



# United Against Addiction

MID-ATLANTIC



## A Message From our CEO

Three and a half years ago, we opened Recovery Centers of America (RCA) at Lighthouse in Mays Landing, NJ with the ability to help 20 patients at a time. Our goal

then, as it is now, is to help get one million patients suffering from substance use disorder into long-term meaningful recovery. Today I am proud to report that Recovery Centers of America is currently on pace to help over 20,000 patients in the next 12 months. This is extraordinary.

We have opened inpatient treatment facilities in Mays Landing NJ; Danvers and Westminster, MA; Devon, PA; and Earleville and Waldorf, MD. We have new facilities under construction in Chicago, IL and Indianapolis, IN, and are closing on the purchase of two additional facilities in Houston, TX and Pittsburgh, PA.

The addiction crisis in the United States continues to become more challenging. Methamphetamine use has once again begun rapid growth in the US and alcoholism continues to be the number one diagnosis among our patients. The influx of fentanyl has created another deadly and substantially more powerful opioid proliferating across the US. Because street drugs are often cut with other substances, many do not know that fentanyl is present in drugs. The number of fentanyl deaths due to overdose nationwide has skyrocketed more than 500 percent in three years causing the death of 28,466 Americans in 2017 compared to 5,544 in 2014.

To address the addiction crisis, in addition to our inpatient care, RCA has opened 6 outpatient facilities in New Jersey, Massachusetts, Pennsylvania, and Maryland, and two Medication Assisted Treatment (MAT) facilities in Trenton and Somerdale, NJ in keeping with our desire to offer a full continuum of care.

RCA facilities are accessible, local and affordable. We aim to eliminate the stress and burden associated with receiving treatment for addiction. Calls to RCA are answered 24/7, 365 days a year within 6 seconds. We admit patients 24/7/365 because we know the urgency and criticality of this disease. This year, 85% of our patients have used their in-network benefits to receive care at RCA.

Like many in the recovery community, we agree that abstinence is one of the strongest tools in the battle against addiction and is the foundation for recovery for a large group of RCA patients and others suffering from a substance use disorder. In addition, MAT has proven value in achieving long term recovery. Studies show that MAT can be a powerful tool in treating opioid and alcohol addiction. During this opioid epidemic when opioids are 50-100 times more potent than in previous years, MAT is a needed and vital tool for many patients. Just like with our inpatient and outpatient treatment, RCA's MAT facilities offer vigorous counseling and life skills training in addition to treatment with medication.

Our goal is to treat our patients where they live and I am proud to say that a large percentage of the patients that we treat live within 30 miles of our facility. That enables their families to participate in their treatment as well as to visit them frequently. It also enables our patients to establish relationships with the many people in our alumni program who form a large RCA community around each of our facilities.

As proud as I am of the many RCA accomplishments, none of this could be achieved without the tireless dedication of our RCA team, the support of our state, local, and federal regulators, the partnerships that we have formed with our many payors, and the partnerships we have formed with other organizations and individuals to stand United Against Addiction.

To all of you, I say Thank You!

Brian O'Neill, Founder and CEO

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## HAVE YOU HEARD?

RCA provides free, comfortable, and spacious community space for AA, NA, Al-Anon, Nar-Anon, Family Support Groups, SMART Recovery and other 12 step or recovery-based fellowships to hold meetings 7 days a week in all of our facilities.

To learn more and request the use of space, please contact Rick Delgiorno at [rdelgiorno@recoverycoa.com](mailto:rdelgiorno@recoverycoa.com) or 610-994-2908.

1-800-607-1273

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## MEET YOUR REGIONAL MANAGER



**Danielle Michalski** is the Regional Manager for Business Development Officers for Delaware, Maryland, Virginia and surrounding areas. She joined

RCA in early 2019 after a career in healthcare, particularly sales, training and leadership. Danielle has experienced addiction with her loved ones and is dedicated to showing her son and others that not all stories of those suffering from addiction are the same and recovery is possible.

Since joining RCA, Danielle and her team are changing the way people view and react to addiction and those suffering from the disease. They are dedicated to removing the stigma of asking for and receiving help for addiction. Danielle and her team are available 24 hours a day, 7 days a week to provide education, resources, consultations, guidance, and support.

