

**A M B H A**  
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**PRESS RELEASE**

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**AMBHA MEMBER COMPANIES RESPOND TO SEPT. 11<sup>TH</sup> TRAGEDY**

WASHINGTON – The American Managed Behavioral Healthcare Association (AMBHA) expresses its extreme sorrow with September 11<sup>th</sup>'s tragic events. Our thoughts go out to those who lost loved ones. During this terrible time we would also like to express our gratitude to those who have helped with the rescue efforts.

Many AMBHA member companies have customers who have been gravely impacted by the Attack on America. Our members are doing the best job they can to provide mental health services to those in need. In addition to providing counseling and information to their own employees and providing a company match for donations, AMBHA member companies are doing the following:

**APS Healthcare Bethesda, Inc. (APS)** provides a single point of access to crisis management services 24 hours a day, seven days a week. Their Employee Assistance Program (EAP) counseling and Critical Incident Stress Management (CISM) services have been and continue to be available to all those trying to cope with the aftermath of this unprecedented event. Over the past few weeks, APS has arranged hundreds of CISM's and responded to thousands of calls for assistance. They have also opened up their life management Internet product, APSHelpLink to the public free of charge for the next 30 days. To take advantage of this resource, individuals can log on to [www.apshealthcare.com](http://www.apshealthcare.com).

**Horizon Behavioral Services** is providing counseling services, on-site interventions, and in some cases telephonic debriefings, for current customers, employees, prospective customers, brokers, and also for employers who don't currently have an EAP in place. Since the tragedy, the acuity-level of calls being received by their phone staff has increased significantly (by 100%) and, the requests for critical incident debriefings has increased by 3000% a day. Informative articles have been sent to anyone in need addressing issues related to grief, traumatic events, death, and talking with children; these articles are also on their website ([horizoncare.net](http://horizoncare.net)) for anyone to access.

**Innovative Resource Group** global Employee Assistance Programs have been called upon to provide consultation to corporate response teams as well as planning and conducting Critical Incidence Stress Management meetings in New York, Washington and other states where employees and their families have been impacted. IRG is also providing a significant amount of informational and educational materials on trauma, diversity, family issues and stress management in addition to special services support at this critical time.

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**Magellan Health Services** has been providing critical incident response services to customers and others to assist them in managing the emotional trauma resulting from the terrorist attacks, responding to over 1,200 requests for these services from around the nation. In addition, the company has offered its services to and responded to requests from companies without access to EAP services that were directly affected by the terrorist attacks. Magellan staff have educated and consulted with human resource managers and business executives on how to address the needs of traumatized employees appropriately. Magellan has provided practitioners with training in crisis counseling and has made over 50 articles on a variety of topics available to the public, in addition to its own members and customers, at its member Web site, [www.MagellanAssist.com](http://www.MagellanAssist.com).

**PacifiCare Behavioral Health (PBH)** is a regional MBHO operating primarily in eight western states. Employee assistance counselors have been responding to calls for assistance from client companies and from other businesses in need. In the week after the disaster 41 Critical Incident Stress Debriefing (CISD) sessions were conducted with 24 companies located in 7 different states. PacifiCare's EAP consulting services are available to any business impacted by this disaster.

**Penn-Friends** has provided train the trainer workshops to all of its outpatient clinicians in the Mitchell model of critical incident stress debriefing. Those clinicians along with the EAP professionals who work for Penn-Friends have been responding to requests for services through their 800 number in response to the tragedy. Penn-Friends has provided a significant number of debriefings, workshops, trainings, manned tables at organizations in their community and answered phones for local hotlines. These services will be provided to several other companies and health systems in the New York area.

**ValueOptions** has delivered hundreds of direct, onsite clinical services for customers, including critical incident stress debriefings. Within one hour of the Pentagon incident, VO conducted a telephone debriefing for a group of employees from a government contractor that were onsite at the time of the crash. Achieve Solutions, VO's online EAP service, has been made available to all customers, and the public, free of charge. The site can be accessed, without a login or password, at [www.achievesolutions.net/guest](http://www.achievesolutions.net/guest). Articles and tipsheets related to the process of grief, loss and recovery following a traumatic incident have been distributed to customers, media outlets and the federal government. These are available to the community at large at [www.valueoptions.com](http://www.valueoptions.com).

*The American Managed Behavioral Healthcare Association (AMBHA) represents the nation's leading managed behavioral healthcare organizations. These organizations provide insurance coverage for treatment of mental health and substance use disorders to over 110 million individuals.*

AMBHA Members: Alliance Behavioral Care, Cincinnati, OH; American Psych Systems, Bethesda, MD; CORPHEALTH, Fort Worth, TX; Horizon Behavioral Services, Lewisville, TX; Innovative Resource Group, Milwaukee, WI; Magellan Health Services, Columbia, MD; PacifiCare Behavioral Health, Van Nuys, CA; PENN-Friends, Philadelphia, PA; Sheppard Pratt Health Plan, Baltimore, MD; ValueOptions, Falls Church, VA

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