



PHC President Bruce A. Shear Elected to NAPHS Board of Trustees

January 12, 2009

PEABODY, MA, Jan 12, 2009 (MARKET WIRE via COMTEX News Network) -- Bruce A. Shear, president and CEO of PHC, Inc., d/b/a Pioneer Behavioral Health (AMEX: PHC), has been elected to serve on the board of Trustees of the National Association of Psychiatric Health Systems (NAPHS), a leader in advocating high-quality mental healthcare and substance abuse treatment for more than 75 years.

"I am honored to have this opportunity to serve this highly respected American institution that has been a major force in establishing the highest level of mental health care and treatment for drug abuse," said Bruce A. Shear, Pioneer's president and CEO. "I join the other esteemed NAPHS trustees and its new chairman in facing the challenges ahead as we advance a number of important NAPHS quality initiatives. These have become even more critical as our industry faces increased demand as the result of the recent signing of the historic mental health parity act. This new law addresses the longstanding discrimination against those who rely on their health plans for coverage of mental and addictive disorders."

Shear was co-founder of Pioneer Behavioral Health, where he has served as president, chief executive officer and a director of the company since 1980. He held the position of treasurer from September 1993 until February 1996. From 1976 to 1980 he served as vice president of financial affairs. Shear has also served on the board of governors of the Federation of American Health Systems for more than 15 years. He received an M.B.A. from Suffolk University in 1980 and a B.S. in Accounting and Finance from Marquette University in 1976.

About NAPHS

The National Association of Psychiatric Health Systems advocates for behavioral health and represents provider systems that are committed to the delivery of responsive, accountable, and clinically effective prevention, treatment, and care for children, adolescents, adults, and older adults with mental and substance use disorders. Its members are behavioral healthcare provider organizations that own or manage more than 600 specialty psychiatric hospitals, general hospital psychiatric and addiction treatment units and behavioral healthcare divisions, residential treatment facilities, youth services organizations, and extensive outpatient networks. The association was founded in 1933. For more information, go to www.naphs.org.

About PHC, Inc.

PHC, Inc., d/b/a Pioneer Behavioral Health, is a national healthcare company providing behavioral health services in five states, including substance abuse treatment facilities in Utah and Virginia, and inpatient and outpatient psychiatric facilities in Michigan, Pennsylvania, and Nevada. The company also offers internet and telephonic-based referral services that includes EAP and critical incident services. Contracted services with government agencies, national insurance companies, and major transportation and gaming companies cover more than one million individuals. Pioneer helps people gain and maintain physical, spiritual and emotional health through delivering the highest quality, most culturally responsive and compassionate behavioral healthcare programs and services. For more information, visit www.phc-inc.com.

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SOURCE: Pioneer Behavioral Health

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