that support individuals with mental health and substance use disorders throughout their treatment and recovery journeys. By improving access to care, addressing the stigma surrounding behavioral health and responding to the evolving needs of our community, we seek to inspire hope and transform the lives of those we serve.

Strategic Objectives

- Strengthen the Center's position as a Center of Excellence for substance use disorder treatment.
- Implement strategies that establish the Center as an employer of choice and support the recruitment, development and retention of talented professionals.
- Complete a financial and feasibility analysis for a supportive housing initiative serving participants transitioning from residential treatment programs.
- Build partnerships that expand access to vocational, educational and other supportive services for participants.
- Develop opioid use disorder and psychiatric treatment locations within Philadelphia and in surrounding communities.
- Expand access to the Center's behavioral health services by maximizing the use of telehealth.
- Enhance services related to the prevention, screening and treatment of sexually transmitted infections.
- Continue fostering a holistic culture of health and wellness for patients, employees and the broader community.



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