



# United Against Addiction

NEW ENGLAND



## 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



**Rebecca Sena** is the Regional Manager for Business Development Officers for New England. She joined Recovery Centers of America in early 2019, after spending nearly 20 years in healthcare connecting people to services.

Since joining RCA, Rebecca has been spreading a message of hope and making a difference in the communities she serves. Rebecca and her team of treatment advocates are available 24 hours a day, 7 days a week to provide education, resources, consultations, guidance, and support. Their mission is to help those struggling with substance use disorder gain control back over their lives and learn how to live in recovery.

In her personal time, Rebecca is raising 5 sons on a 'mini-farm' with an abundance of dogs, pigs, chickens, and more.

To reach out to Rebecca to learn more about RCA, schedule a meeting or tour of a facility, discuss partnering together, or more, she can be reached at **508-344-2878** or **rsena@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 frequently at our Danvers, MA and Westminster, MA locations on a variety of topics.

### EXAMPLES OF COURSE TOPICS INCLUDE:

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Trauma in Substance Use Disorder

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Ethics in Substance Use Disorder Treatment

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Co-Occurring Disorders

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Intervention Theories and Practices

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Treating the Family in Addiction:  
The Forgotten Patient

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ADHD in Substance Use Disorder

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First Responder Suicide Prevention

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Identifying Substance Use Disorder  
in the Workplace

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“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 Massachusetts locations.

## RCA AT DANVERS AND WESTMINSTER

### P.R.I.S.E. (Promoting Recovery through Intensive Services and Education)

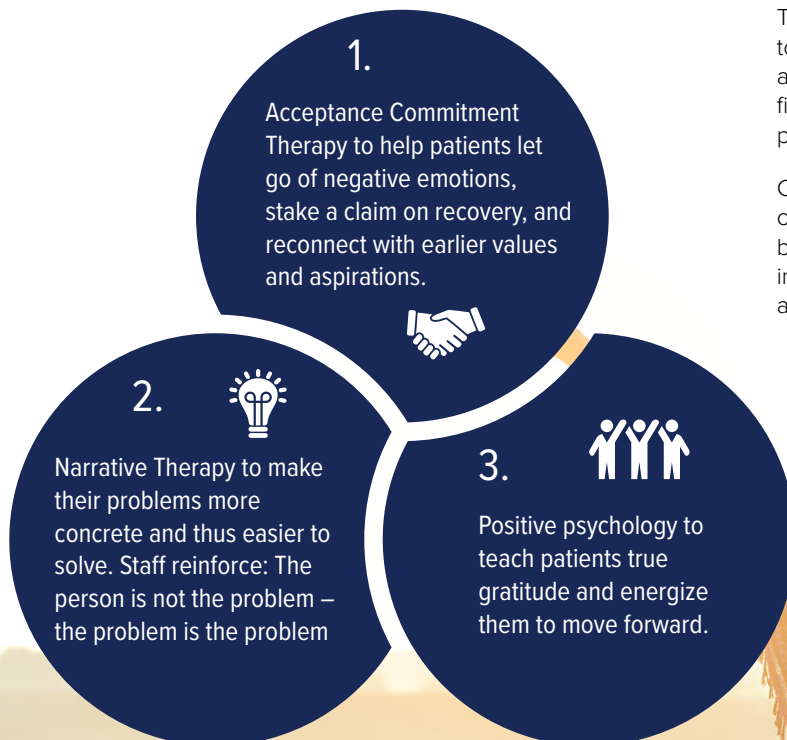
RCA sees each attempt at recovery as a sign of commitment and hope. That said, it can become cumbersome to go through the same treatment multiple times. It becomes repetitive, and the patient may lose hope and motivation.

PRISE patients pick up where they left off in their recovery—not from square one. PRISE patients focus on their strengths, not their failures, and continue to build off of what has worked for them in the past. The PRISE program infuses more of the outside world, so patients feel more prepared to live in it when they leave our treatment. For example, more phone time and additional outside meetings teach patients how to live a life in recovery while still going through day-to-day activities.

Because PRISE approaches treatment differently, it rejuvenates the person's hope and motivation. A thorough assessment of the individual patient is undertaken, rather than taking the one-size-fits-all approach. Then the clinical team and patient comprise a plan of what *has* worked for the patient, weed out what hasn't worked in the past, and apply different techniques.



#### The PRISE program is based on three models:



The PRISE curriculum introduces new seminars and activities to cover topics such as understanding the brain and biology of addiction, commitment to recovery and getting grounded, the five-point cycle of addiction and the inner critic, and forgiveness, perception, and gratitude.

Counselors and peers in PRISE provide support and a sense of community unlike anything patients have ever experienced before. Patients will be able to help others through community involvement, volunteer experiences both inside and outside RCA, and attending outside AA and NA meetings.



To learn more about PRISE, visit [www.recoverycentersofamerica.com/prise](http://www.recoverycentersofamerica.com/prise)

# Specialized Programs as Unique as Our Patients

## RCA AT WESTMINSTER



### First Responders

**Drugs and alcohol can be a coping mechanism for the things first responders see every single day, but they're the ones people call for help; who do they call if they need help?**

RCA's First Responders program teaches first responders to help themselves so they can continue to help others. Patients work with RCA team members who are or were first responders themselves, who know it's not just their career on the line, but their life as well. RCA will help patients address their addiction so they can move forward with their life, their family, and their line of work, without jeopardizing their sobriety.

Because of privacy concerns, our First Responders program provides specialty groups, group therapy sessions and peer support groups formed exclusively of first responders, as well as individualized treatment.

The curriculum is tailored to address the specific obstacles and real events this group encounters, such as traumatic events, guilt about breaking public trust, depression, anxiety, drinking culture, difficulty asking for help, and the fear of losing jobs.

RCA's goal with the First Responders program, and all of our programs at our sites, is to help establish lifelong recovery. We'll work closely with union representatives to help transition the patient back to work while prioritizing his or her recovery.

To learn more, visit  
[www.recoverycentersofamerica.com/first-responders](http://www.recoverycentersofamerica.com/first-responders)



### NEW:

## RCA Outpatient Services in Massachusetts Extend to Westminster

In September, RCA at Westminster added Outpatient services to help serve more patients. Westminster's peaceful, private location offers a tranquil environment for healing and recovery. General Outpatient Services (GOP) is available Monday through Friday from 9AM-5PM, as well as with night and weekend appointment availability, and is ideal for patients looking for a less intensive level of care. While patients are able to maintain a more "regular" schedule, they still get the benefits of treatment, including an entire recovery support network and family therapy.

To learn more, visit  
[www.recoverycentersofamerica.com/westminster](http://www.recoverycentersofamerica.com/westminster)

Recovery Centers of America at Danvers offers Outpatient services via Extended Day Treatment (5 days a week, 10 AM- 4 PM) and Day Treatment (3 days a week, with the option of day or evening hours). In the RCA at Danvers Outpatient program, the caring staff of therapists will facilitate treatment with unparalleled dedication to seeing each patient become well and thrive. The flexible scheduling offered ensures clients the ability to focus on their recovery while also supporting their outside obligations.

To learn more, visit  
[www.recoverycentersofamerica.com/danvers](http://www.recoverycentersofamerica.com/danvers)





## 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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