



2025 IMPACT REPORT



**Healing begins here.
Hope grows here.
Futures change here.**



Our Mission

EARLY INTERVENTION THROUGH COMPASSIONATE CARE

Founded in 1959, Parkside is a not-for-profit health system dedicated to delivering world-class, comprehensive mental health services that empower young people to build strength and resilience on their journey to wellness. In 2023, Parkside refocused its mission to serve children, adolescents, and young adults ages 5–26, recognizing the urgent need for specialized psychiatric care during these critical developmental years.

Today, Parkside stands as the only pediatric inpatient psychiatric hospital within a 90-mile radius, filling a vital gap in the regional continuum of mental health services. This mission underscores Parkside's unique role in bridging crisis stabilization, inpatient treatment, and long-term outpatient support—ensuring continuity of care during the most formative stages of life.

According to the 2025 Point-In-Time Count from Housing Solutions Tulsa, 28% of individuals experiencing homelessness in Tulsa reported that mental health conditions contributed to their situation. In response, Parkside focuses on early intervention and comprehensive care for young people at risk of chronic mental illness or homelessness. By offering timely, compassionate support, we aim to promote stability, strengthen resilience, and empower youth to build fulfilling, independent lives grounded in long-term wellbeing.

Our Values

- Adaptability & Resilience
- Care & Compassion
- Dignity & Respect
- Empathy
- Excellence
- Growth & Development
- Hope & Healing
- Integrity
- Leading & acting with a servant's heart
- Responsibility & Accountability
- Teamwork

2025 Year in Review

- 2,786 patients served
- 96% of patients met treatment goals upon discharge
- 618 medical, therapy, and nursing students from 20 partner schools trained at Parkside
- \$2.2 million in uncompensated care provided to low-income and uninsured patients
- Patient assistance provided to 1,781 people through the *By Your Side* program
- Relationships leveraged with more than 30 community partners to optimize patient services

From Our CEO

PURPOSE-DRIVEN CARE

As we look back on 2025, one thing is clear: Parkside didn't just stay busy—we stayed purposeful.

Behind every number in this Impact Report is a young person with a story and a future worth fighting for. Every outcome represents something more meaningful than a statistic: a child returning home, back to school, back to friends, and back to themselves. That purpose continues to guide us through our three core pillars: Access, Quality, and Sustainability.

ACCESS isn't just about need; it's about capacity. By prioritizing staffing over the past several years, Parkside remained a reliable resource for families and referral partners, even as others were forced to scale back services.

QUALITY, for us, is measured by what improves life at home. That's why one of the most meaningful results from 2025 is this: 96% of patient satisfaction survey respondents indicated their treatment goals were met upon discharge. We also completed Year 3 of our pivot to focus on youth, strengthening how we listen, design care around young people, and support families from their first call to Parkside through treatment to discharge.

SUSTAINABILITY is our promise that specialized care for children will be here tomorrow, not just today. In 2025, our teaching and training initiative supported eight clinical programs at 20 partner schools to train 618 future healthcare professionals—strengthening the region's ability to care for children for years to come. While demand continues to rise and funding uncertainty persists, Parkside will continue to advocate for smart policy and stable support without waiting for perfect conditions to meet the needs of kids right now.

To our donors, partners, and community champions: thank you for helping change what's possible. To our staff: you are our greatest strength. And to the families we serve: thank you for trusting us.

With gratitude and determination,



Jim Serratt
Chief Executive Officer



Kirby H. Crowe
President of the Board of Directors



Mission in Action

PARKSIDE'S SERVICES

Outpatient Treatment

Individual & Family Therapy

Ongoing therapeutic support with licensed clinicians who specialize in a wide range of mental health conditions, including anxiety, depression, trauma, and behavioral disorders

Chemical Dependency Intensive Outpatient Program (CDIOP)

Structured outpatient treatment to help with substance use disorder recovery without requiring overnight stays

Mighty Makers Early Intervention

8-week outpatient therapy program for caregivers and their children, ages 5 to 12, that integrates cutting-edge biofeedback technology and family therapy to help children recognize and regulate their emotions more effectively and improve family engagement

