MEDIA KIT

Overview • Media Talking Points • Urban Balance in the Media • Testimonials
Urban Balance, LLC is a premiere Counseling Practice in Chicagoland that promotes work/life balance, wellness, and personal and professional success for individuals, couples, families and businesses through counseling, coaching, and workplace wellness services.

Urban Balance provides comprehensive counseling and therapy services for individuals, couples, families, and groups dealing with issues related to mental health, addiction, relationships, career, and wellness.
How We Can Give Texture to Your Article or Video Segment

Urban Balance co-founder Joyce Marter, LCPC, was selected for the coveted *Crain’s Chicago Business* annual feature 40 Under 40: Making a Difference in Chicago. She has also been featured in various news articles and on-screen segments including WGN- TV and ABC’s LiveWell Network. Understanding what journalists and producers are looking for is half the battle. Joyce Marter can offer a variety of quotes or segments that will deepen your audience’s understanding about psychology-related issues and offer practical advice for the readers and viewers.

Many opportunities present themselves in the media each day: Dealing with cancer, managing marital difficulties, work stress, psychological disorders, helping children through divorce, how to assist a drug-addicted employee, or how to best achieve the career path or home life that brings happiness and balance. It is UB’s privilege to help you present the most thorough and credentialed article or segment possible.

UB has been featured on TV, radio, in print and online by the following companies:
What is Urban Balance?

- Urban Balance, LLC is a premiere Counseling Practice in Chicagoland that promotes work/life balance, wellness, and personal and professional success for individuals, couples, families and businesses through counseling, coaching, and workplace wellness services.
- UB provides comprehensive counseling and therapy services for individuals, couples, families, and groups dealing with issues related to mental health, addiction, relationships, career, and wellness.
- Founded in 2004, UB offers a team of more than 70 licensed therapists who work as independent practitioners out of six office locations: Downtown Chicago, Chicago Ravenswood, Chicago River West, Evanston, Libertyville, Northbrook.
- Long-term plans to franchise throughout the U.S. and to offer a self-help book (details found in the Mission section of this media kit).
- UB accepts most insurance, is in-network with most plans, and has a billing department that helps to keep counseling affordable. We believe therapy and counseling should be a normal and accessible part of healthcare and wellness.
- UB’s services extend to the workplace, where we provide executive coaching, organizational development consultation, workplace wellness seminars, and management trainings.
Our Mission

- To help people achieve balance, wellness, and success professionally and personally
- To normalize counseling as healthy and proactive—something from which we can all benefit at different points in our lives (removing the stigma of therapy)
- To make counseling accessible and affordable by:
  - Staffing highly credentialed therapists in multiple offices
  - Enabling insurance acceptance at those offices
- To help business professionals promote work/life balance, health, and wellness in the workplace for themselves, their employees, and customers
Our Mission (cont.)

● To reduce the negative impact and enormous emotional and financial cost of substance abuse and mental illness on Chicagoland businesses and the community through education, prevention, and treatment

● To expand these essential offerings throughout the U.S. over the next decade

● To offer a book that will meaningfully assist people of all walks of life:
  ○ A self-help book is currently in production which examines the common human issues that Joyce Marter has encountered through 16 years of counseling people from all walks of life—from criminal IV drug addicts to the ivy league educated elite. Issues are divided according to a client’s past, present and future, and the book is usefully presented for laypeople with practical insights, suggestions and tools. The intention of the publication is to raise self-awareness, improve self-care, remove roadblocks and increase personal and professional development.
History of Urban Balance

Prior to the formation of Urban Balance, Joyce Marter and her business partner, Lori Hall, worked as psychotherapists in private practice in Chicago, providing counseling and therapy to individuals, couples, and families dealing with issues related to mental health, addiction, relationships, and overall wellness. In 2004, Joyce and Lori formed Urban Balance, LLC, a premiere counseling group practice in Chicago. This collaboration was in direct response to their recognizing the need to:

- **Normalize counseling services and increase awareness that therapy is something we can all benefit from at different points in our lives.**
  
  You don’t have to be in crisis or dealing with mental illness to seek therapy. Seeking therapy is healthy, normal, and proactive. Counseling addresses issues we all may have from time to time such as stress, anxiety, depression, relationship problems, self-esteem issues, and career challenges. Therapy is not just about resolving symptoms or problems. It is also about becoming your best self personally, professionally, and relationally. Therapy can be preventative and part of your regular health and wellness routine.
History of Urban Balance (cont.)

- Help Chicagoans access quality therapy and counseling services. Many people didn’t know where to go for therapy and may have felt uncomfortable asking a friend or colleague for a referral. The vision was to develop the visible brand of Urban Balance; a group practice of well trained, relatable therapists with varying areas of expertise in addressing issues related to mental health, addiction, relationships, career, and wellness. UB staff are trained in therapeutic approaches that are empirically supported and effective in helping people realize their potential personally and professionally. We wanted to offer multiple offices around Chicagoland with daytime, evening, and weekend availability.
History of Urban Balance (cont.)

- **Make therapy accessible and affordable.**
  Many therapists in Chicagoland do not accept insurance, are not in-network with insurance plans, or simply furnish clients with receipts to submit to insurance which may or may not be processed correctly.

