

## **NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

### **Jessica Zigmond Joins NAPHS as Director of Communications**

(Washington, DC, July 10, 2017) .... Effective July 10, Jessica Zigmond has joined the National Association of Psychiatric Health Systems (NAPHS) as director of communications. In this role, she will lead efforts to communicate the vital role that behavioral health plays in helping Americans achieve overall health. She will also oversee all internal communications with NAPHS-member organizations, who provide mental health and substance use treatment nationwide.

Ms. Zigmond brings to the association a distinguished career as a journalist and public relations executive. Most recently, she was the vice president, group manager for Ketchum. There she served as project manager for a federal government account overseeing communications about clinical quality standards and value-based incentives to the nation's healthcare providers. Previously, she served as the Washington bureau chief for *Modern Healthcare* magazine, overseeing coverage of federal health legislation, regulatory changes, and healthcare industry trends. As a public health reporter with the magazine, she reported on a wide range of public-health issues, including rural suicide, the uninsured population, and national emergencies. Her career also included positions with Hager Sharp, Reuters America, and the Society of Thoracic Surgeons.

"We are proud to welcome someone with such a deep understanding of healthcare delivery and policy," said NAPHS President and CEO Mark Covall. "Jessica has a reputation as a clear and trusted communicator, and we look forward to having her as part of the NAPHS team."

Ms. Zigmond has a master of science in journalism from Northwestern University's Medill School of Journalism and a bachelor of arts in political science from Saint Mary's College.

#### **About NAPHS**

The National Association of Psychiatric Health Systems (NAPHS) advocates for behavioral health and represents provider systems that are committed to the delivery of responsive, accountable, and clinically effective prevention, treatment, and care for children, adolescents, adults, and older adults with mental and substance use disorders. Its members are behavioral healthcare provider organizations that own or manage more than 800 specialty psychiatric hospitals, general hospital psychiatric and addiction treatment units and behavioral healthcare divisions, residential treatment facilities, youth services organizations, and extensive outpatient networks. The association was founded in 1933.

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