Medication Management

Individualized medication planning and monitoring to ensure safe, effective treatment

By Your Side

Patient Assistance

Food, clothing, transportation, and medication assistance to support patients' overall wellbeing and empower them to remain engaged in treatment

Inpatient Hospitalization

Physician-directed, individualized treatment for patients in need of acute psychiatric crisis stabilization

- Children (5 – 9 years old)
- 'Tween (10 – 12)
- Adolescents (13 – 17)
- Young Adult (18 – 26)

2,786
PATIENTS SERVED
IN 2025

1,994
INPATIENT
CLIENTS

792
OUTPATIENT
CLIENTS

17,601
OUTPATIENT
VISITS

96%
OF PATIENT SATISFACTION SURVEY
RESPONDENTS INDICATED THAT
THEIR TREATMENT GOALS HAD BEEN
MET UPON DISCHARGE

Rebuilding Together

DEANNA'S STORY

After an earlier attempt to get mental health support went awry, Deanna and her family came to Parkside feeling exhausted and discouraged. Their previous therapy experience had left them shaken; instead of receiving support to heal from shared family trauma, they had endured judgment and fear.

Walking through Parkside's doors, Deanna wasn't sure what to expect, but she knew something needed to change.

Almost immediately, the difference was clear. Deanna didn't feel judged. She felt accepted. She realized with immense relief that the therapists weren't going to question her family's experiences or call DHS on her because of them. "I wasn't afraid to be open and honest," she said. For the first time in a long time, she and her girls felt safe.

The Parkside team—psychiatrists, therapists, and support staff—quickly became central to their healing. "Everyone we've dealt with at Parkside has been wonderful," Deanna said. "It's hard to find someone your kids feel comfortable with and can open up to, and we have found that here."

Receiving steady support and developing practical coping skills has been a catalyst for recovery, and Deanna has watched her daughters begin to thrive. "My middle daughter is doing so much better," she said. "We're all doing better." Her youngest even shared her own small but meaningful victory—that her sister is nicer to her now, even if not all the time!

Today, their family is rebuilding—slowly, intentionally, and still with Parkside's help. The journey isn't finished, but they're walking it with renewed hope and confidence. "We're working on repairing our relationships," Deanna said. "I don't know where we would be without Parkside."

Deanna's and her daughters' stories are about resilience—and about the life-changing power of a caring community. For them, Parkside hasn't been just a place to receive treatment—it's been a safe harbor, a source of compassion, and the care they needed to begin a much brighter chapter.

"It's hard to find someone your kids feel comfortable with and can open up to, and we have found that here."



From Overwhelmed to Empowered

JULIE & ALEX'S STORY



For Julie, the hardest part of parenting had become watching her bright, joyful son fade behind anger he couldn't control. Small frustrations sent Alex spiraling to a "boiling point," and daily life felt like walking on eggshells. The outbursts were exhausting, but the deeper heartbreak came from seeing her child struggle without knowing how to help him.

Everything changed when they found Parkside's Mighty Makers program.

Unlike traditional therapy alone, Mighty Makers uses engaging biofeedback video games that reward kids for lowering their heart rate and calming their bodies. For Alex, it made the hard work of self-regulation feel fun and achievable. At the same time, weekly family therapy gave Julie and her son the communication tools they desperately needed, especially in those tense moments when connection felt impossible. Julie admits she hated being

"the mom who yells," and the program helped her practice healthier responses right alongside her son.

Progress wasn't instant, but it was real. The breakthrough came during a moment that once would have ended in chaos: Alex began to escalate—and then stopped. He took a breath. He used his tools. And he calmed himself down.

That single moment signaled everything the family had been working toward.

Today, their home feels lighter. Arguments have quieted. Alex listens more easily, follows directions, and carries himself with new confidence. But for Julie, the greatest gift is far more personal: she has her son back.

"We just really wanted him to be Alex again," she says. Thanks to Mighty Makers, he is, and now their whole family feels stronger because of it.

