



Press Release

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Oregon Welcomes its First Mental Health Provider Cooperative

Pulse Wellness Cooperative Expands Local Mental Health Initiatives

Portland, OR: Pulse Wellness Cooperative (PWC) today announced its groundbreaking shift from a privately-owned therapy practice to a worker-owned cooperative. Formerly Pulse Wellness, LLC, Pulse Wellness Cooperative launched on January 1, 2023. Pulse Wellness Cooperative is one of only a few worker-owned behavioral health cooperatives in the country, and the first in the state of Oregon to offer a profit-sharing model to its therapists.

This milestone is a major move for its 5 initial worker-owners, who are excited to expand the organization's purview and partnerships to align with its mission and values to support not only clients, but other professional caregivers.

"We live in a world that invites us to ask for less, or expect the bare minimum from our professional settings, especially as helping professionals," noted Erin Mahone (LPC-A, CTP), PWC's Director of Marketing and Media. "Being a part of this process at Pulse has shown me that we can envision more for ourselves, our clients, and the world."

"Unlike nonprofits, we're not grant-funded, and this gives us tremendous power to partner with other mental health and social work organizations, agencies and initiatives to help them grow. Plus, we're not limited by location anymore," said Rosanne Marmor, Chief Executive Officer and the founder of the formerly private practice. "We can offer consulting and coaching anywhere in the country and beyond."



Some of Pulse Wellness Cooperative's initiatives will include:

- Piloting a new Peer Support Program, for direct support of community health workers: including therapists, counselors and social workers (2023)
- A new, enduring scholarship program (date TBD)
- Continuing to provide supervision to Portland Street Response team members
- Continued support of current projects and partnerships, including:
 - If You Could See Me: Stories for Change;
 - The Haymarket Pole Collective: supporting sex workers who identify as Black, Brown, Indigenous, and or LGBTQIA2S+;
 - A Home Within, matching a therapist offering pro bono weekly therapy appointments with a child or adult who has been in foster care; and
 - The Black Excellence Group.

"We're just getting started," said Marmor. "The idea is to slowly build and become stewards serving our communities."

Not all therapists at PWC are employee-owners. The cooperative employs other therapists and interns. All therapist employees who work 1040 clinical hours or 1 year at the firm then qualify to apply to become an employee-owner.

"I'm thrilled to work for an organization that embeds equity and restoration in the very structure of our group....Building towards a collective working together is one of my personal goals, and [now] it gets to become a core part of my work as well," said Rebekah Lubeck (MSW, LCSW), PWC's Quality Assurance Director.

"There is growth in stepping out of my comfort zone of being 'just a therapist,'" agreed Lola Ryan (LCSW), PWC's Clinical Director. "And the growth is important."

To learn more about Pulse Wellness Cooperative's therapists and offerings, visit the PWC website at: pulwellness.coop