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ADAMHS Introduces Avatar Referral System

It's not a sentient humanoid that interacts with the natives of the planet Pandora, but this new avatar was genetically engineered to interact with people. It's called 'MyMontgomeryCounty' and can be used by anyone searching for mental health and substance use information.

The avatar is being launched on the Alcohol, Drug Addiction & Mental Health Services website www.mcadamhs.org. It can be found under the "Finding Help" tab by clicking the "Interactive Help System."

The self-directed system uses a female avatar to help people searching for local substance use and mental health referral information in Montgomery County. The video messaging technology takes the users through a series of questions to determine what type of services are needed and then offers the name and contact information for various local treatment providers.

"By using an avatar, we can offer a safe, secure and easy-to-use, 24/7 tool to access substance use and mental health information," said ADAMHS Executive Director Helen Jones-Kelley. "Our goal is put treatment information into the hands of people who need it no matter when it's needed."

The referral system is built on the PersoniCom video platform, a leading personalized, interactive media technology.