



Gosnold to Implement Innovative Mobile Technology to Improve Addiction Treatment Outcomes

FOR IMMEDIATE RELEASE

February 29, 2016 – Boston, MA – Gosnold on Cape Cod announced plans to implement a new mobile technology as part of its ongoing strategy to develop innovative approaches for improving addiction treatment outcomes. Gosnold will adopt Expressive Digital Imagery (EDI), a groundbreaking technique that uses imagery to enable patients to express complex feelings and emotions in ways often not possible through the spoken word.

“Gosnold has a long history of innovation, and Expressive Digital Imagery furthers our commitment to implement creative therapeutic techniques for our patients and their families,” said Gosnold President and CEO, Raymond Tamasi. “Patient and clinician response to EDI has been tremendously positive, and we believe this new approach has the potential to improve patient treatment outcomes.”

Gosnold has led the nation in the early use of EDI for addiction treatment. Following a successful pilot, Gosnold now plans to integrate EDI broadly into its therapeutic programs across multiple levels of care.

“We are excited to be partnering with Gosnold, one of the nation’s leaders in the field of addiction treatment,” said Steven Koppel, Founder of the EDI Institute. “Through this relationship, we plan to demonstrate and clinically measure the ability of EDI to improve remission rates for patients challenged with addiction.”

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About Gosnold on Cape Cod

ABOUT GOSNOLD ON CAPE COD

Gosnold on Cape Cod is a nationally recognized addiction and mental health treatment provider dedicated to developing innovative programs that meet the needs of patients and families, since 1972. As a non-profit Gosnold focuses on the full continuum of care from education and prevention to treatment, and recovery management. For more information, visit, <http://gosnold.org/>

About the EDI Institute

The EDI Institute is a 501(c)(3) nonprofit that partners with medical, community, and educational organizations to promote recovery and emotional resilience through imagery created on mobile devices. The EDI Institute team includes leaders in the fields of mental health, research, and expressive therapies from McLean Hospital, Massachusetts General Hospital, Partners HealthCare, and Lesley University. We are committed to improving clinical outcomes for any chronic illness by identifying and disseminating best practices, performing scientific research, and innovating new technologies. For more on the EDI Institute, watch our TEDx talk at <http://tedxtalks.ted.com/video/Healing-Images-Steve-Koppel-TED> and visit <http://ediinstitute.org>.

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