



**FOR IMMEDIATE RELEASE**

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**BestSelf's WNY Opioid Hotline Achieves Lifesaving Milestones**

**Buffalo, NY**—Launched in partnership with NY Medication Addiction Treatment and Electronic Referrals (MATTERS) in 2022, BestSelf's WNY Opioid Hotline has connected more than 4,165 individuals to life-saving Medication-Assisted Treatment (MAT) for opioid use disorder.

In December 2024 alone, the hotline managed a record-breaking 331 calls, underscoring the ongoing demand for this critical service.

Key achievements include:

- 5,051 calls received since the hotline's launch.
- 4,165 individuals connected to MAT, taking the first step toward recovery.
- 331 calls handled in December 2024, marking a milestone in call volume.
- 1,086 initial GPRA assessments were collected—exceeding the grant's five-year goal of 456 in just two years.

These milestones were achieved within just two years, as the first year of the grant was dedicated to establishing infrastructure and preparing to serve clients.

MATTERS facilitates rapid referrals for individuals with opioid use disorder by seamlessly connecting referral sites, treatment organizations, peer support agencies, and pharmacies. The program provides medication vouchers, Uber Health transportation vouchers, and long-term treatment referrals for those in need.

MAT, which combines FDA-approved medications with counseling and behavioral therapies, is a proven method to combat opioid addiction and reduce mortality rates. The hotline's success highlights its critical role in addressing the opioid epidemic and offering a clear path to recovery. Individuals can call anytime to access medication treatment at their nearest pharmacy and connect with long-term treatment programs.

"We're incredibly proud of this resource's impact on our community," said Elizabeth Woike, CEO of BestSelf Behavioral Health. "These numbers reflect countless lives saved and futures restored, demonstrating the profound effect of our efforts in combating the opioid crisis. We remain committed to this crucial work."

The WNY Opioid Hotline provides immediate access to care across the eight counties of Western New York. Available year-round, including during emergencies, the hotline is accessible to everyone, regardless of insurance status. Medication and transportation vouchers are available for those without coverage, ensuring timely and uninterrupted support for individuals seeking Suboxone treatment. This initiative reinforces BestSelf's commitment to accessible care for all.

"These results are a testament to the dedication of our team and the strength of our partnership with NY MATTERS," Woike added. "We're seeing firsthand the difference that accessible treatment and compassionate support can make."

The program will continue focusing on increasing access to treatment, improving data collection, and ensuring that every person seeking help receives the care they need.

**To access the WNY Opioid Hotline, call 716-463-6222.**

For more information about the program, please contact Kate VanRensselaer, Program Director of the WNY Opioid Treatment Program at BestSelf Behavioral Health, at [kvanrensselaer@bestselfwny.org](mailto:kvanrensselaer@bestselfwny.org) or 716-954-1770.

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About BestSelf Behavioral Health BestSelf Behavioral Health is the largest community-based behavioral health organization serving Western New York. It offers comprehensive services for mental health and substance use disorders. The organization serves over 41,000 individuals annually across more than 70 locations, focusing on trauma-informed care and person-centered treatment.