



**Contact:** Richard Cervantes, Ph.D.  
**Location:** Los Angeles, Ca  
**Email:** bassessment@aol.com  
**Tel:** 310.652.6449  
**Website:** www.bai-eval.com



## Company Overview

**Industry Sector:** Professional Behavioral Health Assessment and Intervention Services

Company Overview: Behavioral Assessment, Inc. (BAI) was established in 1987 and incorporated in 1994. In addition, in November 2002 BAI was certified with the United States Small Business Administration as a Small Disadvantaged Business in the 8(a) program.

The corporation offers research, training, and consultation services, as well as professional program evaluation services.

**Target Market(s):** Behavioral Health Providers, Educators, Researchers

## Key Value Drivers

**Technology\*:** The Hispanic Stress Inventory – Adolescent Version is a self report risk assessment form and is the sole mental health risk assessment available for Hispanic adolescents

- Hispanic youth represent the fastest growing segment of the US youth population with unmet health and mental health need. Current population has high rates of dropout, female depression, teen pregnancy and HIV. Health solutions sorely needed.
- The HSIA, the adult version HSI, the Familia Adelante and our referral and placement system will comprise a “package” of tools for the behavioral health professional and other markets in the youth and personal development fields

**Competitive Advantage:** The HSIA, supported in 2 phase NIMH\SBIR study that included randomized classroom data collection in 4 major US cities to establish normative and clinical scales. Results from over 1,500 youth found 2 separate versions for immigrant and non-immigrant youth. Through the use of HSIA, early screening and detection of youth who are susceptible for drug use, school failure, mental illness and STD/HIV offers cost savings to society vis-à-vis early services referrals for these youth

## Management

### Leadership:

- Richard Cervantes, PhD is founder and CEO of Behavioral Assessment Inc. Dr. Cervantes provides the managerial, financial and operational leadership of the firm. He pioneered the application of statistical analysis and epidemiological techniques to Latino and other multi-ethnic populations in community health environment.
- Has contributed significantly to the development and sophistication of a body of knowledge to address complex health and human services issues using scientific-based solutions.

Dr. Cervantes: President and CEO

Cindy Keig, Chief Strategy Officer

Dennis Beaver, Chief Financial Officer

**Scientific Advisory Board:** Dennis Fisher, Ph.D., Cal. State University, Long Beach, Daniel Santisteban, Ph.D., University of Miami, School of Nursing, Martha Cristo, Ph.D., Private Consulting, Dharma Cortes, Ph.D., Harvard University, School of Public Health, Amado Padilla, Ph.D., Stanford **University**

PIPELINE FOR HSIA AND RELATED PRODUCTS

PHASE	PHASE ONE	PHASE TWO	PHASE THREE
Research and Direct Marketing of HSIA materials to test publishers (WPS, PARS, Psych Corp.)	X	X	
Establishment of the HSIA “demo” Website for dissemination of ordering informal test development technical reports		X	
Packaging of HSIA and other culturally informed assessments (e.g. with Familia Adelante)		X	
Pilot study of HSIA and other BAI prevention protocols for use in public school settings (eg Familia Adelante Curriculum).			X
Continued federal, foundation and local funding of HSIA related studies and product implementation (SBIR and Challenge Grants)		X	X