

Raise the Bottom Rebrands, Expands Addiction and Mental Health Care Across Idaho

Trusted Idaho Opioid Treatment Program expands to all substance use disorders and primary mental health care across Boise, Nampa, and Pocatello.

BOISE, ID, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Raise the Bottom, formerly known as Raise the Bottom [Addiction Treatment](#), announced today that it has rebranded and expanded its services to provide whole-person care across Idaho. The organization now treats all substance use disorders and offers a full primary mental health treatment program, while continuing to operate the trusted Opioid Treatment Program that has served Idaho communities for years.



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Recovery is about more than medication. It is about the whole person. This expansion lets us treat every substance use disorder and primary mental health, so no Idahoan has to be turned away.”

Jason Austin | Executive Director

The rebrand reflects a simple truth the organization has seen play out in thousands of patient journeys: recovery is about more than medication. It is about the whole person, including mental health, physical health, relationships, purpose, and community.

"Many people first found us through our Opioid Treatment Program, and that care remains central to what we do," the organization shared. "But the people walking through our doors were telling us they needed more. They needed help with alcohol, meth, and other substances. They needed real mental health treatment, not just a referral somewhere else. This expansion is our answer."

Two Connected Paths to Recovery

Under the new brand, Raise the Bottom now offers two connected paths of care at its outpatient clinics in Boise, Nampa, and Pocatello:

Addiction treatment for opioid, fentanyl, heroin, alcohol, meth, and cocaine use disorders, built on [medication-assisted treatment](#) with methadone, Suboxone, and Vivitrol, an intensive outpatient program, a statewide Virtual IOP, substance use counseling, family therapy, and DUI assessments.

Primary [mental health treatment in Idaho](#) for anxiety, depression, bipolar disorder, and trauma and PTSD, including individual and group counseling, psychiatric medication management, and a structured mental health intensive outpatient program. Patients no longer need a substance use diagnosis to receive mental health care at Raise the Bottom.



"Mental health is health," the organization stated. "Whether someone needs weekly counseling, psychiatric medication management, or the added structure of an IOP, our team meets them where they are, in person or through virtual care, anywhere in Idaho."

Proven Outcomes, Expanded Reach

Raise the Bottom is CARF accredited and reports strong results in its annual effectiveness review across all three clinics. Between 86 and 100 percent of patients reported decreased substance use symptoms, 78 to 100 percent reported improved physical health and higher self-esteem, and 78 to 91 percent reported better relationships. Many patients also improved their housing situations, gained employment, and reduced their involvement with the criminal justice system.

The organization remains fully outpatient, allowing Idahoans to receive treatment while staying connected to work, family, and daily life, with no residential stay required. Care is in-network with Idaho Medicaid and major insurers including Blue Cross of Idaho, Aetna, Cigna, United

Healthcare, Optum, Medicare, and TRICARE, with same-day enrollment available and free insurance verification.

A Name With a Mission

The name Raise the Bottom speaks to the organization's founding belief: no one should have to hit rock bottom before getting help. By raising the bottom, the team helps individuals and families intervene earlier, recover faster, and rebuild stronger. The organization's values of whole-person compassion, humble accountability, relentless drive, and purposeful community continue to guide every program under the expanded brand.

"Wherever someone is in their recovery, whether they are facing substance use, a mental health challenge, or both at once, we are ready to help them take the next step," the organization added. "Your future is worth the fight."

Individuals and families can schedule a confidential assessment by calling (208) 433-0400 or visiting [raisethebottomidaho.com](https://www.raisethebottomidaho.com). Clinic locations include Boise at 9196 W Barnes St, Nampa at 1603 12th Ave Rd #B, and Pocatello at 2785 Bannock Hwy, with Virtual IOP available statewide.

About Raise the Bottom

Raise the Bottom is a CARF-accredited, whole-person recovery and behavioral health organization providing addiction treatment, medication-assisted treatment, and mental health care across Idaho, with outpatient clinics in Boise, Nampa, and Pocatello and virtual services statewide.

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