Danielle enjoys spending time with her family of three boys and two dogs, as well as traveling.

To reach out to Danielle and learn more about RCA, schedule a meeting or tour of a facility, discuss partnering together, or more, she can be reached at **724-816-4671** or **dmichalski@RecoveryCOA.com**



## Participate in Continuing Education Courses for Professionals in Addiction Recovery

Continuing education is essential for professionals in the addiction recovery field to maintain licensure, enhance their knowledge base, and stay current on the latest treatment modalities. Recovery Centers of America offers free continuing education courses for Licensed Clinicians, Licensed Social Workers, Caseworkers, Certified Peer Specialists, Recovery Support Specialists, and Psychologists, as well as individuals in the field of Substance Use Disorders or Mental Health Disorders. Courses are offered monthly at our Earleville, MD and Waldorf, MD locations on a variety of topics.

### EXAMPLES OF COURSE TOPICS INCLUDE:

Trauma in Substance Use Disorder
Ethics in Substance Use Disorder Treatment
Co-Occurring Disorders
Intervention Theories and Practices
Treating the Family in Addiction: The Forgotten Patient
ADHD in Substance Use Disorder
First Responder Suicide Prevention
Identifying Substance Use Disorder in the Workplace

“Although there are shared symptoms and motivations among patients, no two patients are identical. Seasoned clinicians know this. Armed with more and more strategies for helping patients, clinicians will help patients to greater success and better outcomes. As our field has grown, so has the research that helps us know what works and what doesn’t. Clinical trainings are an opportunity for everyone to expand their reach and better address patients’ needs.”

— Scott Weisenberger, LPC,  
VP, Clinical Services



## ATTEND A TRAINING

Visit [recoverycentersofamerica.com/events](https://recoverycentersofamerica.com/events) for our full list of courses and to join our mailing list. **Our trainers are also available to conduct trainings at your location**, please reach out to Natalia Sheehan at [nsheehan@recoverycoa.com](mailto:nsheehan@recoverycoa.com) to schedule a training or for more information.

Recovery Centers of America is a NAADAC approved education provider (#155307), our courses qualify for 2 or 3 CE hours depending on the course topic. NAADAC approved CE(s) are accepted by most state licensing and certification boards. Please contact your credentialing board or visit NAADAC’s website for CE acceptance information: [www.naadac.org/naadac-ce-acceptance](https://www.naadac.org/naadac-ce-acceptance). We are working on certification through the National Board for Certified Counselors as well and hope to obtain that certification in the near future.

## RCA OPENS ITS SECOND MAT FACILITY IN NEW JERSEY:

### Bravo Medical

As the ongoing opioid epidemic continues to devastate families and communities, the need for Medication-Assisted Treatment (MAT) has never been more urgent. Over 3,000 people died of drug overdoses in New Jersey in 2018, and Camden County was the second leading county in overdose stats. That is precisely why RCA opened Bravo Medical, a facility dedicated to treating opiate addiction using medications and counseling, just 10 miles away from Camden in Somerdale, New Jersey.

#### Bravo Medical is proud to provide:

- Gradual detoxification
- Medication-Assisted Treatment
- Substance abuse counseling (individual, group, and intensive)
- Physical examinations
- STD screenings
- Psychological assessments
- Job readiness programs



*Recovery Centers of America along with Somerdale Mayor Gary Passanante and Somerdale Police Chief Anthony Campbell celebrate the opening of Bravo Medical in Somerdale, NJ on October 15, 2019.*

To schedule an assessment at Bravo Medical or learn more about the services provided by its dedicated team of professionals, visit [www.recoverycentersofamerica.com/bravo](http://www.recoverycentersofamerica.com/bravo) or call **856-679-2500**.

## Medication-Assisted Treatment (MAT) in an Abstinence-Based Culture

Medication-assisted treatment (MAT) is the use of FDA-approved medications, in combination with counseling and behavioral therapies, to treat substance use disorders (SUD).

