



**FOR IMMEDIATE RELEASE**  
**Oct. 17, 2013**

**Media Contacts:**  
Mary Ehlert, MS, ABC  
Cell: 602-350-6432

## **Magellan Health Services of Arizona Awarded National Honors For Best Practices in Health Care Consumer Engagement and Protection from URAC**

*Award recognizes Arizona Programmatic Suicide Deterrent System  
as an industry best practice in Care Coordination and Clinical Integration*

**PHOENIX** – Magellan Health Services of Arizona was awarded national Honors for Health Care Consumer Engagement and Protection by URAC, a leading health care accreditation organization. The honor was announced during the 2013 Best Practices Awards Gala as part of URAC’s Annual Quality Summit, held earlier this month in Washington, DC. This award recognizes the achievements of organizations that are effectively advancing the role of consumers as active participants in health care through Care Coordination and Clinical Integration best practices.

Magellan was honored with a bronze award for the Arizona Programmatic Suicide Deterrent System, a program developed to train behavioral health care professionals about warning signs of suicide and how to effectively intervene. Since the program’s inception, Maricopa County, where Magellan is the Regional Behavioral Health Authority, has seen a reduction in suicides in the population at large as well as a reduction in suicides among people challenged with serious mental illness (SMI).

“This honor further affirms the great work we are doing in Maricopa County and have been for the past nearly seven years,” said Dr. Richard Clarke, CEO of Magellan Health Services of Arizona. “Our partners at the state and in the provider community have worked closely with us to make this effort successful—we are saving lives and changing lives in meaningful, sustainable ways.”

Magellan oversees the system of care for more than 20,000 people with serious mental illness (SMI). This group of people is particularly at risk for suicide. In fact, they are six to 12 times more likely to die by suicide than the general population.

Faced with these statistics, Magellan partnered with the Arizona Department of Health Services' Division of Behavioral Health Services (ADHS/DBHS), Magellan's network of service providers, and other community stakeholders to form the Arizona Programmatic Suicide Deterrent System in late 2009. This

–more–



Magellan Award/Page 2

initiative has since evolved into comprehensive national model for driving suicides to zero among the 80,000 individuals in the behavioral health system in Arizona. The program is recognized nationally as a best practice and is even featured on the National Action Alliance for Suicide Prevention's website at <http://zerosuicide.actionallianceforsuicideprevention.org/>

“Our partnership around driving suicides to zero is a nationally recognized success,” Clarke added. “This is just one of the areas we have significantly impacted. We have developed integrated behavioral and physical health care clinics, created a peer-run system that is phenomenal; we have a nationally recognized crisis network as well. For nearly seven years we have been the RBHA we have positively impacted thousands of lives. We continue to hear success stories every day. We are truly generating health, hope and recovery for the people we serve.”

Programs entered in the URAC awards were judged by a distinguished panel of prestigious, independent judges including recognized experts in program evaluation, care coordination, health information technology, employer and purchaser decision making and patient safety. Entries were reviewed and scored by the judges based on objective criteria including whether the program was measurable, if it was reproducible and delivered through a collaborative approach. Organizations were recognized in the categories of care coordination and clinical integration, health plans, and quality measurement and data analytics, with platinum awards given in the categories of Consumer Decision-Making and Consumer Health Improvement.

“This year's Best Practices Awards winners are recognized for their leadership in driving innovation for the health care industry,” said Kylanne Green, president and CEO of URAC. “These companies have made a difference in the lives of consumers by implementing leading programs with results that matter.”

###

#### **About Magellan Health Services of Arizona**

Magellan Health Services of Arizona is funded by the Arizona Department of Health Services and AHCCCS to serve as the Regional Behavioral Health Authority for central Arizona, which includes all of Maricopa County and part of Pinal County. In this role, Magellan serves as a critical point of connection to the more than 80,000 individuals who have experienced life challenges as a result of mental illness and substance abuse. Magellan gives these individuals voice and choice to realize their desired outcomes and supports them with caring, unrivaled customer service that is sensitive to the diversity of our communities. For more information, visit [www.MagellanofAZ.com](http://www.MagellanofAZ.com) or call Magellan of Arizona at (800) 564-5465, TTY (800) 424-9831. Information is available in English and Spanish.

#### **About URAC**

URAC is a national accreditation leader, offering over 30 highly regarded accreditation programs that span the health care spectrum. Our programs are created and updated by independent industry-spanning experts to address the latest market trends and needs, exemplified by our recently launched Clinical Integration and Accountable Care Accreditation Programs. The nation's leading Case Management Accreditor, URAC recently launched the enhanced Case Management Accreditation program which addresses the increased focus on improving care coordination across the evolving health care landscape. Our Health Plan Accreditation program carries HHS approval to accredit health plans on Exchanges in all 50 states and the District of Columbia. URAC's accreditation programs are formally recognized by six federal agencies, as well as 48 states and the District of Columbia. For more information, visit [www.urac.org](http://www.urac.org).