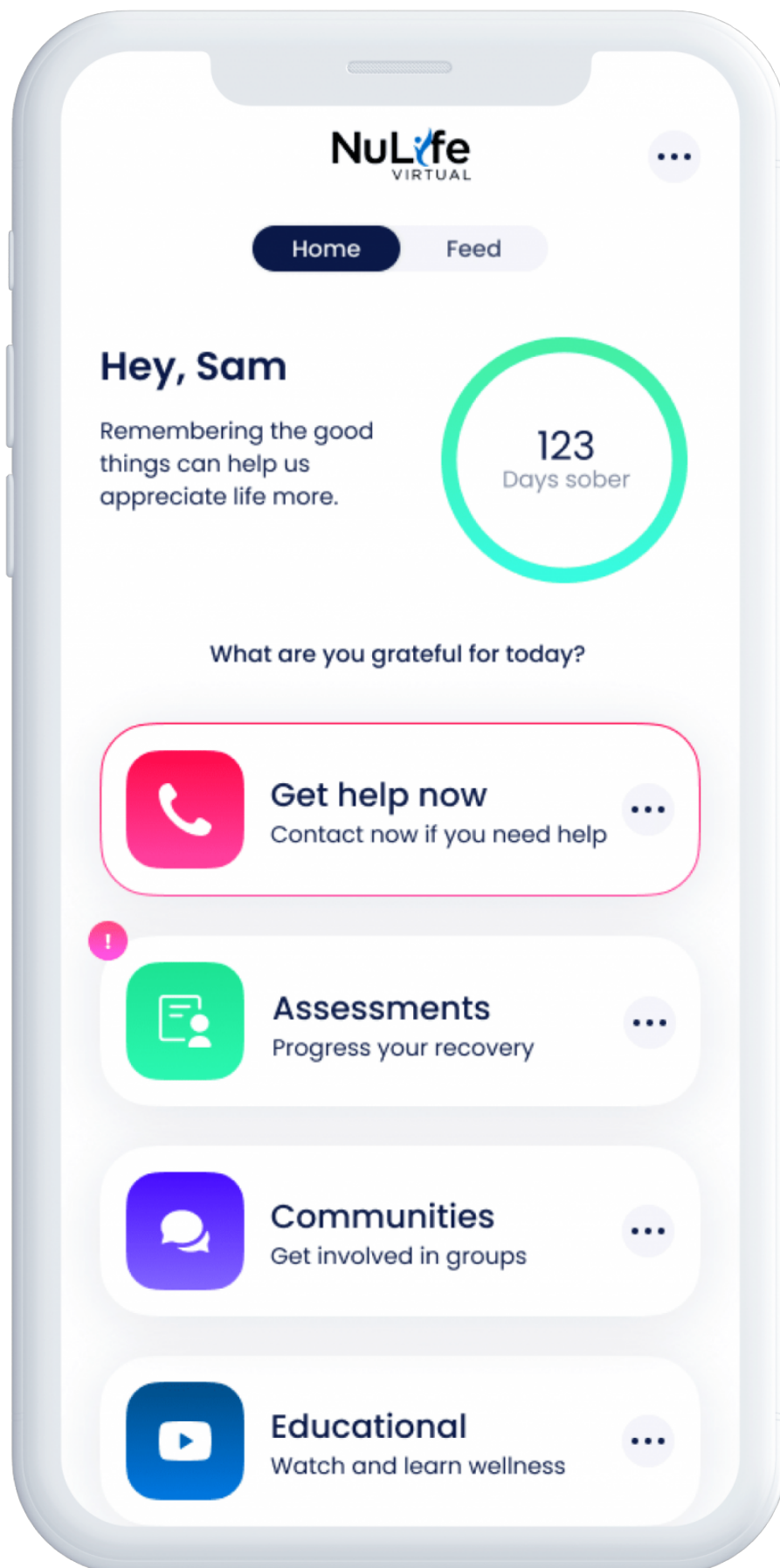


NuLife Helps Brick and Mortar Treatment Organizations Transition to Tech-Assisted Behavioral Health

The company creates an opportunity for addiction treatment centers to increase care access, improve outcomes, deliver mobile-based counseling, therapy, coaching, and recovery support for patients, their family, and alumni.



California, Los Angeles, Apr 14, 2021 ([Issuewire.com](https://www.issuewire.com)) - NuLife Helps Brick and Mortar Treatment Organizations Transition to Tech-Assisted Behavioral Health in Hopes to Connect 1 Million Additional Individuals in Need of Effective Treatments for Addiction Amidst COVID-19 Pandemic and Beyond. For life!

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- The opioid crisis remains a serious public health threat across the U.S.;
- By leveraging technology, NuLife Virtual is helping to ensure that effective treatment will be available to many more individuals struggling with addiction;
- With a virtual experience, patients can remain connected to their treatment center, a therapist, and recovery communities while adhering to social distancing guidelines to prevent the spread of COVID-19.

Before the COVID-19 pandemic, NuLife was an industry leader for seven years in substance use disorder (SUD) treatment. At the end of 2019, it closed its brick-and-mortar operations. It transitioned to a fully digital B2B2C digital platform that partners with existing addiction treatment centers to extend its brand into virtual care services and expand access for millions of others who are battling addiction during this unprecedented crisis.

NuLife, while still operating brick-and-mortar facilities, successfully used telemedicine to expand access to outpatient treatment for sober livings in Southern California and keep clients engaged outside of in-office visits.

On January 15, 2020, the company decided to transition 100% of its clinical services onto its telemedicine platform. "After realizing the delivery of care online combined with an APP connecting people post-treatment not only worked, but people loved it, I decided to focus 100% on showing other treatment organizations how our model can help increase access to care and improve outcomes," said JD Meints, Chief Executive Officer.

