

Magellan Launches "Take Mental Health To Heart" Campaign to Promote and Support Mental Wellness

Throughout May, Magellan and campaign partners National Military Family Association, Horizon Healthcare Services, Inc. will promote mental wellness for members of the military and their families

AVON, Conn.--(BUSINESS WIRE)-- Approximately one in four Americans over the age of 18 suffers from a diagnosable mental disorder in a given year according to the National Institute of Mental Health, yet far too many of those with mental wellness issues do not seek help or treatment. In honor of Mental Health Awareness Month this May, Magellan Health Services, Inc. (NASDAQ: MGLN) has launched [Take Mental Health To Heart](#), a program to promote the importance of good mental health as a key component to total wellness.

The theme for the inaugural 2011 program is mental wellness for members of the military and their families. With America's ongoing involvement in wars and conflicts overseas, initiatives to support mental wellness for the U.S. military community have become increasingly important: one report estimates that approximately 18.5 percent of service members returning from Iraq or Afghanistan have post-traumatic stress disorder or depression. *Take Mental Health To Heart* strives to create an understanding of the military population's mental wellness challenges, humanize their special circumstances and help combat the stigma that too often accompanies mental illness.

"Members of the military and their families make extraordinary sacrifices for our country, and in doing so, many face mental wellness challenges unique to their situation," said René Lerer, M.D., Magellan's chairman and CEO. "Magellan is committed to supporting our service members and veterans, and we see the *Take Mental Health To Heart* initiative as another way to raise awareness about this important matter by putting our behavioral health expertise to work for America's heroes."

"Mental Wellness Wednesdays"

Every Wednesday in May, Magellan and its campaign partners — the National Military Family Association and Horizon Healthcare Services, Inc. — will provide new resources and information on topics from various phases and aspects of military service, such as preparing family and friends for a loved one's deployment; mental wellness on duty; dealing with trauma, loss and grief; and the transition home or to civilian life after service. Information, videos, online assessment tools and interactive elements are available at www.TakeMentalHealthToHeart.com.

"There are many resources available to help our service members, veterans, and their families confront the mental health stressors they face, yet too many in our community suffer in silence without seeking the support they need," said Joyce Wessel Raezer, executive director of the National Military Family Association. "In working with Magellan for *Take Mental Health To Heart*, we aim to raise awareness that assistance is available and recovery is possible, all the while fighting the mental illness stigma that prevents those with conditions like anxiety, post traumatic stress and depression from asking for help."

Spreading the Word for a Good Cause

The interactive section of [TakeMentalHealthToHeart.com](http://www.TakeMentalHealthToHeart.com) features free electronic "post cards" with a variety of images, messages and a link to additional campaign resources. Cards are designed for family and friends to send to loved ones in the military offering words of encouragement and appreciation, as well as for those in the military to send to friends and family who have provided support during their service. For every e-postcard sent, Magellan and Horizon Healthcare Services, Inc. will each donate \$1 to support the National Military Family Association, up to a combined total of \$50,000. The site also features a digital message wall where visitors can share their stories, encouragement and words of gratitude for members of the military and their families.

About the National Military Family Association: The National Military Family Association is the leading nonprofit organization committed to strengthening and protecting the families of the men and women currently serving, retired, wounded or fallen. The Association provides families of the Army, Navy, Marine Corps, Air Force, Coast Guard, and Commissioned Corps of the USPHS and NOAA with information, work to get them the benefits they deserve, and offer programs that improve their lives. With more than 40 years of service and accomplishments, the National Military Family Association is a trusted resource for military families and the Nation's leaders. To learn more, visit www.MilitaryFamily.org.

About Horizon Healthcare Services, Inc.: Horizon Healthcare Services, Inc., New Jersey's oldest and largest health insurer, is a not-for-profit health services corporation. Horizon Healthcare Services, Inc., serves approximately 3.6 million

members and is headquartered in Newark with offices in Wall, Mt. Laurel, and West Trenton. Horizon Healthcare Services, Inc., provides a wide variety of health and dental insurance products and services, including Medicare and Medicaid products, for businesses and individuals.

About Magellan: Headquartered in Avon, Conn., Magellan Health Services, Inc., is a leading specialty health care management organization with expertise in managing behavioral health, radiology and specialty pharmaceuticals, as well as public sector pharmacy benefits programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, employers and government agencies, serving approximately 31.5 million members in our behavioral health business, 18.5 million members in our radiology benefits management segment, and 4.9 million members in our medical pharmacy management product. In addition, the specialty pharmaceutical segment serves 41 health plans and several pharmaceutical manufacturers and state Medicaid programs. The Company's Medicaid Administration segment serves 25 states and the District of Columbia. For more information, visit www.MagellanHealth.com.

Magellan Health Services, Inc.
Chris Pearsall, 860-507-1923
CMPearsall@MagellanHealth.com

Source: Magellan Health Services, Inc.

News Provided by Acquire Media

<https://magellanhealth.mediaroom.com/2011-05-04-Magellan-Launches-Take-Mental-Health-To-Heart-Campaign-to-Promote-and-Support-Mental-Wellness>