

November/December 2010

## MEET YOUR ATP TEAM

The Addiction Treatment Providers program team is a dedicated group of insurance experts providing excellent customer service to independent agents and brokers across the U.S. We know what your clients need and expect in this niche, and we have the experience and authority to provide immediate solutions. Behavioral health is all we do every day. Contact us at **800-970-9778** with any questions.



**Rich Willetts**  
Program Director  
Ext. 225  
RJWilletts@nsminc.com



**Jennifer Johnston**  
Senior Program Underwriter  
Ext. 109  
JARoyer@nsminc.com



**Nancy Tedesco**  
Program Underwriter  
Ext. 122  
NRTedesco@nsminc.com



**Tiffany Ferrara**  
Program Underwriter  
Ext. 160  
TAFerrara@nsminc.com



**Meg Jenkins**  
Underwriting Assistant  
Ext. 143  
MHJenkins@nsminc.com



**Corrine Smith**  
Underwriting Assistant  
Ext. 236  
CDSmith@nsminc.com

## What's in a Term?

### Defining "behavioral health"

Few healthcare problems have ever faced the kind of denial and stigma related to addiction and mental illness. Even today, these serious health issues are not topics that are easily addressed in private or public. Yet, one in four Americans suffers from these afflictions every year, and countless friends, families and co-workers are affected as well. Largely due to denial, stigma and confusion about the illness and treatment, only 10 percent of Americans who have a diagnosable illness seek care for it.



The problem is compounded by a lack of agreed upon terminology to describe the illness itself, its treatment or the persons who suffer from it. In the [March/April 2010 issue of SAMHSA News](#), Pamela S. Hyde, J.D., Substance Abuse and Mental Health Services Administration (SAMHSA) Administrator, discussed the terms and language of the field. Dr. Hyde laments that "nearly every term we use is problematic." For example, should a person in treatment be referred to as a "patient", a "client" or a "consumer"? There are arguments for and against each term. Dr. Hyde points out that while it is important to come to some agreement on what terms work best for everyone involved, the real key is remaining focused on helping people who are suffering with substance abuse and mental health problems.

While there are many who dislike the term "behavioral health," it is currently the generally accepted umbrella term for the field of healthcare treating persons with addiction and mental health disorders. Wherever the debate on terminology leads to, the treatment field is going to continue to grow rapidly, driven by "disruptive innovations" in healthcare costs and reform legislation, neuroscience and technology.

## Fishing for Content You Can Rely On? *Website offers news, resources, more*

Addiction Treatment Providers Program is committed to serving the behavioral health industry. That's why we're sponsoring [BehavioralHealthCentral.com](http://BehavioralHealthCentral.com)—a one-of-a-kind website developed exclusively for mental health and addiction treatment professionals. Here's what it offers:



**News.** BehavioralHealthCentral.com offers up-to-the-minute industry news from an array of sources, drawing from thousands of reputable publications and journals worldwide. News is updated daily with carefully selected content focused squarely on topics of relevance to behavioral healthcare professionals.

**Resources.** BehavioralHealthCentral.com provides comprehensive resources in a central location designed to bring industry stakeholders together in pursuit of their common goals of clinical excellence and mental wellness.

**Custom content.** BehavioralHealthCentral.com features custom articles written by leading researchers, clinicians, marketing specialists and other industry thought-leaders.

**Daily Update.** The *BHC Daily Update* is a free e-newsletter that provides a capsule summary of the day's top behavioral healthcare headlines delivered direct to subscribers' inboxes each day, with links to the site's full-text articles.

There is little doubt that as old stigmas and misconceptions have fallen away and mental health care now takes its place at the table as an equal partner, the field has come into its own. Likewise, [BehavioralHealthCentral.com](http://BehavioralHealthCentral.com) gives the industry a website it can call its own as well.

## SEND TO A FRIEND

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*Behavioral Health?*

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## CONTACT US:

**800-970-9778**

## UNSUBSCRIBE



## Did You Know?

- Fewer than 10 percent of Americans with a diagnosable addiction disorder receive treatment services in a given year.
- Fewer than one-third of adults with a diagnosable mental health disorder receive treatment services in a given year.
- Adults living with serious mental illness die, on average, 25 years earlier than other Americans.

*Source: National Alliance on Mental Illness*