The primary medications utilized in the treatment of SUD, particularly opioid use disorder, are methadone (an opiate agonist), naltrexone (an opioid antagonist that is also effective in treating alcohol use disorder) and buprenorphine (often formulated as an agonist/antagonist). There's also disulfiram for support in quitting alcohol use and various nicotine replacement therapies. Some medications effectively relieve withdrawal symptoms, others reduce physiological and even psychological cravings, some block the effects of abused substances, some provide an ongoing safe, and controlled level of medication to overcome the use of an abused opioid. Currently there are no FDA-approved MAT treatment options available for amphetamine, cocaine, or marijuana.

Although numerous medications have been shown to significantly decrease cravings for alcohol and other drugs, reduce the harm from substance use, and even save lives, until recently there has been significant controversy and stigma surrounding the use of these medications as part of a comprehensive treatment for individuals with substance use disorders (SUD). However, in the past 20 years, with the profound increase in overdose deaths

from prescription opioids (2000-2010), heroin (2010-2016) and synthetic opioids such as illicitly manufactured fentanyl (2013-current) and the more recent increase deaths from cocaine and amphetamines being laced with synthetic opioids, both treatment providers and the public have begun to embrace the use of these life-saving medications.

Substance use disorders are chronic medical illnesses, and like treatment for any other illness, we should rely on the science when deciding on treatment options to offer to our patients. Every type and form of treatment that has been proven effective in valid scientific studies should be offered to all appropriate patients just as is the case in the treatment of other chronic illnesses such as diabetes, asthma, depression or anxiety.

We now know that the idea that using medications in SUD treatment, once thought to be "substituting" one drug for another, saves lives and may even help the brain heal. RCA is participating in an NIH-funded study (Volkow and Wang, PU's) seeking to show that in addition to the life-saving effects of these medications — methadone, buprenorphine, and naltrexone may also heal the brain and restore dopamine function, long believed to be the vital factor in addiction.

Just like other *chronic* medical disorders, there is no cure for addiction, but the



*RCA's Dr. Carise discusses providing quality treatment at the White House*

illness can be managed over the lifespan with a variety of medical and psychosocial treatments as well as continued commitment to behavioral change and social supports.

At Recovery Centers of America, we start with the science when developing our treatment programs, and the science shows that there are numerous medications and numerous psychosocial treatments that have a role in helping someone struggling with a substance use disorder. We offer medication-assisted treatment in our detoxification, residential, and various outpatient treatment programs, including opioid treatment programs with naltrexone (Vivitrol), buprenorphine (Subutex and Suboxone) and methadone maintenance and we will always endorse any treatment method that has been shown scientifically to effectively address the chronic medical illness of addiction to give our patients every possible chance at success. We owe them these options.

**Dr. Deni Carise**, RCA Chief Scientific Officer





When it comes to effective addiction treatment, RCA knows the importance of taking all experiences, lifestyles, and external factors into consideration. That's why we provide specialized programs for our patients.

When we meet the needs of each individual patient, the outcomes are better. Here's a snapshot of two of the innovative programs we have at our Maryland locations.

## RCA AT MARYLAND CENTER FOR ADDICTION TREATMENT

### Evolutions (Older Adults)

New research shows that alcohol and drug use is on the rise in the elderly populations. Nearly a third of older adults have received a prescription for an opioid pain medicine in the past two years, but many didn't get enough counseling on the risk that come along with potent painkillers, how to reduce their use, when to switch to a non-opioid option, or what to do with leftover pills.

Some older adults may not think recovery is possible at their age or be opposed to the idea of treatment with younger adults. Evolutions (patients 50 and older) helps navigate patients to a new stage of life — perhaps inclusive of retirement, handling the loss of a spouse, or becoming an empty-nester — *without* drugs or alcohol being the solution. The program helps the patient paint a picture of what this new chapter of their life looks like and gets them excited to answer the question, What comes next for me?

The educational curriculum covers relevant topics like medication management, how certain medications can interact with alcohol, and Circadian Rhythms. Evolutions also considers the specific needs of this older population.

For example, most older adults may prefer to be in group sessions with similar aged patients, rather than young adults, so they can draw strength from each other as they navigate treatment together. Evolutions group therapy consists of just Evolutions patients.

In most cases, Evolutions patients room together, so they can rely on, build off of, connect with and support each other. We've also used bright lights in the hallways and rooms and printed the Evolutions workbook in an easy-to-read font on gray-colored paper to avoid eye strain, should that be of help.

