

FOR IMMEDIATE RELEASE

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Peninsula Behavioral Health and myStrength create formal partnership to expand services

Peninsula Behavioral Health extends services to its consumers through an innovative online resource.

DENVER

myStrength, Inc.™ announced today that they have signed an agreement with Peninsula Behavioral Health to extend myStrength's web and mobile applications to its consumers.

Peninsula Behavioral Health has forged a partnership with myStrength, a digital behavioral health company that helps clinicians extend care by offering web-based and mobile self-help resources to consumers.

myStrength offers clinically-proven mental health applications presented in a highly engaging and consumer friendly manner. The resources available through the myStrength web and mobile applications reinforce the care that consumers are receiving and provide a high level of consumer engagement through unique and creative applications such as a personalized home page refreshed daily with interactive tools, applications and content tailored to the individual. These digital resources are evidence-based and offered through a HIPAA-compliant platform.

"PBH provides supportive, educational and healing Behavioral Health services to community residents," said Peter Casey, Executive Director. "We are in the business, as our tagline suggests, of 'Helping people grow and change.' We very much like the design of the myStrength program: its use of cognitive behavioral treatment and mindfulness; its web platform and mobile app and its expanding clinical content capability. We believe that having access to a clinical extension tool, like myStrength, will be a valuable resource to both our patients and staff. Since we operate in a rural area and are unable to serve patients as regularly as they sometimes need, it will be helpful also to offer treatment support and education outside of appointments, on a 24/7 basis."

Healthcare organizations across the U.S. have launched myStrength applications to help mental health and addictions treatment organizations meet the significant increase in demand for services by leveraging innovative online treatment technologies. More than 8,000 community behavioral healthcare clinicians have the ability to augment direct intervention with virtual care and more than 9 million covered lives now have access to myStrength web and mobile applications.

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“We are delighted with our partnership with Peninsula Behavioral Health,” said Scott Cousino, myStrength Chief Executive Officer. “Peninsula Behavioral Health is a forward-thinking organization, known for its high quality of care, and we are excited to partner with them to provide our complementary online resources to help address the growing need for affordable and accessible mental health services in Washington.”

Peninsula Behavioral Health has been providing psychiatric and psychological services to residents of Clallam County since 1971. As a licensed Community Mental Health Center and certified Outpatient Chemical Dependency treatment provider, we offer a range of critical and innovative Behavioral Health services to children, families, individual adults and older adults. We also provide Residential, Day Treatment, Crisis Intervention and Crisis Stabilization services for patients with Mental Illness.

myStrength, Inc. is an online behavioral health company delivering innovative, evidence-based, scalable solutions for healthcare providers. More than 9 million covered lives now have access to myStrength.com and the myStrength mobile app through our partnerships with managed care providers, employee assistance programs and community behavioral health networks. Learn more at www.myStrength.com.