



**Association for Behavioral
Health and Wellness**

*Advancing benefits and services
in mental health, substance use
and behavior change.*

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**Tiffany A. Huth Joins ABHW as Director, Communications and Public Affairs
*Association poised to address opioid and telehealth challenges***

Washington, DC (January 6, 2017) – The Association for Behavioral Health and Wellness (ABHW), an association of the nation’s leading behavioral health and wellness companies serving over 170 million people, today announced the appointment of Tiffany A. Huth as Director of Communications and Public Affairs. In this newly created role, Ms. Huth will be responsible for oversight and management of communications, public affairs, marketing, and branding activity for the Association. Ms. Huth will serve as the key strategic communications advisor to ABHW’s President and CEO, Pamela Greenberg, and to the ABHW Board of Directors.

“Tiffany is a talented strategist and is highly regarded within the healthcare industry for her creativity and proven track record of success,” said ABHW President and CEO, Pamela Greenberg. “Her expertise in public affairs will help drive ABHW’s overall goal of ensuring access to quality, evidence-based behavioral healthcare for all individuals with a mental health or substance use disorder.”

A communications professional with more than 15 years’ experience, Huth was most recently the Director of Public Affairs at the Personalized Medicine Coalition, an organization dedicated to the understanding and adoption of precision medicine concepts and services. She previously served in a variety of communications and public affairs leadership positions at the Association for Psychological Sciences, the American Chemistry Council, and the National Center for Genome Resources, as well as consulting for rare disease and healthcare companies.

“ABHW is positioned to make a tremendous impact. Its member companies are at the forefront of addressing the opioid epidemic and integrating behavioral and physical health care. The advocacy agenda for the association encompasses issues that will help bring behavioral health treatment to individuals who may currently be unable to access care and will increase access to a coordinated approach to behavioral health treatment,” stated Ms. Huth. “I am honored to join ABHW and look forward to working with the team and its member companies on these, and the many other, behavioral health challenges.”

ABHW is an association of the nation’s leading behavioral health and wellness companies. These companies provide an array of services related to mental health, substance use disorders, employee assistance, disease management, and other health and wellness programs to over 170 million people in both the public and private sectors. ABHW and its member companies use their behavioral health expertise to improve health care outcomes for individuals and families across the health care spectrum. Member companies - Aetna Behavioral Health, Anthem, Beacon Health Options, Centene Corporation, Cigna, Humana Behavioral Health, New Directions Behavioral Health, Optum, and PerformCare.