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**For Immediate Release:**

**PHOTO CAPTIONS: New Livingston Program Answers Essex County's Need for Behavioral and Mental Healthcare**

*Successful Open House Introduces Community to Cutting-Edge Mental Healthcare Programs*

**Livingston, N.J. (February 27, 2013)** – The cost of untreated mental illness in New Jersey is \$4 billion annually, according to the NJ Association of Mental Health Agencies. The financial toll is found in non-psychiatric medical care, prisons, unemployment, substance abuse, shelters, lack of productivity, school interventions, and broken families. GenPsych PC has tackled this urgent issue head on and hosted a free open house to celebrate the opening of their new facility in Livingston, NJ on February 20, 2013.

Over a dozen therapists, nurses, health care providers, and Livingston's current Mayor, Rudy Fernandez attended and enjoyed a tour of the new facility as well as an energetic presentation given by several of the GenPsych staff members that emphasized GenPsych's mission to provide the best quality of patient care. During her presentation, Carly DeCotiis, Dialectical Behavior Therapy (DBT) Coordinator, explained how DBT is an effective treatment for individuals who have trouble with self-destructive behaviors and trouble regulating their emotions. GenPsych Livingston offers both an intensive outpatient (IOP) and partial care DBT program in order to provide comprehensive help for individuals for all level of care needs. In addition to DBT, GenPsych also runs a highly effective partial care and IOP Eating Disorders Program (called The "HEAL" Program) that teaches clients healthy eating habits, coping skills, and mood stabilization techniques.

"We are very excited to be a part of a new community and be able to serve areas of North Jersey," Dr. Henry Odunlami, Founder and CEO of GenPsych, PC. "Our tailored programs help us stand out among other mental healthcare providers and allow us to maintain true to our overall mission of helping children, adults, and their families in all regions of New Jersey restore and maintain emotional and physical health outside of a hospital setting."

GenPsych has additional locations in Bridgewater, Brick, and Lawrenceville NJ.

For more information on GenPsych, visit: [www.genpsych.com](http://www.genpsych.com).

**About GenPsych, P.C.**

Founded in 2005, GenPsych is one of New Jersey's premiere providers of outpatient behavioral health services. GenPsych is dedicated to helping clients regain their emotional and physical health in a safe, supportive environment. With four New Jersey locations in Brick, Bridgewater,

Lawrenceville, and most recently Livingston (one additional location is in Sumter, SC) GenPsych's team of elite professionals offer a continuum of high-quality mental health care and life enhancement services for each client's specific needs. For more information on GenPsych please visit: [www.genpsych.com](http://www.genpsych.com).

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**Photographs Provided:**

GenPsych Livingston's on-staff Dialectical Behavior Therapy (DBT) Coordinator, Carly DeCotiis, lectured open house attendees about GenPsych's unique partial care and intensive outpatient DBT services that center on task/skill-based DBT therapy and offer patients a 24-hour DBT hotline if help is needed outside the program.



Ajita Mohan, Director of Clinical Quality Assurance and Kemi Olukoya, Assistant Director of Program Development and Marketing outlined GenPsych's unique therapy programs for Livingston Mayor, Rudy Fernandez on February 20, 2013.





Top left to right: GenPsych Livingston staff members: Carly DeCotiis, Jade Marchetta, Salvatrice Plizzotto, Ajita Mohan, Carmela Veniero, Kristen Laird, and Elana Mundorff educated open house attendees on GenPsych Livingston’s therapy initiatives which include partial care and intensive outpatient programs (IOP) for eating disorders called the “HEAL” program, IOP for teens, Dialectical Behavior Therapy (DBT), and Cognitive Behavioral Therapy for adults.