Mighty Makers Impact

- 59 kids served from 51 families
- 95% of surveyed families reported their child showed consistent or improved response to discipline like being told "no"
- 80% said their child's ability to handle emotions improved
- 90% reported that communication with their child remained consistent or improved over the course of the program



Stronger Than the Speedbumps

SHEILA'S STORY

Sheila's journey with Parkside began more than a decade ago, during a season of life marked by profound hardship. She had endured a miscarriage before having her two sons, suffered a serious head injury at work that left her unable to return to her job, and, in 2016, lost both her mother and one of her sons just months apart.

Yet what defines Sheila is not the adversity she has faced, but the remarkable light she continues to shine.

When she was referred to Parkside for outpatient therapy after her head injury and subsequent depression diagnosis, she insisted all she needed was to get back to work. But over time, she found in Parkside something she didn't know she'd been missing: an outlet. Her therapy sessions—her “rap sessions,” as she affectionately calls them—became a place where she could talk, reflect, and gather tools to stay grounded. Slowly, she built habits that strengthened her resilience.

Today, Sheila uses that resilience to lift

others. She believes everyone faces “speedbumps,” some bigger than others, and that what matters most is how you show up for the people around you. That's why Parkside's *By Your Side* patient assistance program has meant so much to her. Even with SNAP benefits, she has sometimes found herself short on food for her family. Parkside's food pantry has bridged the gap, easing her stress and helping her show up as the positive, caring woman she strives to be.

Raised in a tight-knit faith community, Sheila learned early the power of forgiveness, gratitude, and choosing hope when life feels heavy. And through her years of treatment at Parkside, she gained the tools and confidence to put those values into practice. Now she shares her mental health journey openly—because she wants others to feel less alone, because she is proud of how far she's come.

And she should be. We're proud of Sheila, too.

By Your Side Impact

- 1,781 patients served across all *By Your Side* initiatives
- 53,664 pounds of food distributed from Parkside's food pantry to 1,521 patients
- \$24,120 in transportation assistance provided, helping patients get to and from their appointments at Parkside
- \$4,053 in clothing vouchers utilized by 150 patients
- \$343,943 in medication assistance provided to 110 patients



A Calling Discovered at Parkside

DR. OLCOTT'S STORY

Dr. Missy Olcott's path to becoming a physician was anything but linear. After initially planning to pursue nursing, she realized it wasn't the right fit and began exploring other career paths while working in a radiology office. A spark for medicine was ignited, and from there, she pursued her new-found dream.

Dr. Olcott worked full-time while earning a bachelor's degree in biology, then enrolled in a newly established medical school in Fort Smith, Arkansas. She thought pediatrics might be her calling, but it wasn't until her psychiatry rotation that everything clicked.

"I realized what a positive influence you can be for kids during their most formative years," she shared. Every other rotation was then measured against psychiatry, and none compared.

After medical school, Dr. Olcott completed her psychiatry residency at Oklahoma State University Center for Health Sciences in Tulsa, where she was offered a fourth-year elective fellowship at Parkside under the mentorship of

Chief Medical Officer Dr. Matt Sharp. The opportunity was rare: hands-on experience in the region's only inpatient psychiatric teaching hospital for youth.

During her two-month rotation, Dr. Olcott found more than exceptional clinical training. She found a team. "The staff were warm and welcoming from the start," she said. And working closely with Dr. Sharp helped her understand the dynamics of treating young patients and their families—how flexibility, creativity, and collaboration are essential in pediatric behavioral health.

"If I hadn't rotated here, I wouldn't be working here," she reflected. "Training programs give people the chance to fall in love with this work."

By making opportunities for hands-on experience available to Oklahoma medical students, Parkside's investment in training isn't just shaping careers, it's strengthening access to high-quality, compassionate behavioral healthcare for the state's children and families.

