Gaudenzia, Inc. Media Kit

Our Mission

To expand access to high-quality, integrated behavioral healthcare and recovery support, helping individuals, families, and communities heal, recover, and thrive. Grounded in dignity, compassion, and lived experience, we deliver evidence-based, trauma-informed, person-centered care across the recovery continuum.

Our Vision

A future where everyone facing substance use and mental health challenges has access to the care, support, and opportunities needed to achieve lasting recovery and lead healthier, more fulfilling lives.

Our Name

Gaudenzia is one word and the G is **always** capitalized.

Social Channels

gaudenziaorg

gaudenziainc

gaudenzia-inc.

GaudenziaInc

Gaudenzia

Our Boilerplate

Founded in 1968, Gaudenzia is one of the largest nonprofit providers of substance use disorder treatment and recovery support services in the Mid-Atlantic region. With a mission rooted in compassion, community, and clinical excellence, Gaudenzia serves thousands of individuals each year across multiple states through residential treatment, outpatient services, medication-assisted treatment, and supportive housing programs. Learn more at www.gaudenzia.org.

Logos

Links to download the Gaudenzia logos and icon are provided below.

GAUDENZIA
ADDICTION TREATMENT & RECOVERY SERVICES

Main Logo
> Download

GAUDENZIA

Stacked Vertical Logo
> Download

Primary Icon
> Download

Questions

Contact publicrelations@gaudenzia.org.

Leadership Profiles



Deja Gilbert, PhD, MBA, LMHC, LPC, FACHE | *President & CEO*

Dr. Deja Gilbert is President and CEO of Gaudenzia and a behavioral health executive with more than 20 years of experience in substance use and co-occurring mental health treatment. A licensed therapist and strategic leader, she oversees a team of approximately 1,200 professionals serving more than 16,000 individuals annually across Pennsylvania, Maryland, and Delaware. Since joining Gaudenzia in 2024, she has advanced the organization's mission of helping individuals, families, and communities achieve healthier lives and became the first woman to serve as President and CEO in the organization's history.



Michael Willette, MBA, PMP, CLSSB | *COO*

Michael Willette is Chief Operating Officer of Gaudenzia, where he oversees organizational operations and strategic growth initiatives across Pennsylvania, Maryland, and Delaware. A seasoned healthcare executive with more than 20 years of leadership experience, he brings expertise in operations, business development, finance, and organizational strategy. Since joining Gaudenzia in 2024, Mr. Willette has helped strengthen the organization's capacity to deliver high-quality treatment and recovery services while advancing its mission of helping individuals, families, and communities achieve healthier lives.



Caroline McWilliams, MD | *CMO*

Dr. Caroline McWilliams serves as Chief Medical Officer at Gaudenzia, bringing nearly two decades of expertise in addiction medicine, integrated care, and clinical leadership. A nationally recognized physician and advocate, she oversees medical strategy and clinical excellence across the organization, helping expand access to evidence-based, compassionate treatment and recovery services.



Trish Caldwell, MFT, LPC, CAADC, CCDP-D | *CCO*

Trish Caldwell serves as Chief Clinical Officer at Gaudenzia, where she leads clinical excellence, innovation, and evidence-based care across the organization. A nationally recognized behavioral health expert, she specializes in addiction treatment, trauma-informed care, and developing scalable treatment models that expand access to high-quality recovery services.