



Jack Rong and Sonya Shen. PHOTO/ELLIE MENTAL HEALTH

New mental health facility to open in Bethlehem

Cris Collingwood//July 23, 2024//

A new mental health facility is coming to Bethlehem to meet the growing demand for care.

Jack Rong and his wife Sonya Shen said they will be hiring therapists who will start seeing patients August 1 at Ellie Mental Health located at 2151 Emrick Boulevard, Suite 201.

Amid a rise in mental health concerns nationwide, the new owners of the franchise said they hope the new clinic will make mental health services in the city's surrounding areas more accessible.

"Our mission is to make mental health services accessible and comfortable for everyone in our community," said Rong. "Starting this clinic is a deeply personal journey for us. As parents, we know how crucial mental health is and we're dedicated to providing the best possible care to the Bethlehem community. By opening our new clinic, we hope to break down the barriers and stigma surrounding mental health."

Ellie Mental Health will provide services, including therapy for individuals and families, couples counseling, and community-based mental health services, they said. Ellie will also provide psychiatric medication management for patients soon.

With backgrounds in business, the couple said they will be hiring a team of clinicians and therapists, both part time and full time. They hope their first location will bring approximately 20 new jobs to the community.

Although not therapists themselves, they said they feel passionate about making mental health services more accessible in the local community.

“We are thrilled to bring Ellie Mental Health’s innovative approach to Bethlehem,” said Shen. “Our goal is to create a supportive environment where clients feel comfortable, and therapists are empowered to provide the best care possible.”

The couple said Ellie has created tools to match clients with the right therapist, their offices are comfortable spaces like a friend’s house, and they have established an employment model that prioritizes clinician and client well-being, creativity and culture.

The Bethlehem location is the first of three Ellie Mental Health clinics the couple intends to open in the Lehigh Valley area.