



NEWS RELEASE

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UPIC Health Partners with NowPow to Deepen Support Through Free Telehealth Service in New York and New Jersey

UPIC Health began offering women in New York and New Jersey access to online peer coaching services at no charge in May in response to the increased burden on women imposed by COVID-19. The need for additional resources for referrals and case management led to a partnership with NowPow's personalized community referral platform in July.

Explained Mary Tucker, CEO of UPIC, "After booking over 200 appointments in one month, we realized that in order to be a Tele-Village for our clients, we needed additional resources at our fingertips. **NowPow** is the premier platform for that need so we looped them into our Village."

The telehealth [service](#) is staffed by Certified Health Coaches who have received additional training through the California Consortium of Addiction Programs and Professionals ([CCAPP](#)). The service was launched in response to the many impacts of COVID-19 on women including unemployment, increased domestic violence, depression, and an uptick in addictions. Many people are ignoring existing noncommunicable diseases such as diabetes and heart disease out of fear of exposure to COVID-19. There is no charge for the service, and no health insurance is required. As a pilot project, it is currently only available to women in New Jersey and New York.

Of the over 200 appointments that have been booked, approximately 5% of the clients have been referred to a staff clinical psychologist for additional support. Tucker says that many of the women call due to episodic depression and anxiety due to the pandemic.

NowPow's technology allows the coaches to use a single platform to coordinate and **share** referrals by building and managing community resource networks. Coaches can refer clients to a personalized list of resources in their own neighborhoods that will address their individual health and mental health needs, **in addition to other services like food, job search assistance, childcare, etc.** "With NowPow, we are able to provide a much deeper level of support and care for women in need," explains Tucker. "True healing can only begin when our basic foundational needs are met. NowPow helps make that possible."

According to Tucker, the pandemic has created a need for a face-to-face online experience with ongoing counseling sessions to provide a human connection for women who need it. They will never be charged for the service, and no health insurance is required. The only requirement is either a smart phone or a computer with internet connection.

In addition to the coaches – most of whom live in the New York City area – a clinical psychologist, a nutritionist, and a naturopath are available for women needing additional help. Those with urgent needs are referred to hospitals, clinics, and other providers thanks to the NowPow platform. “As COVID-19 continues, it is critical to ensure people know how to access the support they need to care for themselves and their families,” said Rachel Kohler, CEO, NowPow. “We are excited to partner with UPIC to extend care for the women in their virtual community.”

While most online peer counseling requires a credit card or insurance, this service is designed for women without the funds to pay for counseling but need help. With fears of infection and lack of daycare or school, many women are overwhelmed and some are ignoring their own health needs.

UPIC is piloting the project in New York and New Jersey because they are among the states hit hardest by COVID-19. The goal is to roll the program out across the country in the coming months.

About UPIC Health

This woman-owned business leverages over 50 years of combined experience with enterprise level Contact Center best practices in delivering exceptional patient services in a virtual setting. The company has developed an integrated approach to behavioral healthcare, weaving interfaith and clinical disciplines into a comprehensive protocol delivered with complete patient privacy. Powered by state of the art cloud technology and customized to support the particular complexities of the 21st century, a virtual team of clinical social counselors provide dedicated care and support to women who are struggling. Find more information at <https://upichealth.com>.

About NowPow

NowPow’s personalized community referral platform reflects the current COVID-19 operating status for more than 65,000 community services in 15 geographies. NowPow’s referrals are highly-matched and filtered, making it easy to connect people to just the right community resources so everyone can stay well, meet basic needs, manage with illness and care for others. NowPow’s unique population health solution also provides deep community resource and referral insights to support process improvement, network health and quality, and care access and experience. Find more information at www.NowPow.com.