Finally, we've adopted recommendations from the U.S. Department of Aging to ensure our staff, curriculum, and program are on target. Each staff member is trained and in-tune with generational differences, and understands the importance of respect, proper language, and recognition.

*“It's never too late to improve your life, health, and lifestyle. Our Evolutions program is focused specifically on this part of life; it's a transition. The kids are out of the house, retirement is on the horizon, you're probably wondering what's next for you. Evolutions is an opportunity for patients to develop a plan for their future, because there's still so much time left. We're helping patients find new ways to enjoy life and reinvent themselves.”*

— Scott Weisenberger, LPC, VP,  
Clinical Services



To learn more about Evolutions at RCA at The Maryland Center for Addiction Treatment, visit [www.recoverycentersofamerica.com/evolutions](http://www.recoverycentersofamerica.com/evolutions)

# Specialized Programs as Unique as Our Patients

## RCA AT BRACEBRIDGE HALL

### Pregnant & Parenting Women

A lot of pregnant women struggling with addiction don't know where to turn for help or treatment. Often, they don't know if it's even possible to safely detox while pregnant. The fact that a mom can't stop her addiction for her baby creates immense shame, and that shame can be a barrier to treatment. Couple this with uncertainty regarding treatment availability and the addiction cycle continues.

Many treatment centers are not equipped to handle pregnant patients, but RCA at Bracebridge Hall has the expertise and clinical staff needed to treat an expecting mom.

There's a lot to consider with a pregnant patient who is struggling with addiction. They are often consumed with feelings of guilt, shame, and hopelessness. Our program starts with alleviating those negative feelings, and helping the patient understand addiction is a disease — not their fault.

From there, we'll address all aspects of addiction and pregnancy and/or parenting, including how to beat urges and cravings, addressing co-occurring disorders or trauma, and the stress of handling children and life while in recovery.



**In order to post minimal risk to the unborn child and are safe for the mother, the criteria we have for treating pregnant patients includes:**

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**Patient must be under  
32 weeks in their pregnancy**

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**Patient must have appropriate  
ultrasounds (specific to how  
far along in pregnancy)**

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**The provision of any recent  
lab data from OB**

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**Must be approved by  
Bracebridge's medical team**

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The Pregnant and Parenting Woman program also helps patients become the parent they want to be — whether the patient is a first-time parent or not. In addition to addiction treatment, the parenting specific curriculum covers topics such as soothing a colicky baby, independent living, parenting skills, fitness, wellness, cultural activities, motivational enhancement therapy, empowerment, and nurturing.

To learn more about the Pregnant and Parenting program at RCA at Bracebridge Hall, visit [www.recoverycentersofamerica.com/pregnantandparenting](http://www.recoverycentersofamerica.com/pregnantandparenting)



## THE GREATEST GIFT:

# Seeking Treatment During the Holidays

It's never the *wrong* time to get help for an addiction, but some may be hesitant to spend this holiday season in a drug and alcohol addiction treatment center instead of with friends and family.

We get it. No one wants to miss out on the holiday fun. But in some cases, it could be a life or death situation. RCA is combating this by reminding people that help for an addiction is the best gift for the person *and* their family.

When a family struggles with the disease of addiction, the holidays are usually anything but joyful.

Often, addiction overtakes a person, leaving a path of damage in their wake. Combine this with holiday chaos and the gathering of families for the holidays, and destructive behaviors caused by the addiction are brought to the forefront, causing tension, discomfort, and rifts within the family. It can ruin more than just the holiday—it can ruin the family.

That's exactly why RCA launched our 2019 Holiday Campaign, which features both children and adults saying what they *really* want for holidays.

The perception is kids often want for physical gifts this time of year- trampolines, pets, toys. The RCA holiday campaign highlights that children with parents and other loved ones in their lives suffering from addiction really want to see them get well and spend quality time together. Addiction impacts the whole family and with 21 million Americans with at least one addiction, children are not excluded from the pain and suffering it brings.

Along with age comes the knowledge that good health and relationships are what matters the most in life. The RCA holiday campaign highlights the fact that parents, siblings, friends, etc. value nothing more than knowing their loved ones are well. For some, this includes the gift of the loved one receiving treatment.

