



FROM: MHA-NYC

Media Contact: Josephine Parr
646-738-6285
jparr@mhaofnyc.org

FOR IMMEDIATE RELEASE

MHA-NYC Receives 2017 Innovation in Programming Award From Mental Health America

NEW YORK, N.Y. (June 14, 2017) – The Mental Health Association of New York City (MHA-NYC) was awarded Mental Health America's 2017 Innovation in Programming Award today, at their Annual Conference in Washington, D.C. The Innovation in Programming Award honors continuing innovation and creativity in program development and implementation, and was presented this year in recognition of MHA-NYC's use of evidence-based online cognitive behavioral therapy (CBT) program with live supports.

MHA-NYC, in collaboration with Magellan Health, is the first organization in the country to offer internet-based cognitive behavioral therapy with live telephone, text, and chat support. Through these online offerings, MHA-NYC has reached diverse audiences, including corporate wellness program clients as well as over 4,000 individuals affected by Superstorm Sandy who otherwise would not have had access to behavioral health services. The programs can be accessed by computer, tablet or phones.

Mental Health America recognizes that with this innovative programming, MHA-NYC successfully tackles the problems of delays in access to care as well as the shortage of clinicians trained to deliver CBT for a range of common behavioral health conditions.

MHA-NYC's President, Kim Williams stated, "By combining MHA-NYC's state of the art contact center services with Magellan Health's interactive, evidence-based, online CBT, we have produced similar outcomes to office-based treatment for anxiety, depression, insomnia, and substance abuse at a fraction of the cost."

On hearing about the award, Dr. Seth Feuerstein, Chief Innovation Officer, Magellan Health commented, "Magellan's work each and every day is guided by helping people live healthy, vibrant lives. To be able to collaborate with an organization like MHA-NYC, a recognized leader in care and crisis intervention, and optimize access and quality for consumers, is an honor and privilege. We're proud of the work we've done with MHA-NYC, and we couldn't be more excited for them to receive this well-deserved award."

The Innovation in Programming Award and other Mental Health America awards were presented at Mental Health America's 2017 Annual Conference, held in Washington, D.C. on June 14-16. MHA-NYC and Magellan Health will also offer additional information in the conference exhibition hall about their collaboration to reduce stigma and increase access to behavioral health services.

For more information, visit mhaofnyc.org.

###

About the Mental Health Association of New York City (MHA-NYC):

The Mental Health Association of New York City is a non-profit organization with local roots and national reach. For over 50 years, MHA-NYC has been leading the way in mental health through our three-part mission of service, advocacy and education. Our mission is to identify unmet needs and develop culturally sensitive programs to improve

the lives of individuals and families impacted by mental illness while promoting the importance of mental health. Among other life-saving work, MHA-NYC administers the National Suicide Prevention Lifeline, the national Disaster Distress Helpline, New York City's NYC Well, the Veterans Crisis Line, and the NFL Life Line. www.mhaofnyc.org

#