



Advancing Health Care Policy
for Mental Health and Addiction

FOR IMMEDIATE RELEASE

April 11, 2019

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ABHW CEO to Keynote 16th Annual World Health Care Congress

Washington, DC (April 11, 2019) – The Association for Behavioral Health and Wellness (ABHW), the national voice for payers that manage behavioral health insurance benefits for over 200 million people, has announced that Pamela Greenberg, MPP, President and CEO of ABHW will moderate the Keynote Address at the 16th Annual World Health Care Congress (WHCC), April 28 - May 1, 2019 in Washington, DC.

WHCC19 brings together over 1,500 global thought leaders and key decision-makers from all sectors of healthcare to connect, learn, and share best practices. The WHCC19 agenda keeps care delivery and payment transformation front and center by sharing strategic initiatives, results, and steps to overcome access and affordability issues while delivering high-value care.

On Tuesday April 30th, Ms. Greenberg will be joined by industry leaders from Aetna Foundation, United Healthcare, and Local Initiatives Support Coalition for the Keynote Address, “Think Big and Maximize Impact: Solve for Social Barriers at Scale.” This session will examine initiatives with the potential to make a national impact on the sustainability and reach of social determinants of health efforts; address the non-medical needs of complex populations and the health care cost curve; and discuss how industry can integrate and reimburse social components of health care.

Later in the conference, Ms. Greenberg will facilitate a discussion with executives from GE, Kaiser, and Nationwide titled, “Remove the Mental Health Stigma: Explore Personalized Behavioral Health Initiatives to Create a Happy and Healthy Workforce.”

For more information on this conference and Live Webcast:

<https://www.worldhealthcarecongress.com/>

<https://www.worldhealthcarecongress.com/webcast.cfm>

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[ABHW](#) is the leading health plan association working to improve access and quality of care for mental health and substance use disorders. ABHW's members include national and regional health plans who care for more than 200 million people. Together we work to reduce stigma and advance federal policy on mental health and addiction care. Member companies - Aetna Behavioral Health, AmeriHealth Caritas, Anthem, Beacon Health Options, Centene Corporation, Cigna, Magellan Health, New Directions Behavioral Health, and Optum.