



Consumers of Behavioral Health Services in Bronx, NY Choose Litesprite's Mental Health Video Game to Deploy as Part of Coordinated Behavioral Care's innovative iChoose Event

Seattle, WA (July 23, 2019) – Consumers cast the final vote and selected Litesprite as the winner of CBC independent Practice Association's inaugural iChoose Event – The Consumer's Choice. This event identified solutions that improve access and engagement for individuals with complex behavioral health and medical needs that live within the Bronx, NY community. The firm's innovative mobile mental health video game, Sinasprite, will be launching towards the end of 2019.

In partnership with Samaritan Daytop Village (SDV) and The Jewish Board (TJB) and funded by the Bronx Partners for Healthy Communities (BPHC), Litesprite was one of four iChoose Event finalists that made it through an initial environmental scan of over 100 technology assisted care (TAC) solutions. At the event, 90 attendees consisting of NY State representatives, agency staff, and over 30 consumers of behavioral health services in the Bronx community, came together in the decision-making process to choose the right type of TAC solution to minimize communication gaps and improve accessibility and continuity of care. As Litesprite demoed in front of the audience, consumers were struck by the innovative nature of the solution.

Elise Kohl-Grant, CBC's Director of IT Project Management stated, "We keep the end user at the heart of everything we do, whether the end user is the provider, the front desk staff, social workers, peer specialists and most importantly consumers of behavioral health services. To drive adoption of TAC solutions, it is important we incorporate our client's feedback into the decision-making process."

Litesprite will work closely with CBC, TJB, and SDV to deploy this cutting-edge solution to individuals with mental health, physical health and substance use disorder conditions residing in the Bronx over the next 6 months. The program sites include three outpatient mental health clinics and three outpatient substance use disorder treatment programs across Samaritan Daytop Village and The Jewish Board in the Bronx. The initial reach will be a curated group targeting clients diagnosed with anxiety, mild to severe depression, PTSD, Bipolar and substance abuse across Bronx communities with the intention to expand across the NYC Metro area.

"Everyone talks about being person-centered—CBC's iChoose Event really delivered that. It is a wonderful honor to be selected from a national pool of mental health technologies! It is very exciting and yet another important validation that we are truly person-centric. We look forward to bringing such an impactful solution to even more consumers through this collaboration," states Swatee Surve, Litesprite Founder & CEO.

"Our goal is to use technology to increase engagement and treatment adherence for people who use behavioral health services," said Dr. Jorge Petit, CBC President and CEO. "Consumer input has been critical to this Innovation project from the start."

About Litesprite:

[Litesprite](https://www.litesprite.com) is a platform that uses games to engage patients to help them manage behavioral health, cancer, and diabetes. Our data allows clinicians to conveniently and cost-effectively monitor patients and improve health outcomes for a variety of chronic health conditions. Litesprite works with health plans, providers, employers, and academic institutions. For more information about Litesprite visit: <https://www.litesprite.com>



Litesprite



About Coordinated Behavioral Care (CBC):

[CBC](#) is a not-for-profit organization dedicated to improving the quality of care for New Yorkers with serious mental illness, chronic health conditions and/or substance use disorders. CBC brings together over fifty community-based health and human services organizations which provide access to quality treatment, housing, employment and other needed services. CBC operates a Health Home that provides care coordination services to tens of thousands of New Yorkers of all ages, with 50+ community-based care management agencies located in all five boroughs. CBC also operates an Independent Practice Association (IPA) including a citywide network of New York State-licensed primary care, mental health and substance use treatment services, thousands of units of supportive housing, primary medical, recovery and support services, and assistance with concrete needs such as food, employment and housing. CBC's Innovations Hub develops and incubates new program models and emerging best practices, such as Pathway Home™ and other care coordination/care transitions programs, as well as promoting emerging technology assisted care (TAC) solutions as strategies for improving overall wellbeing and healthcare outcomes.

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