



Genoa named 2017 Leader in Health Care for Innovation in Health Care Delivery

Seattle, WA, March 6, 2017 – Genoa, a QoL Healthcare Company (Genoa) was among 18 honorees in Seattle Business magazine’s 2017 Leaders in Health Care Awards. They received the silver award for Innovation in Health Care Delivery at a March 2nd award ceremony at the Bell Harbor Conference Center in Seattle.

Genoa joined a prestigious list of finalists chosen by a panel of expert judges, who are individuals and institutions leading the charge to improve Washington’s world-class health care sector.

“It is an honor to be recognized alongside this esteemed group of influential leaders in health care,” said John Figueroa, Genoa’s chief executive officer. “We are humbled to be in the same category as Navos, with whom we have partnered for 10 years, and congratulate them on their deserved gold award. Our integrated model is an innovative solution due to the partnerships we have with state-of-the-art behavioral health organizations like Navos.”

Genoa is the nation’s leading pharmacy and telepsychiatry provider specializing in serving the behavioral health community, operating over 350 pharmacies nationally. The Seattle-based company is also the most experienced behavioral health pharmacy provider in Washington, operating 11 pharmacies integrated with community mental health centers in the state. The cornerstones of Genoa’s unique model are the on-site pharmacies dedicated to the needs of the partner mental health centers. Consumers benefit from the interaction they have with the pharmacist; the center eliminates inefficiencies by directing pharmacy functions back into the pharmacy and has more control over how medications are handled.

“Our focus has always been on providing solutions to our partner mental health centers and their consumers,” added Mark Peterson, Genoa’s chief commercial officer. “We are inspired by the individuals with mental illnesses and addictions that we are privileged to care for, who often are forgotten or cast aside in our society. Genoa will continue to find ways to ease the burden for people living with a mental illness, and those who care for them.”

Although Genoa is a nationwide company, they have retained the feel of the hometown pharmacy and the services that go along with it. Being on-site allows their pharmacists and technicians to work closely with prescribers, nurses, and caseworkers, to provide the best possible care for each individual consumer. While they specialize in behavioral health, they have the capacity to fill all medications. They are able to bill Medicaid and Medicare, as well as private insurances. In addition, Genoa also offers several packaging options that can be tailored to fit the needs of the consumers, including specially designed adherence packaging.

About Genoa, a QoL Healthcare Company

Genoa has been serving the behavioral health community for over 15 years. The company is the nation’s leading provider of pharmacy and telepsychiatry services to the behavioral health and addictions community, operating over 350 pharmacies, serving more than 500,000 individuals, and filling more than 10 million prescriptions annually. Genoa provides services in 44 states and the District of Columbia, including telepsychiatry services in 22 states.

For more information on Genoa, please visit www.genoa-qol.com or contact Heidi Backer at (952) 666-8145 or hbacker@genoa-qol.com.