

FOR IMMEDIATE RELEASE

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ABBE Inc. Rebranded AbbeHealth

Abbe unveils a new name and brand, sending the message that all minds matter—including those of our aging population—in Linn and surrounding counties.

CEDAR RAPIDS, Iowa—Abbe Inc.’s board of directors voted unanimously to change the organization’s name to AbbeHealth and adopt a new logo and branding line, effective August 1, 2015.

AbbeHealth is a lead agency in aging and mental health services in Linn County and eight surrounding counties. It serves more than 15,000 children, adults and their families each year.

“We’ve unveiled a new brand today,” said Dan Strellner, president of AbbeHealth. “Our new brand signifies the integration of mental health and aging services into the overall healthcare system. Mental health and aging services require and deserve the same level of importance and urgency as other healthcare issues. All minds matter.”

According to Strellner, the new name and brand better reflect the organization’s vibrancy and diversity of services, as well as the movement toward integrated healthcare service delivery.

1

The 30-year-old organization has consistently expanded its services and today offers unique and highly specialized mental health and aging services through its six affiliate organizations. Those organizations are Abbe Center for Community Mental Health, Associates for Behavioral Healthcare, Aging Services, Penn Center, Chatham Oaks and Pentacrest, Inc.

“A significant stigma related to mental illness still exists in our society, and there continues to be an assumption that mental health problems are a normal part of the aging process,” Strellner said. “At the same time, we seem not to value our older adults and the issues they and their caregivers face as much as we should. These types of attitudes often result in very treatable physical, mental and social conditions going unaddressed and untreated.”

One in four individuals in AbbeHealth’s service area will experience a mental health issue in any given year. And by 2020, over 20 percent of the population will be over age 60.

“We must continue to address the mental health needs of those we serve, while also addressing the issues that individuals and families experience as part of the aging process—and we must do so in an integrated way,” said Strellner.

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Trish Ellison, volunteer board chair for the new AbbeHealth, said part of the rebranding effort is to focus a bright light on the stigma of silence surrounding these issues in our communities.

“What is important to remember is that mental illness and issues related to aging must be recognized and treated with the same energy and drive as physical health,” Ellison said. “There are significant and serious healthcare and social implications related to these issues. We want to be sure that people know that anyone who has a mental health or aging-related issue can be helped—and we are here to help.”



“When there are twice as many suicides as homicides in this country, it’s time to change the culture of ignorance surrounding mental health and aging,” said Strellner. “That is our mission.”

The new brand was developed by Amperage Marketing. “The butterfly logo certainly symbolizes transformation, yet it also signifies embracing change and trusting the transformational process,” said Mark Mathis, Amperage partner. “There are health challenges as we move through lifecycles, and you’ll be so glad that AbbeHealth is there to give your life a lift.”

Editor’s Note on AbbeHealth brand change: The font provides a strong, distinct and contemporary look to the logo that is hopeful, lively and positive. Green is the recognized color for mental health awareness, but we’ve added a bolder, more modern twist to the color. The green is complemented with yellow, which is the color representing the mind and intellect. It is an optimistic and cheerful color. The two combined represent a harmony AbbeHealth strikes between dealing with a serious health condition and living a highly valued life. The butterfly is a symbol of transformation and change. It also represents the two sides of the human brain.

About AbbeHealth: AbbeHealth and Affiliates employ more than 500 employees, who together serve more than 15,000 children and adults annually. Originated in 1985, AbbeHealth has an annual revenue of more than \$30 million and provides community based mental health and aging services to individuals in 9 counties: Linn, Benton, Jones, Buchanan, Fayette, Delaware, Johnson, Iowa and Cedar.