  Urban Balance has therapists who are in-network with most insurance plans and has a professional billing service that files and follows up on claims. It is much more affordable to pay a co-pay of $20 per session than to pay upwards of $125 per visit out-of-pocket. This service makes therapy affordable and enables clients to stay in therapy until their goals are achieved.
How Recent Healthcare Changes Have Affected Urban Balance

- Recent healthcare changes have supported UB’s mission to make therapy accessible and affordable.
- Under the Mental Health Parity Act effective January 1, 2010, mental health coverage must have benefits equal to medical coverage including deductibles, co-payments, out-of-pocket expenses, inpatient stays, and outpatient visits.
- In March, President Obama signed a law that expands parity to make it possible for millions more people to get the same coverage for mental health and substance abuse disorders as they would for medical conditions such as heart disease or cancer. The new law changes the mental health system in America and really gives people access to better care.
- Parity means that deductibles, co-payments, and limits on the number of visits or days of coverage must be no more restrictive for coverage of mental illnesses and substance abuse than for coverage of medical and surgical treatments. If a plan provides for out-of-network medical benefits, it must provide out-of-network mental health benefits.
- The new requirement that insurance companies provide coverage despite pre-existing conditions and the elimination of lifetime and annual limits on benefits will have a big impact on people seeking care for mental health or addiction.
Video Segments

Crain’s Chicago Business
Story: http://www.chicagobusiness.com/article/20101030/ISSUE02/310309986/joyce-marter
Video Clip: http://www.chicagobusiness.com/40under40-2010/#marter

ABC’s Livewell Network

WCIU, The U

WGN/CLTV
UB in the Media

Publications

**Chicago Health Magazine**

**Crain’s Chicago Business**

**Wall Street Journal**
“So cute, so hard on marriage” by Andrea Peterson • April 28, 2011  [http://www.wsj.com/articles/SB10001424052748704099704576288954011675900](http://www.wsj.com/articles/SB10001424052748704099704576288954011675900)

**Crain’s Chicago Business**
UB in the Media

Online

Financial Post - Business Insider
“11 things successful people do on Sunday nights” by Jacquelyn Smith • January 19, 2015
http://business.financialpost.com/2015/01/19/11-things-successful-people-do-on-sunday-nights/

CBS 8 - Life & Beauty Weekly
“Healthy relationships: Should your husband be your best friend?” by Cynthia Hanson • September 14, 2013 http://www.cbs8.com/story/23353028/healthy-relationships-should-your-husband-be-your-best-friend

WBEZ - Blog
“Why we could all use some therapy” by Leah Pickett • May 16, 2013 http://www.wbez.org/blogs/leah-pickett/2013-05/why-we-could-all-use-some-therapy-107173

U.S. News & World Report - Career Blog
“How to manage your emotions in the workplace” by Ritika Trikha • May 15, 2012
http://money.usnews.com/money/blogs/outside-voices-careers/2012/05/15/how-to-manage-your-emotions-in-the-workplace

This list is not all-inclusive. For more examples of Urban Balance in the media, please visit the Media section of www.urbanbalance.org.
Testimonials

“Joyce Marter is a pleasure to work with. She is well-versed, professional, and comfortable in front of the camera. Joyce was well-prepared for the interview and very easy to work with. I would recommend her on-air expertise to other media outlets.”

Bahar Takhtehchian, WGN-TV, November, 2010

“Great therapy. Parking. Bill your insurance. I have been in and out of therapy for many years. Previously something made getting to therapy a challenge--bad therapist, parking, cost are a few that come to mind. Urban Balance makes it easy to take of your self; thank God!”

Megan F., Chicago, February 6, 2009

“I loved seeing Joyce at Urban Balance! I went to her in preparation for the college to real world transition and she provided the support and reassurance I needed. In addition to her nurturing strengths, she provided insightful analysis of patterns in my life from family to friend relationships, childhood and present day experiences. Identifying these recurrences helped me to understand, contain and manage anxieties. I especially like her belief that there is a beginning, middle and end to therapy (although the patient can determine the time line of those phases). This complimented my preference to use therapy as a finite treatment for a targeted purpose. — Plus, they’re covered by Empire Blue Cross/Blue Shield insurance!”

Sarah M., Evanston, IL, August 28, 2010
“I have been seeing therapists for a good part of my life and have always felt that there was still this “hole” in my sense of well being. When I first began seeing Joyce I put up my usual protective bubble and provided short factual answers. Not only has Joyce gotten me through bursting that protective bubble, she has provided me with tools and resources to learn about myself and my surroundings. She has taught me to see within myself to find an inner peace with decisions that I need to make for myself and my family. She has allowed me to share my “whole” self in a truly safe and nurturing environment.

Joyce is the kind of therapist that I have always been looking for...She has filled in my “hole,” not only with knowledge and wisdom, but with a true and healthy outlook on life, comfortable in my own body and mind, asset to society, strong mother, strong wife, and loving human being. I owe her more than words can express. Not only is Joyce my therapist, but she has become a true friend and mentor that I will cherish for the rest of my life.”

Megan C., Glencoe, IL, August 16, 2010

“I have referred clients to Joyce Marter, LCSW and many of the other therapists at Urban Balance for the past eight years. I have had consistently positive feedback that Joyce is a top notch therapist who is compassionate, relatable, intelligent and attentive. It is nice to know that when I need to refer clients to Urban Balance that they will be in good hands with smart, well trained, and caring therapists.”

Susan Bank, psychiatrist, Susan L Bank, M.D., May 16, 2010