



The Massachusetts Council on
GAMING AND HEALTH

FOR IMMEDIATE RELEASE

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Telehealth Peer Support Now Available through Gambling Recovery Information Network in Massachusetts

Boston, MA – June 7th, 2025 — The Gambling Recovery Information Network (GRIN), an initiative developed by The Massachusetts Council on Gaming and Health (MACGH) and Betknowmore UK, a pioneer in peer-led gambling recovery services, has established a new comprehensive support pathway. Working with Birches Health, a leading provider of evidence-based treatment for individuals experiencing gambling disorders, the three partners will launch a telehealth peer support service that will be offered across the Commonwealth beginning July 1, 2025. This marks the first time that telehealth peer recovery treatment services for gambling will be available in Massachusetts.

“Those who struggle with gambling deserve to have access to help when they need it,” said Mark Vander Linden, Director of Research and Responsible Gaming at the Massachusetts Gaming Commission. “The Commission is pleased that the GRIN program and Birches’ services will be there when people need them the most.”

The GRIN program prepares Peer Specialists to assist individuals on their path to gambling recovery. All GRIN Peer Specialists contribute valuable lived experience to the program; some have encountered gambling challenges themselves, while others have been impacted by the financial and emotional consequences of a loved one’s addiction. Through extensive training that stresses evidence-based practices and individualized care, Peer Specialists develop the skills necessary to support and guide others through their recovery journey.

Since 2013, Betknowmore UK has pioneered peer-led gambling recovery services throughout the United Kingdom. Now through its association with MACGH, that trusted model has been adapted and expanded for use in the United States, with the GRIN pilot program slated for introduction in Massachusetts this summer.

“Through this three-way partnership we will provide essential mental health services and build a professional workforce that understands gambling harm from the inside out,” said Frankie Graham, Founder & CEO of Betknowmore. “Through Betknowmore’s proven model,

and our collaboration with Birches Health and the Massachusetts Council on Gaming Health, we will bring a powerful, client-centered approach to the U.S.”

The GRIN program is a natural extension of MACGH’s mission. For 41 years, the statewide nonprofit agency has promoted public health by mitigating the negative personal and community impacts of gambling and gaming through training and education, federal and state advocacy, research, and prevention and recovery programs.

“Telehealth has become an effective and widely accepted platform, particularly among young people,” said Marlene Warner, CEO of MACGH. “Through the GRIN initiative, we will eliminate barriers to essential care. Now, individuals in every corner of the state will have access to GRIN Peer Specialists who will provide high-quality peer services and support grounded in an evidence-based gambling recovery program.”

This collaboration with Birches Health ensures that clients have access to a continuum of care that can help those experiencing gambling addiction transition from treatment to long-term recovery. “We are excited to continue to expand recovery services and aftercare programming for clients across Massachusetts and soon the entire US,” said Elliott Rapaport, founder of Birches Health. “We are committed to empowering clients to achieve lasting recovery through affordable, accessible support models.”

The Massachusetts Council on Gaming and Health

For 41 years, The Massachusetts Council on Gaming and Health is a statewide nonprofit agency that promotes public health by mitigating the negative personal and community impacts of gambling and gaming. We accomplish our mission through training and education, federal and state advocacy, research, and prevention and recovery programs.

About Birches Health

Birches Health is a leading national clinical provider of specialized treatment for gambling addiction, covered by insurance and state funding. Birches Health’s mission is to provide convenient, comprehensive care and resources for individuals facing challenges related to problem gambling and other behavioral addictions. For more information, visit www.bircheshealth.com.