

FOR IMMEDIATE RELEASE

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Note: High resolution logos and photos available upon request.

**CHARLOTTE ADDICTION TREATMENT CENTER POISED TO TAKE ON OPIOID CRISIS:
*The Blanchard Institute Achieves Behavioral Health Care Accreditation from the Joint Commission.***

CHARLOTTE, NC – December 19, 2017 – In 2015, public healthcare officials called the opioid epidemic America's worst public healthcare crisis in history, claiming over 33,000 lives in 2015. Two years later, the epidemic has only gotten worse, claiming over 50,000 American lives. In 2017, more Americans will die from Substance Use Disorders than died in the entire Vietnam War. Our nation, our state, and our community need ethical treatment resources of the highest standard. The Blanchard Institute (TBI) wants to be part of the solution for the opioid crisis in Charlotte.

The Blanchard Institute recently underwent a rigorous two-day review of its facilities programming, policies and procedures, and leadership vision. TBI announced today it has earned The Joint Commission's Gold Seal of Approval® for [Behavioral Health Care Accreditation](#) by demonstrating continuous compliance with its performance standards. The Gold Seal of Approval® is a symbol of quality that reflects an organization's commitment to providing safe and effective care.

The Joint Commission is the gold standard of accreditation in the behavioral health field and provides individuals and families a level of confidence when choosing a treatment program. Acquiring the Joint Commission accreditation seal conveys that The Blanchard Institute wants to be held to the highest industry standard of accountability.

Established in 1969, The Joint Commission's Behavioral Health Care Accreditation Program currently accredits more than 2,250 organizations for a three-year period. Accredited organizations provide treatment and services within a variety of settings across the care continuum for individuals who have mental health, addiction, eating disorder, intellectual/developmental disability, and/or child-welfare related needs.

"Joint Commission accreditation provides behavioral health care organizations with the processes needed to improve in a variety of areas related to the care of individuals and their families," said Julia Finken, RN, BSN, MBA, CSSBB, CPHQ, Executive Director, Behavioral

Health Care Accreditation Program, The Joint Commission. “We commend The Blanchard Institute for its efforts to elevate the standard of care it provides and to instill confidence in the community it serves.”

“The Blanchard Institute is honored to receive this prestigious certification; the Joint Commission is the premier health care quality improvement and accrediting body in the nation,” added Ward Blanchard, Founder/CEO, The Blanchard Institute. “Staff from across the organization continue to work together to develop and implement approaches and strategies that have the potential to improve care for those in our community.”

The Joint Commission’s behavioral health care standards are developed in consultation with health care experts and providers, quality improvement measurement experts, and individuals and their families. The standards are informed by scientific literature and expert consensus to help organizations measure, assess and improve performance.

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The Joint Commission

Founded in 1951, [The Joint Commission](http://www.jointcommission.org) seeks to continuously improve health care for the public, in collaboration with other stakeholders, by evaluating health care organizations and inspiring them to excel in providing safe and effective care of the highest quality and value. The Joint Commission accredits and certifies more than 21,000 health care organizations and programs in the United States. An independent, nonprofit organization, The Joint Commission is the nation's oldest and largest standards-setting and accrediting body in health care. Learn more about The Joint Commission at www.jointcommission.org.

[The Blanchard Institute](http://www.theblanchardinstitute.com) provides an empathetic and accepting atmosphere where individuals who suffer from mental health and substance use disorders receive progressive and holistic treatment. Through an evidence-based model, the program provides the treatment, education and resources to individuals, families and their communities that are necessary to reestablish a solid foundation to live fulfilling, healthy lives. All therapy services are conducted by licensed, master's-level therapists, and intervention assistance is available. Learn more about The Blanchard Institute at www.theblanchardinstitute.com