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**Demand for Innovative Residential Addiction Treatment
Fuels Enterhealth's Expansion**
*Chief Medical Strategist Realigns Business Endeavors
to Focus Full-time on Enterhealth*

Dallas (April 29, 2010) – Despite launching during one of the most depressed economic times in the last 50 years, [Enterhealth](#), an addiction disease management company, has experienced significant growth since opening in December 2008. In response to an increased demand for its progressive disease- and evidence-based approach to treating alcohol and drug addiction, Enterhealth is expanding its adult residential treatment facility – The Ranch – adding bed count, operational facilities and new programs. Additionally, Enterhealth's Chief Medical Strategist, [Dr. Harold Urschel III](#), has made significant adjustments to other business ventures in which he was previously involved in order to devote 100% of his time to support the growth at Enterhealth.

In order to make certain that an individual never has to be wait-listed for treatment, Enterhealth is adding 10 additional beds at The Ranch, bringing its total capacity to 26, the majority of which are private rooms, and building a state-of-the art administration building that will serve as a hub for innovative, individualized treatment that can't be found in traditional 28-day programs.

“Over the past year, we've continually re-evaluated our business plan to ensure that we're delivering on our promise of a better way to recover from the disease of alcohol and drug addiction,” said David Kniffen, Jr., president of Enterhealth. “The latest facility and program enhancements along with Dr. Urschel's enriched commitment are crucial as we strive to provide better long-term outcomes and challenge an industry that's been reluctant to accept new recovery service methods and treatments.”

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According to Dr. Urschel, he has parted ways with several organizations that do not fit with the core of Enterhealth's long-term strategy. "I am singularly focused on Enterhealth's mission, and my disassociation with groups such as i360 is an important step that allows me to direct my efforts solely on educating and treating those individuals and their families about the chronic brain disease of addiction," said Urschel.

Dr. Urschel's commitment solidifies the full continuum of care offered by Enterhealth – from information/education, through his *New York Time's* best seller [Healing the Addicted Brain](#), to a full set of outpatient treatment services to residential treatment, all for achieving long-term sobriety for Enterhealth's clients. Additionally, he will be actively involved in Enterhealth's unique Online Life Care program which provides the recovery support tools necessary to help achieve sobriety and prevent relapse. Enterhealth's innovative, online lessons utilize the most advanced addiction learning techniques across all phases of recovery and allow for post-residential recovery support through open forums and one-on-one coaching support via email or phone.

About Enterhealth

Headquartered in Dallas, Texas, Enterhealth, was founded by a team of distinguished addiction recovery experts and professionals who hold a vision to provide world-class, affordable and accessible addiction treatment resources and educational tools to treat the chronic brain disease of addiction. For more information, visit www.enterhealth.com.