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**AMERICAN MANAGED BEHAVIORAL HEALTHCARE ASSOCIATION  
ADOPTS NEW NAME AND LOGO**

**Role of Behavior in Overall Health and Wellness Recognized**

WASHINGTON, D.C., January 11, 2007—American Managed Behavioral Healthcare Association (AMBHA) officially changed its name today to Association for Behavioral Health and Wellness (ABHW). The name change and new logo reflects ABHW's members' expanded presence in and interconnection among the mental health, substance use and wellness arenas.

“Our members are leaders in providing behavioral healthcare and wellness services for more than 110 million Americans,” said Pamela Greenberg, M.P.P., President and CEO of ABHW. “Changing our name is an important way to demonstrate that we’re continuing to grow and expand to meet the new demands of the field.”

Ms. Greenberg went on to note that ABHW members are not just providing services for mental health and substance use; they have expanded to recognize the importance of behavior in health improvement and management of chronic conditions. “While providing coverage for mental health and substance use is the cornerstone of what our members do, it has become increasingly important to recognize and focus on the effect behavior has on overall health,” said Greenberg. “ABHW members have acknowledged this shift and have diversified their product offerings to address the areas of wellness and behavior change.”

ABHW members provide benefits and services related to mental health, substance use, employee assistance, disease management, and other health and wellness programs in both the public and private sectors.

“ABHW will continue to serve member organizations by being the national voice for behavioral health and wellness companies, committed to improving healthcare access and outcomes as well as promoting health and wellness by effectively treating mental health, substance use, and other behaviors that impact health,” said Greenberg.

ABHW was founded in 1994 under the name American Managed Behavioral Healthcare Association to enable the leading organizations in this field to work together on key issues of public accountability, quality, public policy and communication.

ABHW Members: Alliance Behavioral Care, Cenpatico Behavioral Health, College Health IPA/Comprehensive Behavioral Health Management, Magellan Health Services, MHN, Schaller Anderson Behavioral Health, United Behavioral Health, University Behavioral Healthcare, ValueOptions.

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