Addiction is often an isolating experience, and social connections are essential for sustainable recovery. But maintaining recovery communities is challenging with social distancing, as is the delivery of basic but powerful recovery capital needed to stay healthy in the best of times.

By developing a digital model that leverages multiple platforms—including secure, HIPAA-compliant voice, video, and SMS—NuLife Virtual is helping to ensure that effective treatment continues to be available to everyone who needs it. From California to Maine, patients can and will be using their mobile phones and the NuLife Virtual platform to meet and support one another through the challenges of addiction and, now, COVID-19.

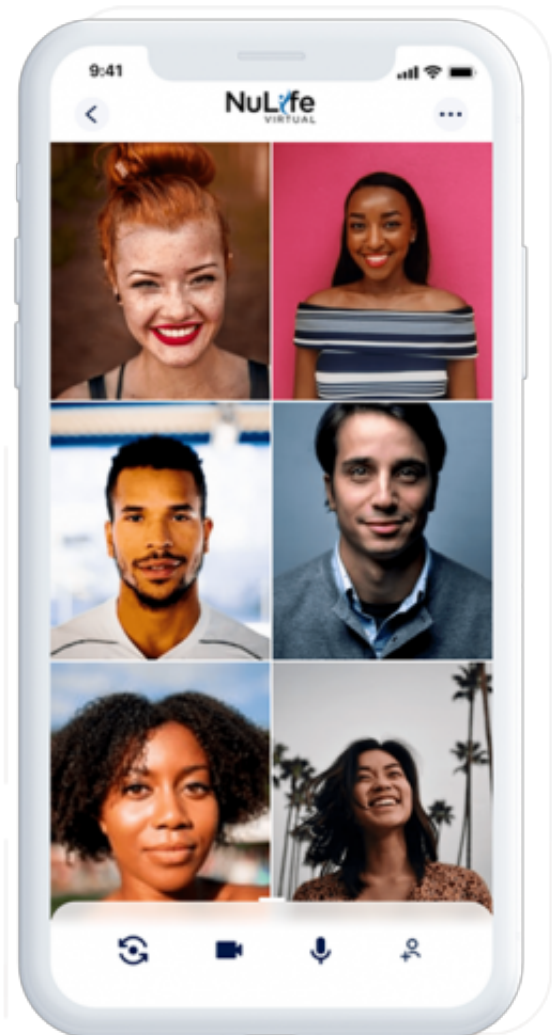
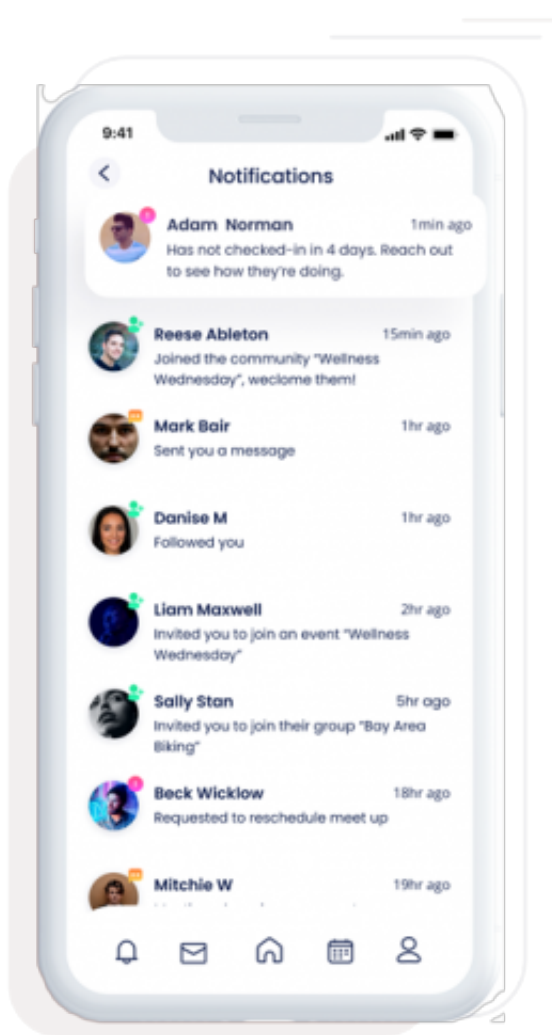
"By leveraging technology, we can take an addiction treatment center virtual and ensure that patients remain connected to professionals, peers in recovery, even while physically separated," says JD Meints, founder NuLife Virtual.

"We founded NuLife Virtual to show those who struggle a way, a way to find help, a way to stay connected because I knew there was a way; they just need the right map," said J.D. Meints. "Today, as the COVID-19 pandemic stresses our healthcare system, economy, and every aspect of daily life, it is up to us to create innovative solutions to save more lives. Our goal is to impact an additional 1 million lives with our platform."

About NuLife Virtual

NuLife Virtual is a leader in delivering a social, mobile, digital health care platform. NuLife provides a uniquely effective tech-assisted behavioral health model that combines technology with evidence-based therapies, access to community professionals and peers, and holistic care content at the touch of a button. What differentiates the NuLife Virtual model is the belief that long-term recovery from addiction is tied to aspects of life that are beyond the reach of traditional treatment models. They enhance reach by helping brick-and-mortar centers and their patients to form round-the-clock professional and peer community bonds, seek round-the-clock care and support, and address social determinants of health all in the virtual world right from the palm of their hand on an app.

NuLife Virtual will continue to lead industry innovations and ultimately will help change the world.



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