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FOR IMMEDIATE RELEASE

Thrive to Join Blue Ridge Health, Expanding Access to Behavioral Health Services in Western North Carolina

Transition builds on Thrive's legacy of community-based care while connecting participants to a broader network of services and resources.

HENDERSONVILLE, N.C. — Nov. 4, 2026: Blue Ridge Health, a regional community health center serving Western North Carolina, announced today that Thrive, a Henderson County nonprofit specializing in behavioral health services, will become part of its organization, strengthening its commitment to expanding access to behavioral healthcare in the region.

The transition will build on Thrive's legacy of providing community-based behavioral health services while connecting its programs and participants to Blue Ridge Health's broader network of healthcare services and resources throughout Western North Carolina.

"Thrive has built something very special in this community, and we are committed to honoring that work as we move forward together," said Tammy Greenwell, Chief Executive Officer of Blue Ridge Health. "This is about strengthening the connections between behavioral health and comprehensive healthcare while preserving the relationships and community-based support that make Thrive's services so valuable. We believe this partnership will create meaningful opportunities to better serve individuals and families throughout our region."

A central part of the transition is the continuation of Thrive's Clubhouse program, which provides community-based psychosocial rehabilitation for adults living with behavioral health challenges. The program will become part of Blue Ridge Health's behavioral health services and will maintain its focus on personal growth, meaningful relationships, independence, and community participation.

"For Thrive, this transition represents an opportunity to carry forward the mission that has guided our organization and the relationships we've built over the years," said Chris Parker, Thrive's Executive Director. "Our Clubhouse has always been about helping people find connection, purpose, and a sense of belonging. Becoming part of Blue Ridge Health gives us an opportunity to continue that work while connecting the people we serve with additional healthcare resources and support."

Thrive's Housing Case Management program will continue operating under the Thrive brand for the next year while Blue Ridge Health assesses the best long-term path forward for the program.

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Thrive employees transitioning to Blue Ridge Health will join the BRH team as the organizations work together to integrate services and operations.

As a nonprofit Federally Qualified Health Center (FQHC), Blue Ridge Health provides comprehensive healthcare services to individuals and families across Western North Carolina, with a commitment to making quality care accessible and affordable. The addition of Thrive's Clubhouse program will further strengthen its behavioral health services and community-based approach to care.

Additional information about the transition, including frequently asked questions, is available at www.brchs.com/welcome-thrive/.

Photo IDs for attached headshots

Tammy Greenwell, CEO of Blue Ridge Health
Chris Parker, CEO of Thrive4Health

About Blue Ridge Health
Blue Ridge Health (BRH) is a nonprofit Federally Qualified Health Center (FQHC) that works closely with local communities to meet ever-changing healthcare needs with high-quality, comprehensive, affordable services. With more than 78 locations in clinics, public schools, and other sites throughout nine Western North Carolina counties, BRH offers primary care, dental, discount pharmacy, behavioral health, and nutrition services that prioritize the patient care experience and promote health awareness and education. BRH has served as the WNC leader in community-focused healthcare since 1963. www.BRCHS.com

About Thrive4Health
Thrive4Health is a Hendersonville-based nonprofit organization whose roots in community-based mental health services extend back more than four decades to the founding of the Sixth Avenue Clubhouse. Built on a commitment to helping individuals find connection, purpose, and independence, Thrive has grown to provide mental health support, housing stability assistance, and financial support services. Through its programs, Thrive empowers individuals facing mental health and housing challenges to build meaningful, self-directed lives and move from surviving to thriving.

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