

**FOR IMMEDIATE RELEASE**

**Contact:** Steve McLean  
Chief Marketing & Public Relations Officer  
(206) 901-2061  
[stephen.mclean@sound.health](mailto:stephen.mclean@sound.health)

## **Sound Launches New Website**

*User experience, navigation and access to information key to new features*

**SEATTLE, WA – Oct. 6** – Sound, one of the region’s largest providers of behavioral healthcare services, announced today the launch of its new website. The site, which was redesigned through a months-long process, features a more open and dynamic design that greatly improves site navigation and enables enhanced access to information about services, locations and more.

Among the new site’s enhanced features:

- Easier access to services and location information and which sites provide primary care services.
- Less cluttered home page, ensuring less information overload for visitors and a better user experience.
- Enhanced keyword utilization to improve Internet search capability and search engine friendliness.
- More responsive design to improve mobile access for the increasing number of people who use mobile and handheld devices.
- Secure and HIPAA compliant online intake forms for quick, convenient access and more accurate information submission for clients.

As behavioral healthcare has grown even more critical in the community, the site will only enable easier access to information among Sound’s network of clients, healthcare partners, businesses, donors and others in the community. As the single most utilized information tool in Sound’s arsenal, the site redesign is timely.

“Sound has evolved over the past several years, offering a more comprehensive array of services, including expanded telehealth and primary care services,” said Sound President & CEO Patrick Evans. “To better support access to information, including our ongoing COVID-

**-more-**

19 response, the site needed to reflect who are we today. Our partners, clients, funders and overall community have come to expect that Sound is a leader in behavioral healthcare and I think our new site clearly demonstrates that.”

The site will continue to evolve in the months ahead with expanded information on Sound’s programs and services and additional features.

### **About Sound**

An independent, private nonprofit for more than 50 years, Sound has served the most complex addiction and behavioral health issues in our community, providing high quality, comprehensive whole health services throughout the region. Sound is currently providing expanded telehealth services and provides primary care in a number of locations.

The organization is an early adopter of Reaching Recovery, an evidence-based clinical model that promotes high levels of client engagement, improves outcomes and enables providers to better measure a client’s recovery. Sound stands at the forefront of the healthcare field, accepting the most difficult cases and exploring new approaches to care. Our goal is to help individuals and families achieve the highest level of independence possible by providing whole health solutions including addiction treatment, mental health, vocational, supportive housing and many other services. To learn more, visit [www.sound.health](http://www.sound.health).

###