



REAL RECOVERY DESIGNATED AS A BLUE DISTINCTION® CENTER FOR SUBSTANCE USE TREATMENT AND RECOVERY

May 11, 2020 – Asheville, NC - To help patients suffering from a substance use disorder find facilities that deliver quality treatment and care, Blue Cross and Blue Shield of North Carolina (Blue Cross NC) recognizes Real Recovery as one of the first facilities to receive the Blue Distinction® Center for Substance Use Treatment and Recovery (BDC Substance Use Treatment and Recovery) designation – a new designation under the Blue Distinction Specialty Care program.

Blue Distinction Centers are nationally designated facilities that show a commitment to delivering improved patient safety and better health outcomes, based on objective measures that were developed with input from the community and leading accreditation and quality organizations.

According to the Centers for Disease Control and Prevention, 130 Americans die every day from an opioid overdose, which highlights the seriousness of the opioid epidemic and how critical it is for patients to receive comprehensive, meaningful care. The BDC Substance Use Treatment and Recovery program requires designated facilities to deliver coordinated multidisciplinary care to patients and provide timely access to quality medical and psychosocial care in all phases of treatment. Designated facilities must also offer medication-assisted treatment (MAT) – a way to treat opioid addiction that includes a medication component and behavioral therapy.

“Real Recovery of Asheville is honored to receive designation as a Blue Distinction Center for Substance Use Treatment and Recovery. We are grateful to have such an exceptional clinical team that balances evidence-based and holistically centered treatment approaches with engaging and interactive treatment for the young adults in our program to offer whole-person care through access to primary care, medication management, Medication Assisted Treatment, family therapy, individual therapy, case management, and Acceptance and Commitment Therapy. Our team also values the importance of education and support for our families by offering a monthly Family Workshop to support the healing process as well as obtaining real time quality and satisfaction feedback from our clients, families, and through outcomes measures. Real Recovery routinely reviews and responds to feedback to ensure consistent and quality care. Young adults require a different approach and we are honored to be recognized for our ability to serve this population and their families by Blue Cross Blue Shield North Carolina,” stated Ashley Garner, LCSW, LCAS, CCS-I, Site Coordinator for Real Recovery.

“Achieving the Blue Distinction® Center for Substance Use Treatment and Recovery designation is an important milestone,” said Dr. Katherine Hobbs Knutson, Chief of Behavioral Health at Blue Cross NC. “When our members see the designation, they can know that Real Recovery shares Blue Cross NC’s commitment to improving access to quality, effective substance use treatment.”

Since 2006, the Blue Distinction Specialty Care program has helped patients find quality specialty care in the areas of bariatric surgery, cancer care, cardiac care, cellular immunotherapy, fertility care, gene therapy, knee and hip replacements, maternity care, spine surgery, substance use treatment and recovery, and transplants, while encouraging health care professionals to improve the care they deliver. Research for many programs shows that, compared to other providers, those designated as Blue Distinction Centers demonstrate better quality and improved outcomes for patients.

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For more information about the program and for a complete listing of the designated facilities, visit www.bcbs.com/bluedistinction.



About Real Recovery

Located in Asheville, North Carolina, Real Recovery provides structured, adventure-based sober living, Medication Assisted Treatment (MAT), and evidence-based outpatient programs for young adults ages 18-28 recovering from trauma and substance use. Visit myrealrecovery.com, facebook.com/realrecoveryasheville or call 1-855-363-7325 for more information.

About Pyramid Healthcare, Inc.

Pyramid Healthcare, Inc. is a premier provider of behavioral healthcare founded in 1999 and headquartered in Altoona, Pennsylvania and operates over 80 treatment facilities and schools throughout Pennsylvania, Connecticut, New Jersey, North Carolina, Maryland and Georgia, offering a full continuum of mental health, substance use and eating disorders treatment for teens and adults. Pyramid Healthcare's facilities are nationally accredited by the Council on Accreditation of Rehabilitation Facilities (CARF) or the Joint Commission and staffed by licensed and qualified professionals. Visit pyramidhealthcarepa.com, facebook.com/pyramidhc or call 1-888-694-9996 for more information.

About Blue Cross and Blue Shield of North Carolina

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) improves the health and well-being of our customers and communities by providing innovative health care products, services and information to more than 3.9 million members, including approximately 1.1 million served on behalf of other Blue Plans. Since 1933, we have worked to make North Carolina a better place to live through our support of community organizations, programs and events that promote good health. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit Blue Cross NC online at bluecrossnc.com. All other marks are the property of their respective owners.

About Blue Cross Blue Shield Association

The Blue Cross and Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide health care coverage for one in three Americans. BCBSA provides health care insights through [Blue Cross Blue Shield, The Health of America Report®](#) series and the national [BCBS Health IndexSM](#). For more information on BCBSA and its member companies, please visit BCBS.com. We also encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#).

About Blue Distinction Centers

Blue Distinction Centers (BDC) met overall quality measures, developed with input from the medical community. A Local Blue Plan may require additional criteria for providers located in its own service area; for details, contact your Local Blue Plan. Blue Distinction Centers+ (BDC+) also met cost measures that address consumers' need for affordable healthcare. Each provider's cost of care is evaluated using data from its Local Blue Plan. Providers in CA, ID, NY, PA, and WA may lie in two Local Blue Plans' areas, resulting in two evaluations for cost of care; and their own Local Blue Plans decide whether one or both cost of care evaluation(s) must meet BDC+ national criteria. National criteria for BDC and BDC+ are displayed on www.bcbs.com. Individual outcomes may vary. For details on a provider's in-network status or your own policy's coverage, contact your Local Blue Plan and ask your provider before making an appointment. Neither Blue Cross and Blue Shield Association nor any Blue Plans are responsible for non-covered charges or other losses or damages resulting from Blue Distinction or other provider finder information or care received from Blue Distinction or other providers.