



**From: MHA-NYC**  
**Media Contact: Michael Rosen**  
**646-738-6285**  
[mrosen@mhaofnyc.org](mailto:mrosen@mhaofnyc.org)

---

***For immediate release***

## **MHA-NYC AND BEACON HEALTH OPTIONS AWARDED THREE-YEAR CONTRACT TO RUN NYC SUPPORT**

***Innovative program a key part of the Mayor's THRIVE NYC Mental Health for All Initiative***

NEW YORK, N.Y. (April 14, 2016)-The Mental Health Association of New York City, in partnership with Beacon Health Options, has today been awarded a three-year contract to run NYC Support, which will serve as the point of entry to all of the city's behavioral health services under Mayor DeBlasio's new and innovative set of initiatives: ThriveNYC. MHA-NYC, a national leader in mental health services, advocacy and education and Beacon Health Options, which currently partners with many health plans and as an organization serves the behavioral health needs of over two million New Yorkers, will begin their work on July 1<sup>st</sup> 2016.

NYC Support will replace LifeNet, the former 24/7 crisis and information and referral line, which MHA-NYC has overseen since 1995. As envisioned, NYC Support will be a more robust and accessible system; will expand the capacity of the phone based crisis/suicide prevention hotline; add the ability to access resources via text messaging and the web; significantly increase services to provide non-crisis supports for behavioral health issues; and for the first time allow for follow-up calls or texts to New Yorkers reaching out to NYC Support until they are fully connected with the help they need. NYC Support will also offer callers a chance to speak with others who have experienced similar behavioral health challenges through a new peer support line.

At this time of dramatic transformation in health and behavioral health care, the goal of the MHA-NYC/Beacon Health Options partnership is simple: to provide the next generation contact center; one that is constantly evolving and innovating in its use of technology and best practices to stay responsive to the ever-changing needs of all New York City communities.

The MHA-NYC/Beacon partnership is well positioned for success. MHA-NYC has long established expertise in serving individuals with mental health and substance use disorders using technologically driven programs and platforms. Beacon Health Options, a national health improvement company, specializes in behavioral health and emotional well-being and recovery and has successfully provided managed mental health and substance use disorder services for 30 years. Beacon has a long history in New York and a robust footprint in New York City, with many health plan partners in the commercial, Medicaid, Medicare, and Exchange space as well as a large provider network across the city and state.

“We look forward to helping hundreds of thousands of New Yorkers of all ages find and gain access to the behavioral health they need,” said Kathryn Salisbury, Executive Vice President at MHA-NYC. “We will be playing a much more proactive role in facilitating access to services and helping people enter care.”

“NYC Support will help put behavioral health services and supports within everyone’s reach,” said Dr. Jorge Petit, Regional Senior Vice President – Client Partnerships – New York State for Beacon Health Options. “The NYC Support website will also make it easier for the public to learn about behavioral health issues and access appropriate services from their phone, tablet or home computer. Importantly, NYC’s Support won’t stop with a referral; we are here to help support an individual until they are engaged with the right services, the right providers and at the right location.

NYC Support will include a 24/7 hotline that will also be able to provide more comprehensive crisis intervention, suicide prevention and follow-up services for individuals who are at risk of suicide. Additionally, the ability to activate a mobile crisis team citywide is a part of the plan.

“We’d like to thank Mayor DeBlasio and First Lady Chirlane McCray for making mental health such a priority with their ground breaking ThriveNYC roadmap,” said Giselle Stolper the CEO and President of MHA-NYC. “We also owe great thanks to our colleagues at the NYC Department of Health and Mental Hygiene and in the Mayor’s Office for their confidence in our abilities to bring the next generation of contact center support services to all New Yorkers. We will be working tirelessly for the next three years to repay that trust.”

*MHA-NYC is a non-profit organization that addresses mental health needs in New York City and across the nation. It is a local organization with national impact and has a three-part mission of services, advocacy and education. For over 40 years, MHA-NYC has identified unmet needs and worked to develop culturally sensitive services and programs to improve lives while promoting the importance of mental wellness. [www.mhaofnyc.org](http://www.mhaofnyc.org)*

***Beacon Health Options** is a health improvement company that serves 48 million individuals across all 50 states and the United Kingdom. On behalf of employers, health plans and government agencies, we manage innovative programs and solutions that directly address the challenges our behavioral health care system faces today. Beacon is a national leader in the fields of mental and emotional wellbeing, addiction, recovery and resilience, employee assistance, and wellness. We help people make the difficult life changes needed to be healthier and more productive. Partnering with a network of providers nationwide, we help individuals live their lives to the fullest potential. For more information, visit [www.beaconhealthoptions.com](http://www.beaconhealthoptions.com) and connect with us on [www.facebook.com/beaconhealthoptions](https://www.facebook.com/beaconhealthoptions) and <https://twitter.com/BeaconHealthOpt>.*

# # #