



Media contact:
McKenzie Cordell
(816) 994-1531
mcordell@ndbh.com

The nation's leading student well-being program, WellConnect, launches a new brand

OVERLAND PARK, Kan. – July 15, 2019 – New Directions Behavioral Health today announced WellConnect, its unrivaled student well-being program, recently got a refresh to align with the company's brand and other behavioral health services. The WellConnect program, which was acquired along with E4 Health in early 2018, is specifically designed to support student success and well-being as they work to achieve their academic and career goals.

According to a recent report from the American College Health Association (ACHA), almost 42% of students felt so depressed it was difficult to function, and 12% seriously considered suicide.

In an effort to reduce staggering statistics like these, WellConnect offers confidential, voluntary counseling and resource referral services, free of charge to students and their household members, whether they're on campus, studying abroad or taking classes online. Through the program, independently licensed counselors and therapists work with students on effective solutions for things like depression, test anxiety, stress, relationship issues, legal concerns, daily living needs and school/life balance.

"The demand for behavioral health services on college and university campuses is huge, and many of the student counseling centers find it challenging to meet those demands," said Anthony Lyons, senior director of Student Services for WellConnect. "WellConnect works alongside student services, offering a flexible and comprehensive platform to eliminate barriers to academic success."

By providing colleges and universities with comprehensive services to support student well-being, WellConnect also improves student retention, mitigates risk and can help schools comply with accreditation standards. WellConnect currently serves more than 200 campuses nationwide, including four-year, two-year, for-profit, private, online-only and graduate schools.

"No other standalone student well-being program has been around as long as we have, or has more experience," said Lyons.

For decades the program has supported traditional, first-generation, non-traditional, commuter, military veterans, international and online students.

To check out the program's new brand and learn more, [click here](#).

About New Directions

Founded in 1995, New Directions helps people live healthy, balanced lives. The healthcare company provides managed behavioral health services, an Employee Assistance Program, Student Assistance Program, organizational consulting and health coaching to private and public health plans, Fortune 100 companies, large and medium employers and labor groups.

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New Directions is one of the fastest-growing behavioral healthcare companies in the industry, more than doubling its membership in the last five years to serve over 16.5 million lives.