



## **NEWS RELEASE**

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### **Highland Rivers Health names Laura Citron Director of Business Development**

DALTON, Georgia – November 1, 2016 – Highland Rivers Health today announced that Laura Citron has been named Director of Business Development. In this newly created position, Citron will target key industry segments – including healthcare, corrections and managed care organizations, among others – in order to increase referrals and service contracts within the agency’s 11-county service area.

Already one of Georgia’s largest safety net providers of mental health and addiction treatment services with more than \$45 million in annual revenue, Highland Rivers has worked to fortify its back office and business development operations amid ongoing changes in the healthcare market generally and growing demand for high quality community mental health services. Over the past year, the agency has added a chief operating officer, a marketing director and has enhanced its human resources capacity. The addition of a business development director anticipates additional growth in service delivery and market share in coming years.

“Changes in how the state reimburses providers combined with a growing emphasis on quality of care and criminal justice reform efforts in Georgia have provided an unprecedented opportunity for us not only to enhance outcomes for the individuals we serve, but to grow revenue and market share,” said Melanie Dallas, CEO of Highland Rivers Health. “Laura Citron brings the perfect combination of business experience and a passion for the work we do, and we are very excited to have her join the Highland Rivers team.”

Before joining Highland Rivers, Citron worked for the past seven years as Director of ePartnerships for Art Supply Network where she managed accounts for Fortune 500 companies and worked to grow e-commerce opportunities with new retailers. Prior to that, she was Manager of Outreach and Communications for Atlanta-based digital commerce solutions developer Macquarium Intelligent Communications. Citron holds a Bachelor of Science in business administration from University of Delaware Lerner College of Business and Economics.

**About Highland Rivers Health**

Highland Rivers Health provides comprehensive treatment and support services for adults, children and families, and veterans affected by mental health disorders, intellectual developmental disabilities and addictive disease. One of the state's largest public safety net providers, Highland Rivers operates more than two-dozen treatment facilities across a 4,400-square mile area of Northwest Georgia that includes Bartow, Cherokee, Fannin, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk and Whitfield counties, and serves nearly 16,000 consumers annually. Highland Rivers is accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) and is a Tier 1 safety net Core Provider for the Georgia Department of Behavioral Health and Developmental Disabilities. For more information, visit [www.highlandrivershealth.com](http://www.highlandrivershealth.com).

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