

Enterhealth Introduces Advanced Alcohol and Drug Addiction Recovery Treatment, Opens Life Recovery Center *Enterhealth's program includes continuous online support*

Dallas, Texas (November 18, 2008) – A new, advanced approach to treating alcohol and drug addiction will become available next week to a nation- and world-wide clientele with the opening of the [Enterhealth Life Recovery Center](#), located near Dallas. Enterhealth will introduce a comprehensive residential treatment approach that includes addiction/behavioral diagnosis, neurotherapy, [medication therapies](#), and enhanced support through an [online e-learning program](#).

Only 2.4 out of 23.2 million Americans, aged 12 and over, received treatment for their diagnosed alcohol or drug addictions last year, according to a study by the U.S. Department of Health and Human Services. Enterhealth believes the dismal percentage of addicts seeking treatment can, in part, be attributed to too few addiction treatment centers, long waiting lists and outdated treatment approaches that have low success rates.

“The influx of intake calls we’ve received in the months leading up to our opening is indicative of a strong demand for more advanced and innovative addiction treatment options. Every call inspired us to open the Life Recovery Center one day sooner, if we could,” said David Kniffen Jr., president of Enterhealth. “We also set a goal to open before the holidays because we’re sensitive to the large number of people who face coping difficulties during this time of year, and we wanted to be available to them. Enterhealth’s aim is to not only treat people who need help overcoming addiction, but to also inspire change in our industry toward more aggressive, advanced approaches and restore hope to those who are seeking a solution that will work today and for the remainder of their lives.”

“The addict has been falsely stigmatized, and the fact is that many addicts are educated professionals who have developed addictions after abusing prescription pain medications, drinking too often in social environments or to calm their nerves, and partaking in casual drug use to overcome stress,” said Dr. Harold Urschel III, MD, Enterhealth’s chief medical strategist. “This is why Enterhealth’s program includes the use of cutting-edge medication therapies to help decrease cravings and rebalance the neurochemical systems damaged by alcohol and drug use. Also we focus on the diagnosis and treatment of mental health issues that can contribute to addiction problems, because our ‘dual diagnosis’ approach allows the client to better manage both the disease of addiction and psychiatric illness. Enterhealth’s program is designed to strengthen all aspects of a person – physically and mentally – to enable them to maintain a lifetime of sobriety.”

“Enterhealth has pioneered a holistic approach to addiction treatment and long-term recovery – a strategic, science-based approach that has proven highly successful in other healthcare areas,” said Ralph F. Rashbaum, M.D., co-founder of the [Texas Back Institute](#), who is an Enterhealth investor and board member. “Enterhealth has integrated psychology, neurology, pharmacology, and technology into a single-provider setting to

treat addiction, which I believe represents the future of addiction treatment in an industry that has otherwise seen little change over many years. I believe this approach offers new hope to many who have lost faith in other approaches that have failed time and time again.”

Enterhealth’s residential treatment program is personalized for each client. The Life Recovery Center’s safe, structured program serves up to 16 clients for as many days as clinically determined for each client.

For more information about Enterhealth’s [Life Recovery Center](#) and online support, please visit www.enterhealth.com or call (800) 388-4601.

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 progressive alcohol and drug addiction care and recovery services supported by affordable and accessible addiction treatment resources and educational tools.

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