



Advancing Health Care Policy
for Mental Health and Addiction

FOR IMMEDIATE RELEASE

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ABHW Reveals New Brand with Redesigned Logo and Website

Washington, DC (July 17, 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, is pleased to announce the reveal of their new website, logo, and brand. Modern, authoritative, and compelling, the new brand increases the impact of ABHW’s communications in its mission to ensure access to quality care, improve overall health outcomes, and advance solutions for public health challenges.

ABHW worked closely with O2 Lab, a marketing and branding agency, and Social Coasting Consulting to develop a website that achieves core advocacy initiatives and serves members and the community with easy navigation and helpful tools and resources. As part of the overall brand, the new site, updated messaging, and modernized logo serve to cement ABHW’s leadership position within the industry.

“With public health crises such as the opioid epidemic plaguing our country, it is more important than ever to create a more effective path forward with better health outcomes and lower costs for individuals and communities suffering from substance use and mental health disorders,” stated Tiffany Huth, MPH, Director, Communications and Public Affairs, ABHW. “We see our refreshed brand and website as additional tools to support and facilitate our advocacy and outreach initiatives to achieving these goals.”

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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, Kaiser Permanente, Magellan Health, New Directions Behavioral Health, and Optum.