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Zumbro Valley Mental Health Center to Change Name

**Rochester, Minn.** – Zumbro Valley Mental Health Center, a leading provider of integrated health care services, announced today it is changing its name to Zumbro Valley Health Center effective January 1, 2015.

The name change reflects the evolution of the organization over the past few years from a provider of mental health and substance abuse services into one that offers systematic coordination of general and behavioral health care. The name Zumbro Valley Health Center was selected to better encompass the range of clinical services — mental health, addictions, primary care, pharmacy and dental — now available to clients.

"Integrating mental health, substance abuse, primary care and other key services produces the best outcomes and provides the most effective approach to caring for people with multiple health care needs," said Dave Cook, LICSW, MSW, chief executive officer. "The new name better reflects the higher level of care being provided now and into the future while also maintaining the brand equity our organization has built over the past 50 years."

Cook added the new name better reflects the organization's broader health care commitment.

"A significant number of clients have co-morbid conditions such as diabetes, obesity and heart disease along with their mental illness or addiction diagnoses," said Cook. "In order to help these individuals enhance their behavioral health, it's necessary to provide an integrated approach that incorporates other key factors in their lives."

**About Zumbro Valley Mental Health Center**

Zumbro Valley Mental Health Center enhances the quality of life for residents in southeastern Minnesota by serving as a community resource for the understanding and treatment of behavioral health and substance use disorders. The organization collaborates with government

(more)

agencies, schools, non-profit groups and others to provide programs dedicated to improving the mental health of adults, adolescents and children. Zumbro Valley Mental Health Center is a private, non-profit organization serving Olmsted and Fillmore counties. For more information, visit our Web site at [www.zumbromhc.org](http://www.zumbromhc.org) or call 507-289-2089.

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To obtain other news releases from Zumbro Valley Mental Health Center, visit [www.zumbromhc.org/news/news-releases.html](http://www.zumbromhc.org/news/news-releases.html).