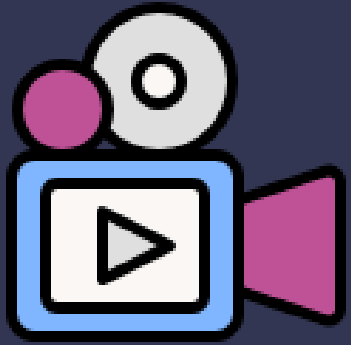


# Multimedia Campaign

hansei



**Industry Partner Spotlights:**  
Behind the Care: Stories of Impact and Partnership

&



**Miles for Recovery:**  
Every Step Matters: Raising Awareness, One Mile at a Time

This unified campaign celebrates the journeys of recovery and the partnerships driving change. By spotlighting industry leaders and engaging in initiatives like the Miles for Recovery Challenge, we emphasize the collective effort it takes to expand access to care, humanize the patient experience, and advocate for meaningful change in behavioral health.



# CAMPAIGN GOALS

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## PHILANTHROPY

Focus on giving back and raising funds for meaningful causes.



## INTERNAL CULTURE

Foster a sense of connection and purpose among our remote staff by encouraging active participation in giving back, embodying our values, and stepping outside the office.



## PARTNERSHIPS

Strengthen our relationships within the industry by supporting and highlighting the great work being done by facilities nationwide.

# Industry Spotlight Campaign

The Bridge to Recovery &  
Buckeye Recovery Network



Campaign Purpose & Initiatives





### The Why & The How



- **Connecting Purpose and Partnership:** We spotlighted our partners and friends at Buckeye Recovery Network and The Bridge to Recovery to highlight the quality care they provide and the dedicated people behind their brands.
- **Story-Driven Messaging:** We shared compelling stories that illustrate how these facilities are making a difference, reinforcing why Hansei exists—to support and amplify their mission.
- **Promoting Advocacy:** Through these campaigns, we underscored our commitment to expanding access to care, promoting quality treatment, and supporting those who drive recovery forward. →

# THE BRIDGE TO RECOVERY

EST. 1972

Our team also had the privilege of visiting [The Bridge to Recovery](#), a residential mental health workshop in Bowling Green, Kentucky, dedicated to helping individuals heal from the effects of trauma. Their unwavering commitment to advancing mental health recovery is nothing short of inspiring. What makes The Bridge even more exceptional is their professionals program, which focuses on treating the very people behind the treatment—ensuring that caregivers and healthcare workers have the support they need to continue making a difference.

We chose to highlight The Bridge to Recovery in our video campaign to showcase the compassionate care and transformative work they provide. By sharing their story, we aim to emphasize the critical role they play in helping individuals, families, and professionals navigate the path to healing.

Our time with The Bridge team was a meaningful reminder of the profound impact organizations like theirs have within the behavioral health field and their mission to support and elevate the mental wellness of all.



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**Buckeye Recovery Network (BRN)**, a trusted and long-standing partner of Hansei, is an outpatient addiction treatment center based in Orange County, CA. Our collaboration focuses on streamlining their billing operations—from managing accounts receivable to negotiating payor contracts—ensuring treatment remains accessible and affordable for individuals and families across the country.

We chose to highlight BRN in our video campaign because of their deeply personal, family-driven approach. Operated with the dedication and care of a mom-and-pop organization, BRN embodies the heart and humanity behind the treatment experience. By sharing their story, we aim to spotlight the incredible individuals working tirelessly to make recovery possible.

As a predominantly remote company, we cherish opportunities to visit our partners in person. Our time with the BRN team was not only a chance to strengthen our partnership but also a powerful reminder of our shared purpose: supporting organizations like BRN that



# Miles for Mental Health & Recovery

Representing the daily commitment and effort it takes to walk the path of recovery everyday.



Campaign Purpose & Initiatives



## Miles for Recovery | Multimedia Campaign

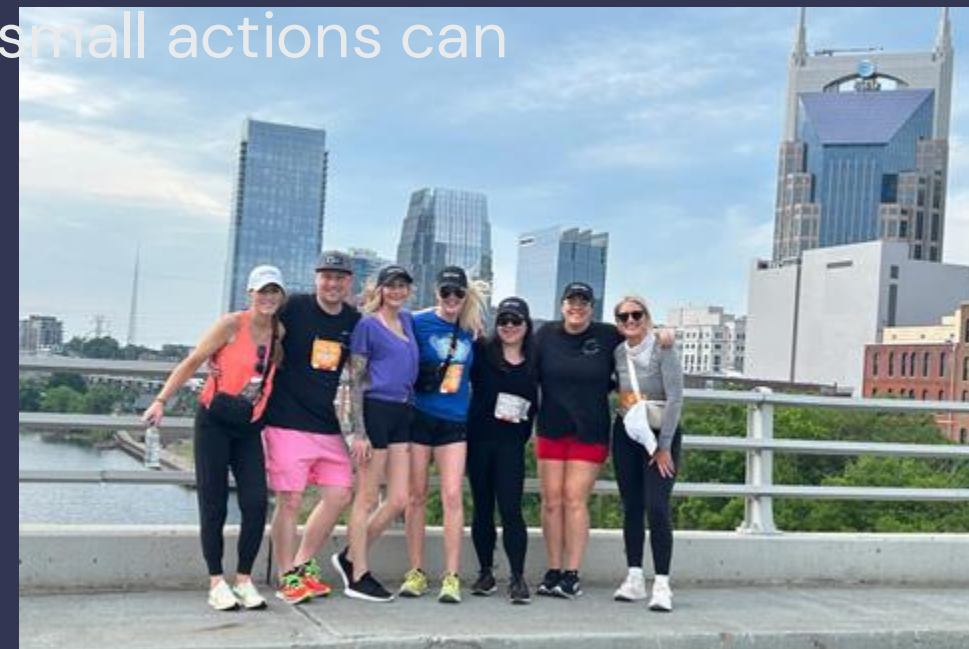
While showcasing the incredible work being done by facilities, we also want to ensure our internal team has a hands-on role in driving change. We did this through our annual Miles for Mental Health Challenge during Mental Health Month in May and the Miles for Recovery Challenge during National Recovery Month in September. These initiatives allowed our team to raise awareness and contribute to causes aligning with our advocacy, giving back, and partnership mission.

Taking on these challenges wasn't just about logging miles—it was about coming together as a team to break the stigma surrounding mental health and addiction treatment. We wanted to emphasize the importance of both physical and mental well-being in recovery, showing that small actions can lead to big impacts.

*By including our team in this campaign, we're reinforcing that the work we do is personal—and that together, we're creating a stronger, more compassionate healthcare ecosystem.*



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# Hansei Solutions | Multimedia Campaign

## Key Items Addressed in The Campaigns

- **Raising Awareness:** Educated providers and the public on the importance of streamlined billing in sustaining quality care.
- **Reducing Stigma:** Shared stories to break the stigma surrounding mental health and addiction treatment.
- **Humanizing the Process:** Highlighted the people and environments behind treatment to make billing and insurance more relatable.
- **Celebrating Collaboration:** Showcased how partnerships between Hansei and providers improve patient outcomes.
- **Building Trust:** Reinforced transparency and commitment to supporting ethical, quality care.

## Results

This campaign is just the beginning. By spotlighting our partners and sharing their stories, we're enhancing their brand visibility, amplifying their mission, and reinforcing the value they bring to the behavioral healthcare industry.

We're committed to continuing this effort, driving awareness, strengthening relationships, and expanding access to quality care. The journey has just begun, and the impact will only grow from here.





**Great  
Place  
To  
Work.®**

**Certified**  
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**Thank You!**