



PROFESSIONAL CRISIS MANAGEMENT

A S S O C I A T I O N

Helping Professionals • Changing Lives

• SAFETY • SECURITY • DIGNITY • EFFECTIVENESS



Providing expert training, certification and consultation worldwide for over a quarter century



“I am humbled by the remarkable success those practicing Professional Crisis Management achieve on a daily basis when supporting individuals facing crisis — sometimes extreme crisis. PCM practitioners and instructors prevent, meet and resolve crisis episodes with clinical sophistication and integrity while maintaining the utmost humanity and ethical standards in every one of their crisis management interactions. Our hope and vision at the Professional Crisis Management Association is that staff throughout the world, when trained in crisis intervention, can deliver this remarkable level of service. We at PCMA work tirelessly in a continuing effort to make this vision a reality for all.”

—Neal Fleisig, MS, BCBA
President and Founder
Professional Crisis Management Association

Company Overview

Established in 1981, the Professional Crisis Management Association (PCMA) provides training, certification and technology based solutions that help individuals and organizations provide high quality programming, staff development, behavior management and crisis prevention and intervention. PCMA is dedicated to the design and implementation of the safest and most effective approaches to habilitation, treatment and education for persons of all ages with a wide range of special needs.

The PCMA has trained more than 80,000 people worldwide and is an industry leader in providing support to human service organizations to reduce violent and aggressive behavior, increase adaptive behavior, achieve a high rate of skill and goal attainment, and meet or exceed outcomes expectations.

The PCMA staff is composed of highly experienced and credentialed experts who can assist your organization in achieving excellence.

Our Mission

The Professional Crisis Management Association is committed to providing an improved quality of life for children, adults and their families in education and human services through leadership and excellence in behavior analysis, crisis management, training, credentialing, evaluation and technology.

Our Services

Professional Crisis Management (PCM)

- Training
- Certification
- Consultation

Positive Behavior Support Strategies (BehaviorTools™)

- Training
- Certification

Behavior Analysis Services

- Individual and group consultation (assessment and treatment)
- Program evaluation and development
- Specialized curricula and training
- Customized group intervention systems

Legal Services

- Expert witnessing
- Organizational risk analysis
- Critical incident analysis
- Case consultation and support

What is Professional Crisis Management?

Developed by board certified behavior analysts and recognized as the first applied behavior analysis-based system of crisis management, Professional Crisis Management (PCM) is a comprehensive, research-based system that provides powerful strategies to prevent and diffuse dangerous behaviors. Unlike other methods that teach techniques to use only after individuals have become non-compliant, agitated or aggressive; PCM focuses primarily on prevention before a crisis occurs, and even before the individual's behavior is escalated.

PCM is a complete crisis management system that includes a full range of strategies and procedures targeting a wide spectrum of adaptive functioning (positive and productive behaviors) and maladaptive functioning (aggressive and self-injurious behaviors). The PCM system is highly customizable based on organizational preferences. Organizations can choose non-physical strategies only, and/or various levels of physical interventions. Unlike stand-alone approaches, PCM supports and integrates smoothly with existing educational and treatment programming.

PCM was developed with individual dignity and safety of paramount concern. PCM physical procedures use sound body mechanics and avoid uncomfortable or awkward body positions that can escalate behavior. Other crisis management systems include procedures that can restrict breathing. PCM procedures involve no contact with vital areas including the head, neck, and torso yet they are extremely effective and secure.

Who can benefit from PCM?

PCM produces successful outcomes with children, adolescents, and adults in a variety of settings, and is effective whether individuals have good, poor or no verbal skills at all. Unlike other crisis management systems, PCM offers effective strategies for intervening with persons over a wide range of intellectual functioning.

- Psychiatric disorders
- Developmental disabilities
- Traumatic brain injury
- Behavior disorders including aggression and self-injury
- Special and regular education



ETHICALLY PRINCIPLED and bio-mechanically safe, PCM incorporates aspects of multiple disciplines including non-coercive behavior analytic teaching methodologies, positive behavior support strategies, biofeedback strategies and client-centered therapies. All strategies are compatible with and support existing behavioral programming, and emphasize least restrictive/most effective methods.

Where can PCM be used?



- Regular and special education schools
- Developmental centers
- Group homes and community residential settings
- Psychiatric hospitals
- Foster care homes
- Day treatment centers

“I am so glad that our agency made the change to PCM. Not only can our staff safely and effectively implement physical procedures, but they are also knowledgeable of prevention and de-escalation strategies. The continuum of procedures allows us to intervene at the appropriate level and use the least restrictive intervention possible. Since implementing PCM, our frequency of restraints has steadily declined. I would highly recommend PCM as it provides highly effective strategies in managing individuals with challenging behaviors.”

