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**reThinkIt! Named a Top 10 Finalist in United Way of Metropolitan Dallas'  
Health Innovation Technology Challenge**

**AUSTIN, TX** - (September 22, 2021) Over the last 18 months, the pandemic has brought unprecedented attention to the topic of health. At United Way of Metropolitan Dallas (UWMD), health is one of their focus areas, because it's foundational for a person's success in every area of their life. Health, along with education and income, truly is one of the building blocks of opportunity.

That's why UWMD held their first-ever [Health Innovation Technology Challenge](#), presented by AT&T, where they identified, elevated and activated game-changing solutions to some of the North Texas region's biggest health challenges. Throughout the months of this [social innovation](#) competition, United Way's 10 finalists showcased their creative, technology-fueled approaches for increasing access to preventive pediatric care and improving social/emotional wellness and mental health.

The competition culminates on Oct. 19, when the winners of \$1 million in prize funding to help activate these health solutions across the North Texas region will be announced. The virtual event will also include a lineup of local health care leaders who will offer insights into some of the most pressing challenges—and the most exciting opportunities—around health in North Texas. [Click here](#) to register now for this free virtual event.

CEO Beth Carls acknowledged the exciting opportunity to collaborate with North Texas school districts, businesses, and non-profits to elevate mental health solutions and reduce the stigma of asking for and receiving help. "We're honored and excited to be named a finalist in the

United Day of Metropolitan Dallas Health Innovation Technology Challenge alongside an amazing group of innovators. It's been an honor to share how reThinkIt! for School is solving one of the country's greatest health challenges," Carls said.

Finalists include Children's Health, Callier Center for Communication Disorders, Green Light Vital Sign6, Insight Optics, MyPHI, Stand for Parkland, River Health, Texas Health Resources, University of Texas at Arlington's Center for Addiction and Recovery Studies (CARS) and OneSeventeen Media's reThinkIt! for School.

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**About OneSeventeen Media, PBC:** OneSeventeen Media leads the charge in developing digital mental healthcare solutions for K12 schools that help educators improve outcome-based social emotional and mental health results. reThinkIt! for School™, our proven tele mental health platform, helps make students emotionally healthier. Powered by machine learning, reThinkIt! leverages its unique combination of kid-smart, chatbot-driven conversations and real-time self-guided Emotional Digital Triage™ Assessments paired with optional access to licensed live chat mental health therapists and certified counselors. reThinkIt! helps automate the time-intensive parts of the mental health evaluation and triage process that bog down the more important – and essential – high-touch-people part.

For schools with or without their own counselors or therapists, reThinkIt!'s unique flexibility provides forward thinking administrators a "pays-for-itself" cost effective, and easily customizable platform that meets students' mental health needs no matter where they are emotionally at any given moment. All easily accessible in one kid-friendly mobile app – on-demand when they need it most – at school, at home or on their own. Austin-based OneSeventeen Media is funded in part by social impact investment from Southwest Angel Network (SWAN) and Health Wildcatters. They're committed to transforming the global economy to benefit all people, communities, and the planet. Learn more at [www.oneseventeenmedia.com](http://www.oneseventeenmedia.com).

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