

# ALAViDA Appoints New Clinical Director

*Clinical Authority Dr. Terri-Lynn MacKay Joins Leading Canadian Virtual Substance Use Management Company*

TORONTO, ONTARIO, CANADA,  
September 22, 2021 /

EINPresswire.com/ -- [ALAViDA](#) -

Canada's leading virtual substance use management provider that helps employers fill the critical treatment gap in existing employee health benefits - announces the appointment of Dr. Terri-Lynn MacKay as Clinical Director.

Mackay's most recent positions include director of operations for Wellness Together Canada, the federal mental health response to COVID and provincial director for innovation and partnerships for the Canadian Mental Health Association. She has consulted for government and private industry for over a decade with a focus on providing social justice approaches to transformational system change.

Mackay is also an adjunct professor at the University of British Columbia. She joins ALAViDA from clinical private practice where she specialized in the treatment of Substance Use Disorders.

"In Dr. MacKay we've found that rare combination in the therapy world: someone who has high level organizational experience and unique empathy for those battling Substance Use Disorders," says Elliot Stone, ALAViDA's co-founder and CEO. "Those strengths ensure our clients get first-rate care as we continue to implement fresh evidence-based innovations in treatment."

Dr. MacKay brings a unique perspective to ALAViDA. "I find those who battle Substance Use Disorders to be some of the most sensitive, passionate, interesting, connected and textured

The ALAViDA logo, with the word "ALAViDA" in a bold, orange, sans-serif font. The "i" is lowercase and has a dot.

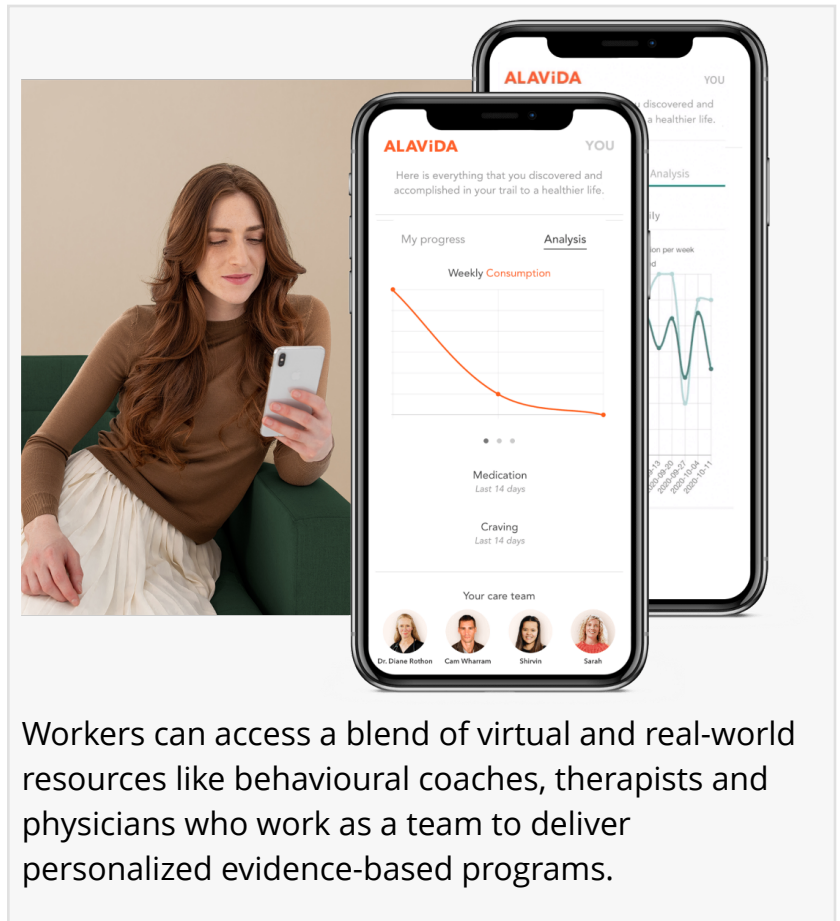
ALAViDA Logo



Dr. MacKay, Clinical Director at ALAViDA

people I have worked with and I'm so gratified to be able to do this on a larger scale," says Dr. MacKay.

Dr. Mackay's priority at ALAViDA is to continue to build on the company's stepped-care model of service delivery, where clients can have access to a range of options based on need. "ALAViDA offers best-practice, harm-reduction, virtual care. ALAViDA already works within a biopsychosocial framework and uses data-driven metrics to make sure clients are getting the best care. They are the cutting edge of substance use treatment in Canada and I'm eager to enhance the range of resources and quality of care that drives the pre-disability success they deliver."



Workers can access a blend of virtual and real-world resources like behavioural coaches, therapists and physicians who work as a team to deliver personalized evidence-based programs.

Join ALAViDA and Dr. MacKay on the upcoming webinar:

"Substance Use Isn't Easy to Spot: How to Take the First Step So Employees Get the Help They Need"

[October 19 at 12 pm EST](#)

“

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*Dr. Terri-Lynn MacKay*

Limited spots available.

About ALAViDA:

ALAViDA is Canada's first virtual care provider focused on the science of substance use management. It is a one-stop-shop approach for all levels of Substance Use Disorder – alcohol and drugs – mild, moderate and severe. ALAViDA connects patients with behavioural coaches,

therapists and physicians who work as a team to deliver personalized care right to their smartphones. ALAViDA is an employee benefit with varying plans and personalized therapeutic programs, which has proven to minimize time out of the workplace. Traditional rehab often costs \$30,000 or more a month. ALAViDA's program is a mere fraction of that. More than 79 per cent of those signed on reported increased control and 86 per cent reduced substance use.

To learn more visit [alavida.co](http://alavida.co)

Interested in a corporate program? Reach out directly to: [solutions@alavida.co](mailto:solutions@alavida.co)

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