This powerful campaign reminds people of what *really* matters this holiday season: Having loved ones present, healthy, and happy. RCA wants people struggling with a drug or alcohol addiction to see more holidays in the future and enjoy a sober holiday season. With this campaign, we hope to do just that.

This holiday season,  
give them what really  
matters: your sobriety.



Recovery Centers of America

1-800-RECOVERY



## RCA Partnerships, Press, and Positive Steps

To reach out to those suffering from the disease of addiction, RCA partnered with national, state, and local community and advocacy groups as well as legislators and law enforcement agencies in 2019. Working together with our partners, we are making a difference by tearing down the stigma of drug and alcohol addiction and helping people in need of treatment. Below are some highlights.



Terri Malenfant, Director of Public Relations

- RCA and Mothers Against Prescription Drug Abuse (MAPDA) teamed up to bring awareness about the danger of leftover prescription drugs. With an opioid epidemic in the US and millions of leftover pills in homes, RCA and MAPDA are speaking up about our duty as citizens to destroy and deactivate these unused medications in a safe and environmentally friendly way and by providing special drug disposal pouches at various events nationwide.
- Throughout the year, RCA team members met with legislators and law enforcement personnel to find solutions to treatment barriers and bring awareness to the public about how to identify and prevent addiction. PA State Senator Steve Santarserio hosted an event in Bucks County, PA in which RCA's Rick Bradley spoke about addiction and was featured in the PA State Democratic party's video and newsletter.
- As a thought leader, RCA is frequently asked to comment on breaking and thought-provoking news in the addiction treatment industry. Bracebridge Hall CEO Domenica Personti was quoted in MD news stories about new DEA data showing that Big Pharma inundated the Delmarva peninsula and other areas with pain pills from 2006–2012.
- Chief Scientific Officer Dr. Deni Carise authored an opinion editorial published by the Philadelphia Inquirer on how the appeal of the Affordable Care Act would endanger more than 20 million people struggling with substance use disorder. Dr. Carise was also featured in Behavioral Healthcare Executive's Newsletter for her speech at the National Conference on Addiction Disorders discussing why Medication Assisted Treatment is a vital tool in the battle against opioid dependency. We are proud to announce that Deni was named a 2019 "Woman of Distinction" by the *Philadelphia Business Journal*!
- RCA is always looking to join forces with local community partners. RCA at Danvers partnered with Armstrong Ambulance to provide CPR lessons to patients and with North Shore Community College to help educate occupational therapy students about addiction. RCA Westminster supported The Joint Coalition on Health's Facing Addiction Project by donating proceeds from the Inaugural Westminster 5K Run to Recover event. MCAT hosted a continuing education event at a Maryland detention facility to educate correction officers about managing stress to help prevent addiction. RCA Lighthouse Executive Director Dawn Belamarich spoke to employers at a NJ Biz hosted panel discussion about addiction in the workplace.
- We are proud to announce that RCA at Danvers was recently named one of the Best Rehab Facilities in Boston, MA by Help.org, an online resource for individuals who struggle with addiction and their loved ones.

To read the detail on this news, and more, please visit  
[www.recoverycentersofamerica.com/resource](http://www.recoverycentersofamerica.com/resource)

To reach out to Terri and learn more about RCA, she can be reached at  
[tmalenfant@recoverycoa.com](mailto:tmalenfant@recoverycoa.com)



## Recovery Centers *of* America

From New England to the Mid-Atlantic, Recovery Centers of America provides a complete continuum of addiction treatment including medically-monitored detox, inpatient treatment, a range of outpatient programs, and a strong alumni and community support system.



**1. RCA at Westminster, MA**

Inpatient & Outpatient

**2. RCA at Danvers, MA**

Inpatient & Outpatient

**3. RCA at Devon, PA**

Inpatient & Outpatient

**4. Trenton Healthcare Clinic, NJ**

Medication Assisted Treatment

**5. Bravo Medical, Somerdale, NJ**

Medication Assisted Treatment

**6. RCA at Voorhees, NJ**

Outpatient

**7. RCA at Lighthouse, NJ**

Inpatient & Outpatient

**8. RCA at Bracebridge Hall, Earleville, MD**

Inpatient

**9. Maryland Center for Addiction Treatment, Waldorf, MD**

Inpatient & Outpatient



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