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AFTER 45 YEARS, CODAC CHANGES NAME;
NEW NAME IS CODAC HEALTH, RECOVERY & WELLNESS, INC.

Tucson, AZ (October 1, 2015) – Effective today, CODAC Behavioral Health Services of Pima County, Inc. has legally **changed its name to CODAC Health, Recovery & Wellness, Inc..**

Founded in 1970, CODAC has been in Southern Arizona for 45 years and has earned strong name recognition for its full continuum of treatment for individuals with mental health, addiction and trauma as well as for prevention services.

The organization conducted formal market research through Strongpoint Marketing to learn about perceptions. The research showed that "CODAC" has strong name recognition and is identified with the types of services provided in unaided survey responses. Additionally, people who know CODAC, have a positive perception of the organization.

"The new descriptors 'Health, Recovery & Wellness' more accurately reflect who CODAC is today," says CODAC President & CEO, Dennis Regnier. "Mental illness, addiction and trauma impact so many areas of life. We do so much more than "behavioral health." We focus on the wellness of the entire person: mental, physical, emotional, social, vocational, and more."

The new name comes in conjunction with Pima County's transition to a new regional behavioral health authority, Cenpatico Integrated Care. Additionally, **CODAC will begin providing primary medical care to its members with serious mental illness this month**.

"Providing *integrated* mental health care and primary care *in one location* and in the same medical record is critical to positive health outcomes. Mental illness impacts physical health; and, physical illness impacts mental health. So, it's helpful to offer highly coordinated care for the whole person under the same roof," Regnier says.

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Founded in 1970, CODAC Health, Recovery & Wellness, Inc. is one of Arizona's most respected providers of primary and specialty care for individuals living with mental illness, addiction and trauma. CODAC has over 450 staff at 20 locations in Arizona. For more information, visit www.CODAC.org.