MAP Health Management, the addiction telehealth aftercare services outsourcer based in Austin, has signed a key deal with NJ's largest health insurer Horizon Healthcare Services to deploy MAP's Peer Recovery Support Service, PRSS, to Horizon's 3.8M covered lives.

When combined with a similar deal reached with Aetna previously, MAP now has 26M covered lives in 12 states, with 3000 detox, residential beds/ IOP seats contracted to discharge into MAP's aftercare services. MAP is by far the nation's largest specialty addiction aftercare services concern.

MAP CEO Jacob Levenson, a scion of the Texas entrepreneurial family that founded Origins Behavioral Healthcare, sold last year to the billionaire Rowling family of Dallas, founded MAP in 2011 with the aim of improving addiction treatment outcomes by pushing a chronic disease model of care, launching PRSS for that purpose. The chronic disease model has been the mantra of top treatment executives and clinicians for two decades, but Levenson has put his money where his mouth is, spending millions to build a platform that meets the data integrity standards of the nation's top health insurers.

Horizon Healthcare Services
With 100 employees at MAP, and looking to aggressively recruit more, Levenson says the key to success with payors when it comes to the chronic disease model is proving that it delivers cost savings, something treatment outcomes studies have mostly failed to do conclusively.

"If you can't show that emergency room visits are down, as well as non-routine medical visits and the like, then you are going to fail to get the attention of the payors," says Levenson. "We are putting a book end around the addiction treatment outcomes conversation with our deliverable outcomes data for the payors."

Levenson, after years of effort, is finally within sight of building an aftercare services product that will provide a recognized benchmark for measuring outcomes success with the payors. He says that in two years MAP expects to have signed deals with health insurers with over 100M
covered lives in at least 29 states.

READ OUR SPECIAL REPORT on Jacob Levenson and MAP

READ OUR story on MAP's deal with Aetna, LISTEN to MAP's webinar with top Aetna Behavioral Health executives

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