

#CareForNC

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New statewide campaign celebrates transformative impact of North Carolina's person-first, community-based approach to public behavioral health

Serving more than 2 million North Carolinians annually

RALEIGH, N.C., (June 11, 2019) — Leaders from the state's seven local management entity/managed care organizations (LME/MCOs) and two large provider groups that deliver high-quality behavioral and intellectual/developmental disabilities (I/DD) care to North Carolinians in all 100 counties have formed a new alliance: the Partnership for Community Well-Being. Together, the Partnership is launching the statewide [#CareForNC](#) campaign to focus on the more than 2 million people whose lives have been transformed and the communities strengthened by North Carolina's public behavioral health system.

"This partnership is fueled by a common mission: ensuring the people and communities served through our state's public behavioral health system continue to receive uninterrupted access to the services they require and deserve," said Karen McLeod, president and CEO of Benchmarks, an alliance of agencies helping children, adults and families. "When people's needs are met, our communities thrive."

North Carolina pioneered a successful, community-based, public managed behavioral health care system that puts people first and delivers the right services, in the right amount, at the right time.

Community well-being depends on stable, personalized, community-based care, with dedicated local providers who are deeply rooted in the towns, cities, and counties they serve. LME/MCOs and providers partner to coordinate care across multiple systems for the benefit of the people of North Carolina. But most importantly, they advocate for the families and communities they serve.

"Challenges, of course, come with the territory. However, we have been lucky always to feel like we have the system on our side," said Adriana M., mother and caregiver of a beneficiary of North Carolina's public behavioral health system. "We've had therapies earlier, early intervention, then school took over. Aside from the school sessions that she gets, she also gets the one-on-one attention that she needs."

Over the next few weeks, we will be sharing the ways that innovative community-based health care has impacted the lives of North Carolinians. You won't find a "one-size-fits-all" theme in any of the #CareForNC stories. Rather, each one demonstrates how well North Carolina's unique, high-quality behavioral and I/DD health care system really works to create strong, united communities.

"We've seen firsthand how this community-driven approach to care transforms lives," said McLeod. "Together, we can help ensure continued stability and continuity of care for North Carolinians and the well-being of our communities."

The #CareForNC campaign launches today. Learn more at www.carefornc.org and via [Facebook](#) and [Twitter](#).

Members of the Partnership for Community Well-Being include:

- Alliance Behavioral Health
- Benchmarks
- Cardinal Innovations Healthcare
- Eastpointe
- North Carolina Providers Council
- Partners Behavioral Health Management
- Sandhills Center
- Trillium Health Resources
- Vaya Health

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About the #CareForNC Campaign

#CareForNC is a joint effort of the Partnership for Community Well-Being, a new partnership of the state's seven LME/MCOs and two large provider groups that provide high-quality behavioral and I/DD care to North Carolinians in all 100 counties. We coordinate care across multiple systems for the benefit of the people and communities we serve. But most importantly, we are advocates for the families and communities we serve. We are here to raise awareness for the countless people whose lives have been changed and communities that have been strengthened by the services provided by the public behavioral health system.