— Amber Bruns, MA, BCBA
Behavior Coordinator
Children’s Care Hospital and School
Sioux Falls, South Dakota

PCM Highlights & Distinctions

- Humanistic and ethics-driven; minimizes coercion and maximizes choice
- Highly effective physical procedures are completely free from pain or discomfort
- Meets all regulatory standards including CMS, JCAHO, COA and CARF
- Qualifies for ARRA funding
- Highly structured independent credentialing results in built-in accountability
- Includes a full range of interventions for all populations and ages
- Online database includes practitioner and instructor training and certification results
- E-mail prompts sent directly to administrators and instructors help your staff keep their certifications current
- Immediate PCMA staff support via phone or e-mail
- Customized training available at your facility or at PCMA headquarters in Fort Lauderdale, Florida.

PCM Benefits

- Exceptional record of safety
- Cost effective staff training and certification
- Reduced liability and risk of litigation
- Greater staff confidence and increased staff morale, resulting in less turnover and absenteeism
- Reduced incidents of violent and aggressive behaviors
- Compliance with guidelines and best practices

PCMA OFFERS the most *carefully controlled* crisis management *certification system* in existence. Other systems allow instructors to determine the status of fellow employees whom they train, but PCMA scores and records all exams and training documentation. Your facility is protected because your staff is directly certified by an independent, expert organization.



“The [Palm Beach County] school district annually trains approximately 375 staff in the initial PCM course and recertifies approximately 450 staff. In my 16 years as a PCM Instructor, no students or staff have been injured implementing PCM procedures. I am very familiar with other systems; in fact, I was a certified trainer in others. No other crisis management program is as safe, effective, or implemented with the individual’s dignity in mind. PCM is a complete crisis management system in which the verbal de-escalation is as important as any physical interventions. PCMA staff is always available to answer any of our questions or provide assistance.”

— Pamela R. Tepsic
Director of Special Education
Palm Beach County Schools
West Palm Beach, Florida

Behavior Analysis Services and Training

PCMA provides a wide range of expert behavioral services to individuals and organizations. These services address a variety of behavioral needs whether or not crisis management is needed. In addition to PCM training and certification, our proven behavior analysis programs can strengthen prevention efforts, reduce the need for crisis management procedures and result in other meaningful outcomes.

- **Specialized curricula and training, including BehaviorTools™**

PCMA offers specialized trainings to suit the needs of your organization. PCMA's BehaviorTools™ trainings teach positive behavior support strategies and interactions skills that organizational staff, teachers and others need to manage behavior and prevent crisis, using step-by-step teaching protocols and role play scenarios tailored to your organization.

- **Individual and group consultation and treatment**

PCMA Behavior Analysts are available to conduct behavioral assessments and to design behavior intervention plans that are thorough, precise and practical. We also provide staff training, clinical supervision and treatment oversight. PCMA has successfully implemented highly individualized, round the clock programs for individuals with behavior problems that were too intense for them to be safely treated in other programs. As a result, these individuals were able to move to less restrictive settings. State of the art teleconferencing equipment allows PCMA to provide on-going high quality consultative services without geographic limits.

- **Customized group intervention systems**

PCMA Behavior Analysts are available to design or improve group behavior management and incentive systems, using innovative and clinically sound principles and strategies.



Legal Consultation and Expert Witness Services

PCMA has a proven track record of success in the courtroom. Our highly credentialed experts have provided testimony in numerous cases involving crisis management related incidents. Their intimate knowledge of the clinical, practical and physical issues is unmatched in the field and results in favorable outcomes for our clients. Successful legal outcomes can result in millions of dollars of savings for your organization!

Risk and Critical Incident Analysis

Be proactive by avoiding incidents that can lead to legal action by hiring PCMA to conduct a thorough, on-site risk analysis of your facility or organization. We will identify factors that contribute to high rates and intensities of crisis behaviors, restrictive interventions and incidents, and provide a practical plan for correcting these factors and improving staff training and performance. Identifying and correcting these challenges early and voluntarily does more than increase your survey or audit scores- it can also decrease staff turnover and sick time, reduce property destruction and vandalism and improve clinical outcomes for your consumers.

In the event that you do experience a difficult crisis related incident, PCMA can help conduct a thorough and proper root cause analysis of the incident and collaborate with your agency to develop a practical plan for reducing the likelihood of future events.