Clinical Training Impact

Parkside supported eight clinical programs offered by 20 partner schools to train 618 behavioral health professionals, including:

- 520 nursing students
- 43 paramedics
- 28 medical students
- 10 residents
- 7 nurse practitioners
- 7 therapy students
- 3 child psychiatry fellows

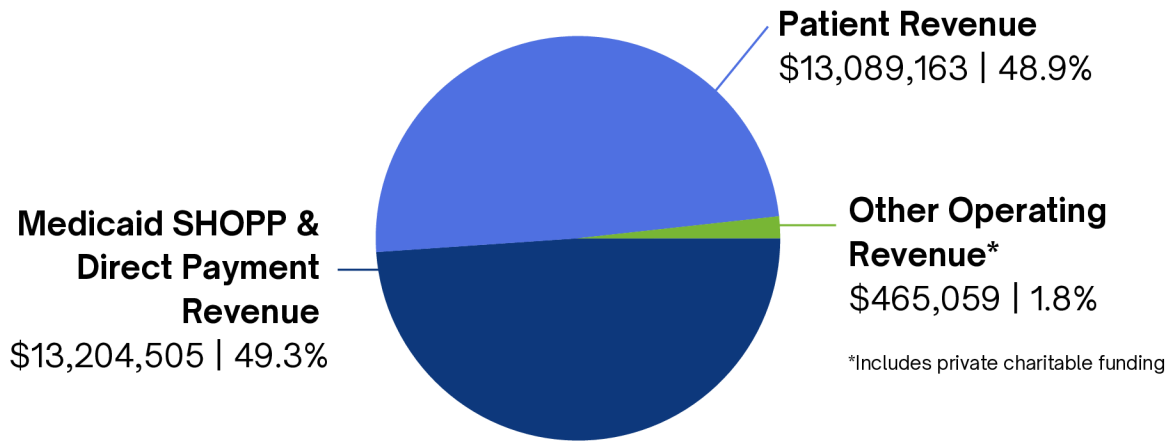


Stewarding Resources

FINANCIAL HIGHLIGHTS

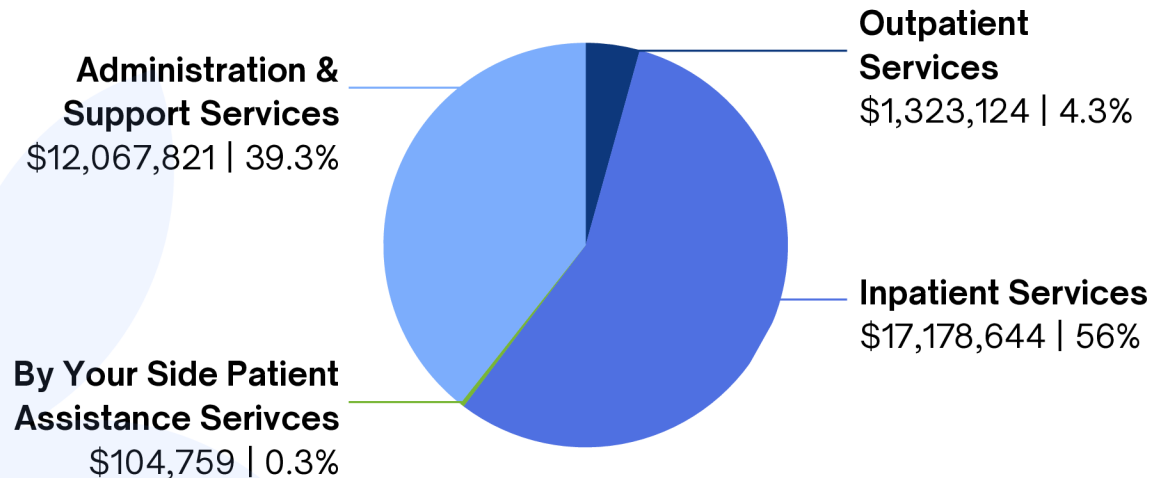
Revenue

Total 2025 Revenue: \$26,758,727



Expenses

Total 2025 Expenses: \$30,674,348



Supporting Parkside's Mission

RECOGNIZING OUR DONORS

Thank you to the generous donors who help make our work possible at Parkside.

