



FOR IMMEDIATE RELEASE

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The Association for Behavioral Health and Wellness (ABHW) President and CEO, Pamela Greenberg, Announces Retirement

Debbie Witchey Appointed as ABHW's Next President and CEO

Washington, D.C. — The Association for Behavioral Health and Wellness (ABHW), the national voice for payers that manage behavioral health insurance benefits for over 200 million people, announced today that President and CEO, Pamela Greenberg, is retiring after 26 years at the helm of the Association. Debbie Witchey has been appointed the next President and CEO, effective October 1, 2024.

Pamela will be retiring in November of 2024 after a remarkable tenure of leadership that has significantly shaped ABHW's growth and influence in the behavioral health field. Pamela has been instrumental in building the foundation of ABHW and steering ABHW through a period of expansion. Under Pamela's leadership, ABHW successfully advocated for numerous policy changes that have positively impacted the delivery of mental health and substance use disorder care, from the development and approval of national behavioral health billing codes to the passage of the Mental Health Parity and Addiction Equity Act and changes to substance use disorder privacy laws that allow care to be better integrated and coordinated.

"It has been an honor to lead ABHW and work alongside such a talented team and dedicated member companies," said Pamela Greenberg, ABHW President and CEO. "I am proud of what we have accomplished together and am confident that Debbie will continue to drive the association forward with vision and excellence."

The ABHW Board of Directors is grateful for Pamela's leadership and commitment over the years. "Pamela joined ABHW in 1998 as its sole employee and has been a cornerstone of its success," said Adam Easterday, Vice President of Regulatory Affairs

at Optum and ABHW Board Chair. “Pamela has had a profound impact on national behavioral health policy and has been a driving force behind our achievements. We wish Pamela all the best in her retirement and celebrate her innumerable contributions over the past 26 years. We are also thrilled to welcome Debbie Withey to ABHW as the next President and CEO. Debbie brings deep health care experience and visionary leadership, and we are confident that she will build on the strong foundation established by Pamela and lead ABHW to new heights.”

Debbie brings a wealth of health care knowledge and a strong vision for operational excellence. She most recently served as Executive Vice President and Chief Operating Officer at the Healthcare Leadership Council (HLC) where she cultivated productive board relations, member recruitment and retention, strategic planning, and financial oversight activities in addition to advocating for all sectors of the healthcare industry in lobbying Congress on key issues affecting HLC members, including access and coverage, population health, and Medicare.

"I am honored to be selected as the next President and CEO of ABHW and have the opportunity to improve the well-being of individuals and families impacted by mental health and substance use disorders," said Debbie Withey. "I am eager to build on the strong legacy of success that Pamela's leadership has achieved and guide ABHW through its next phase of growth and accomplishments."

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ABOUT THE ASSOCIATION FOR BEHAVIORAL HEALTH AND WELLNESS

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 that care for more than 200 million people. Together, we work to reduce stigma and advance federal policy on mental health and substance use disorder care. ABHW member companies - Aetna Behavioral Health, CareFirst BlueCross BlueShield, Centene Corporation/Magellan Health, Elevance Health, Evernorth, a Cigna company, Kaiser Permanente, Lucet, Molina Healthcare, Optum, and PerformCare, a subsidiary of AmeriHealth Caritas. To learn more, visit www.abhw.org and follow us on [Twitter](#) and [LinkedIn](#).