

Magellan Health Enhances Digital Support for Caregivers of Children with Autism Through Collaboration with Attend Behavior

FRISCO, Texas, Sept. 23, 2025 /PRNewswire/ -- [Magellan Health, Inc.](#), a leader in behavioral health and related services, announced today a collaboration with [Attend Behavior](#), a leading digital platform supporting caregivers of children with autism and other developmental needs. The collaboration reflects Magellan's continued commitment to providing families with access to clinically validated, affordable, and easy to use technology solutions that support meaningful outcomes.

Attend Behavior's self-guided digital platform equips caregivers with evidence-based tools and training to manage challenging behaviors in children with autism, ADHD, and developmental delays. The platform is now available to both members and non-members at discounted rates through [Magellan's Autism Technology Marketplace](#).

"Magellan's Autism Technology Marketplace is a digital hub that features evidence-based solutions that are carefully vetted by Magellan's clinical and innovation experts for relevance, usability, and potential to improve the lives of individuals with autism and their families," said Steven Pratt, M.D., chief medical officer, Magellan Health. "These solutions address access barriers, facilitate effective communication and social skills, empower independence, and improve clinical outcomes."

Attend Behavior provides an evidence-based, scientific approach, delivering bite-sized interactive lessons, videos, and coaching tools to caregivers. The platform provides real-time guidance, enabling caregivers to implement behavioral techniques that promote positive behaviors and skill development in their children.

"Our partnership with Magellan Health is a vital step toward reaching more families who need practical, evidence-based caregiver support," said Alan Fullbright, Chief Product Officer at Attend Behavior. "Attend Behavior is designed to empower caregivers where it matters most, at home."

About Magellan Health: [Magellan Health, Inc.](#) supports innovative ways of accessing better health through technology, while remaining focused on the critical personal relationships that are necessary to achieve a healthy, vibrant life. Magellan's customers include health plans and other managed care organizations, employers, labor unions, various military and governmental agencies and third-party administrators. For more information, visit [MagellanHealth.com](#).

About Attend Behavior: Attend Behavior is a digital platform that helps caregivers manage challenging behaviors in children with autism, ADHD, and developmental delays. Based on the evidence-based RUBI Parent Training Program, Attend offers self-paced training and tools to support behavior change at home. The platform is available in English and Spanish on iOS, Android, and web. Learn more at [attendbehavior.com](#).

SOURCE Magellan Health, Inc.

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