HOPE BUILDERS \$100,000+

Tulsa Psychiatric Center

COMPASSION CHAMPIONS \$25,000+

George Kaiser Family Foundation

MINDFUL SUPPORTERS \$10,000+

George & Jennie Collins Foundation

QuikTrip

Rotary Club of Tulsa Foundation

The Sharna & Irvin Frank Foundation

Tulsa Community Foundation

HEALING PATRONS \$5,000+

Children's Medical Charities Association

Humana Healthy Horizons in Oklahoma

Mill Creek Community Foundation Fund

via Tulsa Community Foundation

Regent Bank

Saint Francis Health System

THERAPEUTIC ALLIES \$2,500+

Helmerich & Payne

J.A. LaFortune Foundation

Sherwood & Robert

Trust Company of Oklahoma

Williams

HELPFUL SUPPORTERS \$1,000+

CommunityCare

Kirby H. Crowe

First National Bank of Broken Arrow

Brett L. Lessley

Modern Woodmen of America

Teresa & Jim Serratt

Sterling Elevator Service

Frances E. Whisman

SERENITY SUSTAINERS \$500+

Ethos Architects

Janet Crupper

Shenna Franklin

Hannah Nelson

Rich & Cartmill, Inc.

Relation Insurance Services

Cynthia Rorie

Cristi Smith

Cassie Reese

Dimo Virostko

Mary Whiteshirt

COMMUNITY CARE LEADERS \$250+

Deborah Alexander

Raina Brandhorst

Tina Cooper

Shannan Hurst

Dr. Marvin Jin

Bobbie McClendon

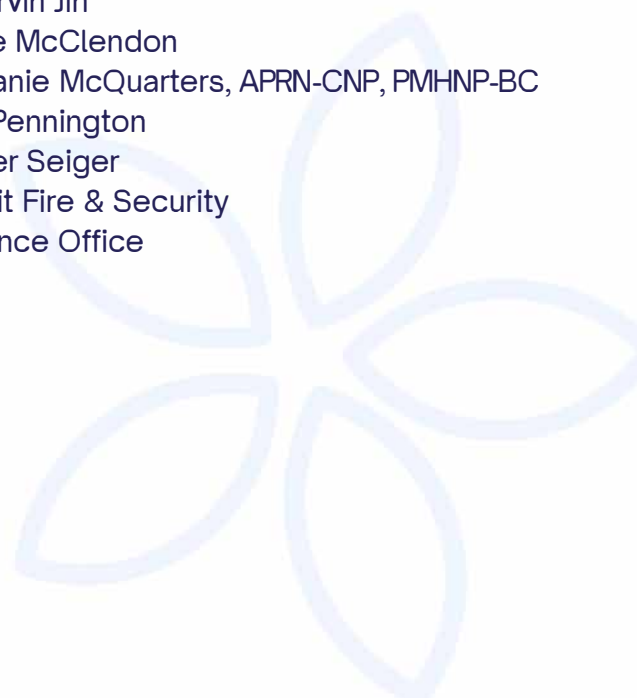
Stephanie McQuarters, APRN-CNP, PMHNP-BC

Linda Pennington

Heather Seiger

Summit Fire & Security

Sundance Office



The People of Parkside

BOARD & STAFF LEADERSHIP

EXECUTIVE LEADERSHIP TEAM

Jim Serratt
Chief Executive Officer

Brad Bivens
Chief Financial Officer

Shannan Hurst
Chief People Officer

Brandon Keppner
Chief Operating Officer

Brad McDaris
Chief Nursing Officer

Cassie Reese
Chief External Strategy Officer

Matt Sharp, D.O.
Chief Medical Officer

CLINICAL LEADERSHIP TEAM

Matt Sharp, D.O.
Chief Medical Officer

Marvin Jin, M.D.

Melissa Olcott, D.O.

Dion Owens, M.D.

Michelle Sharp, D.O., Director of
Outpatient Psychiatry

Zachary Sullivan, D.O.

John White, M.D.

2025 BOARD OF DIRECTORS

Kirby Crowe
President

Hugh Robert, J.D.
Vice President

Brett Lessley
Secretary & Treasurer

Catherine Anderson

Angela Baker

Kathy LaFortune, J.D., Ph.D.

Ryan Lynch

Stacy Lawrence, J.D.





Parkside

Psychiatric Hospital & Clinic

1620 E. 12th Street
Tulsa, OK 74120
parksideinc.org

If you need help, call anytime.
(918)588-8888
24/7 access | Free screenings