



Enterhealth and Urschel Recovery Science Institute Join Forces to Challenge the Status Quo in Addiction Treatment

Merger between industry leaders creates one-of-a-kind alcohol and drug addiction treatment program

Dallas, Texas (September 21, 2011) – Dallas-based Enterhealth, an addiction management company, announced today it has merged the Urschel Recovery Science Institute, also based in Dallas, into Enterhealth. With the Urschel Recovery Science Institute now an Enterhealth company, Enterhealth has expanded its services, offering a comprehensive spectrum of science-based residential and outpatient treatment and recovery support programs that treat alcohol and drug addiction as a chronic brain disease.

“With the joining of our two practices, we will have the unique ability to provide a comprehensive range of residential and outpatient services within one organization that enables us to further customize treatment according to what is best for each individual client,” said David M. Kniffen Jr., co-founder and president of Enterhealth. “We don’t know of any addiction treatment provider in the United States that approaches and treats addiction as a chronic medical disease, offers the range of treatment and recovery care we provide for any and all stages of addiction, and provides this care under the direction of four addiction psychiatrists and other professionals who are specially trained and licensed in addiction disorders. This is one more integral step we’ve taken to fulfill our vision of developing a comprehensive, science-based addiction management program that provides people with alcohol and drug addictions their best chance for achieving true, lasting recovery.”

According to Kniffen, Enterhealth and the Urschel Recovery Science Institute have been long-time collaborative partners, both specifically designed to translate into real world practice the research-based findings of the National Institutes of Health (NIH) and other leading national research organizations that have defined addiction to be a chronic brain disease.

Dr. Harold Urschel III, a board-certified addiction psychiatrist and founder of the Urschel Recovery Science Institute, also is a co-founder of Enterhealth and its chief medical strategist. Dr. Urschel helped Enterhealth develop its science-based addiction management protocols, clinical treatment components and its innovative, industry-first e-learning support service.

“Our practices have worked well together to provide comprehensive addiction treatment for a long time, delivered with the same approach and mindset as an internist would treat a diabetic patient,” said Dr. Urschel, who is the author of the *New York Times* best-selling book, “*Healing the Addicted Brain*” in which he provides accurate, scientifically-based information about the latest advances in the medical treatment. “We deploy everything science, the NIH and the National Institute on Drug Abuse (NIDA) evidence-based models teach and wrap it with a very strong recovery support program. Joining our two organizations together as Enterhealth will enable us to better serve our clients and provides us with the unique ability to ‘step up or step down’ the degree of care that an individual patient needs. You won’t find another addiction treatment provider that can provide this sophistication and customization of science-based addiction treatment in the United States.”

Enterhealth’s comprehensive addiction treatment and recovery program provides:

- Medically supervised withdrawal stabilization (detoxification)
- Residential treatment at Enterhealth Ranch, a private, 43-acre ranch property located near Dallas

- Outpatient treatment through Urschel Recovery Science Institute for individuals that may not require residential treatment
- Use of anti-addiction medicines that help addicts achieve long-term sobriety and repair brain damage caused by addictive behavior
- ‘True’ dual-diagnosis protocols combined with other evidence-based therapies to identify and address other underlying problems such as depression, anxiety or other serious issues that may be feeding addictive behaviors
- Intensive individual therapy, family therapy, group therapy, online educational support tools, wellness and nutrition programs that are all vital for helping an addict become healthier and sustain sobriety
- Treatment and recovery services coordinated with other providers, psychiatrists, psychologists and counselors for their patients

“Treating addiction with a disease-based approach is different than traditional providers who believe addiction is a behavioral or moral weakness,” said Kniffen. “While our program does include a spiritual/12-step component, we also look to medical science for answers to enhance each client’s individual chance of long-term sobriety success. It would have been easy to follow the status quo, but we got into this business because we wanted to provide what science has shown us to be a better, more effective way to treat alcohol and drug addiction.”

After a four-year process involving more than 80 experts, the American Society of Addiction Medicine (ASAM) released a new definition of addiction: a chronic brain disorder and not simply a behavior problem involving alcohol, drugs, gambling or sex. In addition to ASAM, the National Institute on Alcohol Abuse and Alcoholism (NIAAA), World Health Organization, NIDA, NIH, American Psychiatric Association, as well as many other organizations in the scientific and medical fields, now recognize alcohol and drug addiction as a chronic and progressive physical disease that attacks the brain, damaging key parts of the limbic system and cerebral cortex. Although an individual’s initial choice to drink alcohol or use another substance is a voluntary one, over time the substance physically changes the brain to where the individual truly cannot stop addictive behavior even though the desire to do so might be high.

About Enterhealth

Headquartered in Dallas, Enterhealth was founded by David R. Kniffen, chairman and CEO; David R. Kniffen Jr., president; and Dr. Harold C. Urschel III, MD, MMA, chief medical strategist, with support from other medical and business professionals, who envisioned a better way to recover for patients, their families and the community that are all deeply affected by the destruction from alcohol and drug addictions. Concurring with scientific findings from leading medical organizations that addiction is a chronic brain disease, Enterhealth provides residential and outpatient treatment and recovery support services that are customized to meet the specific, individual needs of the patient.

For more information about Enterhealth, visit www.enterhealth.com or call (800) 388-4601.