

## Addcounsel, Britain's leading provider of individualised care programmes for those with behavioural health issues, is launching the Behavioural Wealth Awards

Friday 5 April, 2019

Addcounsel, Britain's leading provider of individualised care programmes for those with behavioural health issues, is launching the Behavioural Wealth Awards on Monday 13th May 2019.

Behavioural Wealth, the Mayfair-based private mental health service, offers one of the world's most advanced healthcare assessments for diagnosing physical and behavioural health conditions.

The awards will recognise individuals in the private client advisory world who work tirelessly to improve public services in the areas of mental and behavioural health, often against a backdrop of reduced public sector funding. Several private client firms are now introducing mental health support programme for employees and there are a number of excellent initiatives within the legal world, with law firms offering pro bono services to assist families facing mental health, addiction and recovery problems.

Additionally, a significant amount of research and innovation is being directed towards improving access to technology and developing best practice so as to improve care.

There will be two categories of award:

- § the **Public Service Award**, which is open to professionals in the private client advisory world, including law firms, family offices and financial institutions, who also serve the wider public through the provision of pro bono services, fundraising for public services, or raising awareness of mental health issues.
- § the **Research & Innovation Award**, which is open to academics, researchers, authors and entrepreneurs who have increased understanding about behavioural health through innovations such as early stage drug research, clinical trials, apps or telemedicine.

Nominations are now open and close on Friday 25th April 2019.

The winners will be announced during a champagne reception at the Cavalry & Guards club on Monday 13th May.

Discussing the awards, Addcounsel founder and CEO Paul Flynn says: "The understanding that 'health is the first wealth' is at the heart of our service. We provide a service that deals holistically with physical and behavioural factors that cause deterioration in our quality of life."

For more information please contact Paul Flynn: [paul@behaviouralwealth.com](mailto:paul@behaviouralwealth.com)

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### Addcounsel

T. +44 (0)2037093967

E. [paul.flynn@addcounsel.com](mailto:paul.flynn@addcounsel.com)

W. <https://www.addcounsel.com>

## Additional Contact(s):

07970941393

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