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HAZELDEN MOBILE APP WINS WHITE HOUSE AWARD

Washington, DC (September 16, 2013) -- Addiction treatment provider Hazelden today received the White House Behavioral Health Patient Empowerment Challenge award for its Mobile MORE “Field Guide to Life” app that provides crucial first-year support to people newly recovering from addiction.

“We are grateful to have been recognized by the federal government for creating the best behavioral care app in the nation,” said Nick Motu, Hazelden’s Publisher and Vice President of Marketing, who accepted the award. “It is a special recognition of the innovative work we are doing to bring hope, healing and health to more people.”

The government assessed apps from organizations throughout the country, including those created by major universities and behavioral health care companies.

The Hazelden app (see [video](#)) meets the objectives of health care reform through use of evidence-based practices such as relapse prevention, Stages of Change and Motivational Enhancement Therapy (MET). It is based on Hazelden’s innovative MORE, or My Ongoing Recovery Experience, a web-based program of effective, personalized continuing care.

The White House award highlights innovative technology that helps more patients manage their long-term health care. The award ceremony occurred during the Technology Innovations for Substance Abuse and Mental Health Disorders Conference at the White House in Washington, D.C.

“We are committed to saving lives and giving people tools to manage the chronic disease of addiction,” said Motu. “The app’s robust interactive features integrate Hazelden’s expertise in addiction recovery with mobile technology to offer those in recovery the guidance and support they need to successfully move forward in their new lives.”

At the ceremony, Motu demonstrated the capabilities of the Mobile MORE app, which will now be featured on the behavioral health technology innovations website developed by the National Institutes of Health (NIH) in conjunction with this conference.

The competition was sponsored by the Office of the National Coordinator for Health Information Technology (ONC), the Substance Abuse and Mental Health Services Administration (SAMHSA), the Office of National Drug Control Policy (ONDCP) and NIH.

About Hazelden

Hazelden, a national nonprofit organization founded in 1949, helps people reclaim their lives from the disease of addiction. Hazelden Publishing, a strategic business unit of Hazelden, creates and disseminates knowledge through innovative media and service solutions, based in evidence, to help youth and adults recognize, understand, and overcome substance abuse, addiction, and closely related issues. Learn more about the app at www.hazelden.org/fieldguide.