HELP/PSI is Now Brightpoint Health

NYC Nonprofit Health Care Provider Changes Name and Brand to Better Represent Identity

(New York City) – HELP/PSI, a leading nonprofit provider of high-quality medical and mental health care as well as social support services to people, families and communities challenged by health disparities, has become Brightpoint Health. On February 20th, 2015, President and CEO Paul Vitale formally announced that HELP/PSI will now be known as Brightpoint Health. In addition to their new name, the transformation represents a complete overhaul of the agency’s image, including a fresh new logo and marketing makeover, a new website, and updated social media platforms, including Facebook, Twitter and LinkedIn pages.

Explained Vitale, “As we’ve expanded over the past few years, we have come to realize that the name HELP/PSI doesn’t really tell our brand story. People don’t understand what the name means, and it doesn’t reflect the essence of who our organization is or what services we provide to our communities.” During a town hall-style meeting held at the organization’s corporate headquarters at 71 West 23rd Street, Vitale led a Q-and-A session for both on-site and external staff located throughout the five boroughs, including the newest member of the Brightpoint family, Community Health Action of Staten Island (CHASI). He added, “We have been working on this campaign since early 2014, involving our board members, management, staff and our patients to determine how we wanted to be known in the marketplace...and the result is our move to Brightpoint Health.”

Brightpoint Health is a recognized leader in the delivery of high-quality, person-centered, integrated care resulting in improved health outcomes. The organization provides services specifically for people, families and communities challenged by health disparities caused by poverty, discrimination and lack of access to adequate care. With over 700 employees among their staff, Brightpoint has expanded dramatically in the past several years. The non-profit serves over 40,000 New Yorkers, with 200,000+ health care visits annually to their clinics and centers across the city.

###