

Family Service Society, Inc.

FOR IMMEDIATE RELEASE

Contact:

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**Family Service Society, Inc. Receives Health Equity
Innovation Award from Excellus BlueCross BlueShield**

Corning, NY – Wednesday, January 14th, 2026 – Family Service Society, Inc. is proud to announce that we have received a Health Equity Innovation Award and funding from Excellus BlueCross BlueShield to further the expansion of our Behavioral Health Screening and Treatment Program. The program provides free mental health screenings and short-term counseling to children, teens, their families, and perinatal adults across Steuben and Chemung Counties.

This funding is part of Excellus BlueCross BlueShield’s broader initiative to advance health equity by addressing gaps in access and outcomes, especially in mental and maternal health.

In 2025, with support from Excellus BlueCross BlueShield and the United Way of the Southern Tier, the program expanded its reach and deepened its impact. Youth participation increased by 19%, and the number of perinatal or parenting adults served tripled. Among all participants, 98% of youth reported improved emotional well-being and reduced symptoms, while 90% of adults experienced meaningful gains in mental health and daily functioning. Since the program’s launch, it has served more than 260 individuals and families.

“We know that early access to mental health support can change the trajectory of someone’s life,” said Dr. Cynthia Gee, Executive Director of Family Service Society, Inc. “This funding helps us meet people where they are, with care that is timely, free of stigma, and built around the needs of the whole person.”

Family Service Society, Inc. remains committed to removing barriers to care and strengthening mental wellness across the Southern Tier.

“We’re grateful to Excellus BlueCross BlueShield and the United Way of the Southern Tier for investing in local solutions that build resilience,” said Dr. Gee. “Together, we’re helping individuals and families heal, grow, and thrive.”

If you or someone you know could benefit from a behavioral health screening, contact Family Service Society, Inc. at 607-962-3148 to schedule an appointment.

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