Technology and Software Solutions

Providing excellent services by well trained and qualified staff is only part of the important job that human services organizations must do. They must also plan and document those services in a way that is clear, consistent and in accordance with best practice standards. For this reason, PCMA offers several innovative, customizable software applications that will save your organization time and money, and maximize other desired outcomes. PCMA software solutions powered by Nexxus Gate allow organizations to easily track desired and challenging behaviors, specific interventions such as crisis management procedures and a myriad of other important events, including sleep data, medication compliance, food consumption, and progress toward academic and behavioral goals. The software allows organizations to easily make sound, individualized treatment plans and then adjust and manage those plans. Reports with graphic display of data are generated at the touch of a button. Although optional, the use of bar code scanners and web interfaces gives PCMA software solutions powered by Nexxus Gate unmatched ease of use and functionality.



NEAL FLEISIG
MS, BCBA
President and Founder

NEAL FLEISIG has more than 30 years of experience in treating children and adults, exhibiting severe aggression and self-injurious behavior. A Board Certified Behavior Analyst, he founded the Professional Crisis Management Association in 1981 and subsequently developed the PCM program — a product of more than 16 years of research and development. The use of operant conditioning principles, such as learning strategies during periods of intense crisis and Dynamic Holding™, are his exclusive discoveries. Mr. Fleisig has specialized expertise with individual, group, classroom and school-wide behavior management procedures and is also trained in cognitive-behavioral therapy and biofeedback techniques. With years of experience as a clinical therapist, he also serves as a consultant to hospitals, schools and community facilities that work with special needs populations. He has served numerous times as an expert witness and legal consultant relating to crisis management and behavior analysis, including work for the Legal Aid Corporation of America. Mr. Fleisig has a B.A. in psychology from George Washington University in Washington, D.C., and a M.S. in psychology from Nova University in Fort Lauderdale, Florida



MERRILL WINSTON
Ph.D, BCBA
*Director of Program
Development*

MERRILL WINSTON has worked in the field of developmental disabilities for more than 26 years. With PCMA since 2002, Dr. Winston is a Board Certified Behavior Analyst specializing in the analysis and treatment of severe behavior disorders with special populations. His range of treatment experience includes feeding disorders, self-injury, severe aggression, and language and skill acquisition problems. A popular speaker at professional conferences, Dr. Winston gives presentations on a wide variety of topics including psychotropic medication usage, mental illness, autism, exceptional student education, assessment and treatment of behavior problems, IEP goal selection and measurement, and a variety of conceptual issues related to his field. He is an experienced expert witness, researcher and author with work experience in private and group homes, large institutions, secured facilities, schools and day treatment programs. Dr. Winston has a B.A. in psychology from the University of Florida and a Ph.D. in behavior analysis from Auburn University.



LARAINÉ WINSTON
MS, LMHC, BCBA
*Director of Marketing
and Special Projects*

LARAINÉ WINSTON has more than 24 years of experience in treating children and adults with behavioral challenges and special needs. As a Licensed Mental Health Counselor and a Board Certified Behavior Analyst, she has worked in a wide variety of residential and day treatment facilities in both community settings and private practice. Ms. Winston recently served as the Senior Behavior Analyst of the Fort Lauderdale area for a service program affiliated with the University of South Florida. She has been a Certified PCM Instructor since 1996, and is a researcher and frequent presenter at professional conferences and other engagements. As Director of Special Projects, she organizes and helps implement large scale projects for efficient, effective results in accordance with proven best practices. Ms. Winston has an M.S. in counseling psychology from Nova Southeastern University.



JENNIFER WEBB
Director of Operations



SHAYNA GABOR
Certification Program Coordinator

OPERATIONAL STAFF Whether you're inquiring about training opportunities, checking on the status of a recent order or need additional assistance with any of our products or services, PCMA's competent, efficient and friendly operational staff can help. This dedicated team works diligently to help manage training schedules, book consultations, process and document certifications, fill and ship orders and much, much more.



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ASSOCIATION
Helping Professionals • Changing Lives

*Professional Crisis Management
Behavior Analysis Services
Legal Services*

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“Since adopting PCM, we have seen a steady decline in the number of times per month that we have to physically control any of our residents. Our residents are learning to regain self-control quicker. The use of PCM has resulted in fewer staff injuries and fewer resident-to-resident injuries. There have been no injuries to residents as a result of PCM procedures. If you want positive and rapid results, this is where to go for help.”

— Brian H. Jacobson, PhD, BCBA
Senior Behavior Analyst, Sunland Center
Past President, Florida Association for Behavior Analysis