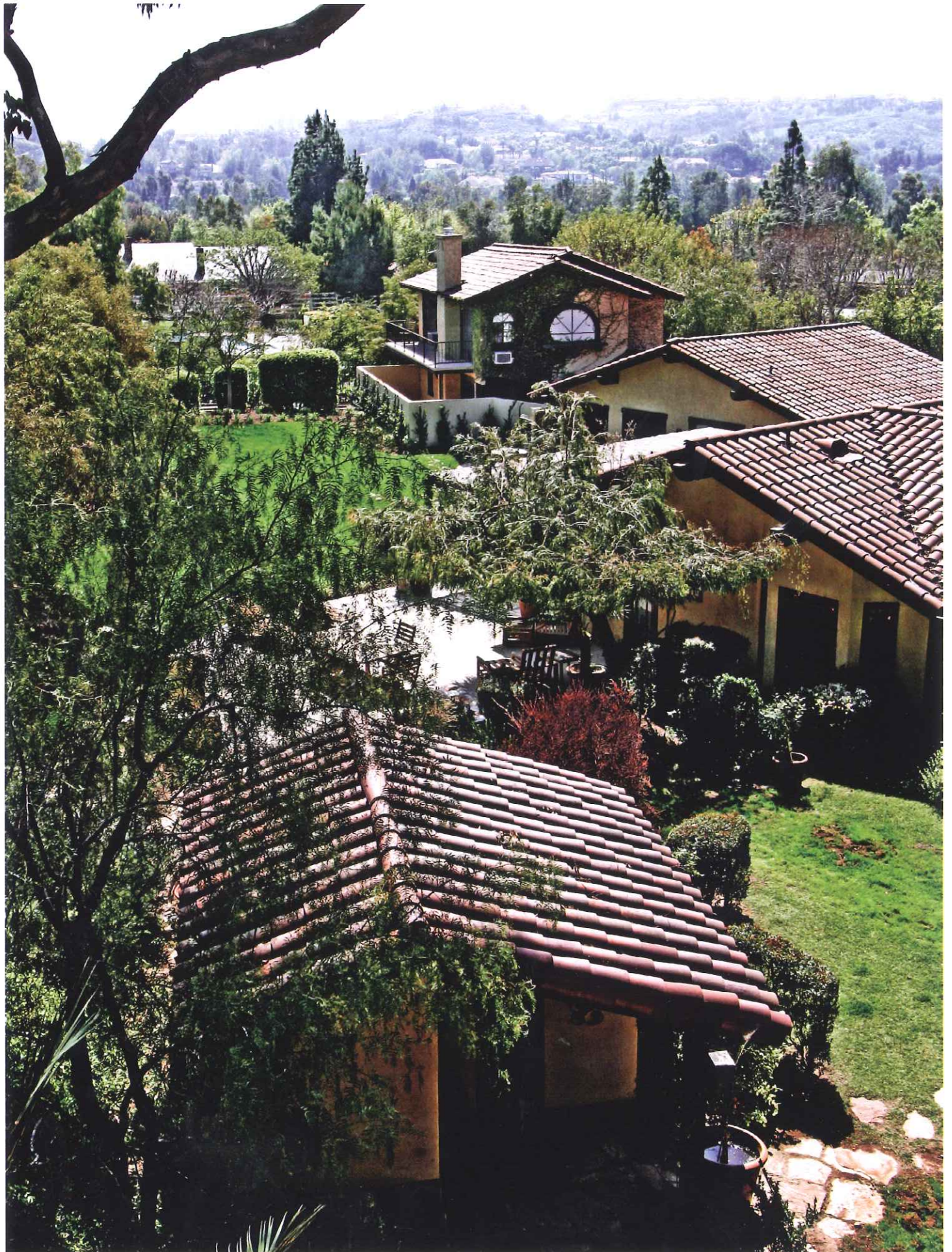


Special Report: Newport Academy



With the purchase of the above two-acre horse spread in Orange County, Newport Academy opens in mid-April.

Meeting Unmet Demand

Newport Academy Opens in So Cal, Also Eyeing Northeast As Few Attempt Adolescent Care

By Ted Jackson

A few years ago, an impeccably mannered young man began to make himself known on the treatment industry conference circuit, becoming quite a ubiquitous presence. In his late 20's, Jamison Monroe, Jr. was in recovery and had discovered what he wanted to do with the rest of his life, open a treatment center and help teens who had struggled with addiction like he had.

Eventually he would partner with Scott Sowle, a highly respected West Coast treatment veteran with extensive experience in adolescent care.

Backed by Monroe's access to capital through his father, familiar with treatment programs having had both his sons struggle with addiction, in early 2009 the two opened Newport Academy in Southern California's Orange County. Just a few months after its doors opened, the Academy has managed to fill all six beds at the centers all-female facility.

"What differentiates Newport Academy from many other adolescent residential treatment centers is that we are gender-specific. This is fundamental in that girls can focus on healing and recovery without the obvious distractions of a mixed-gender environment," says Sowle, who is Executive Director of Newport Academy, with Monroe taking on marketing for the facility. Sowle adds, "A gender-specific treatment environment invites adolescent girls to build strong peer support which is essential in the treatment process."

Value Pricing

No doubt what is partly driving the demand for Newport Academy's beds is an extremely attractive 30-day price point, around \$25K, which is far below similar high-end residential treatment centers. Indeed, this price point is remarkably reasonable given Newport Academy's highly qualified staff, its comprehensive program in which each resident receives over twenty-two hours per week of individual and group therapy, and a property set

on two acres of equestrian zoned just a few miles away from Newport Beach.

"Our horses are right here on the property," says Sowle, pointing out that "oftentimes the human-horse connection allows for adolescents to address and break down the barriers and resistance they feel towards the therapeutic process." The Equine-Assisted Psychotherapy program at Newport Academy is led by nationally recognized equine therapist, Mickey Troxell, MS, CATC, CEAT II, a disciple of Greg Kersten, the key pioneer of Equine-Assisted Psychotherapy.

Top Medical and Clinical Staff

The center has a very high staff-to-patient ratio, with over 30 staff to treat 6 residents. And, as evidence of Sowle's high commitment to quality staffing, even the "tech" staff – the staff that work with the residents 24 hours a day, getting them to group and assisting with daily routines – are interns looking to complete their Masters level or Doctorate level studies.

Monroe adds: "We have been lucky in that we have attracted a high quality staff, many of which are in recovery themselves, along with being highly trained in the treatment of adolescent substance abuse."

While involvement of the family is essential in all aspects of treatment, it is especially so at the adolescent level. Monroe and Sowle sought out the big clinical guns for leadership of the Family Program at Newport Academy. And you can't get any bigger in addiction care circles than Dr. David Smith, founder of the legendary Haight-Ashbury Free Clinics, past president of ASAM, and past Medical Director, State of California, Alcohol and Drug Programs. Dr. Smith works directly with families drawing upon his own personal experience with treating adolescent substance dependency in his family.

With beds filling quickly in the all girls program, Newport Academy is planning expansion for another house nearby to open a six-bed all boys facility along with an outpatient program and sober high school in Newport Beach to fulfill the continuum of care often lacking in adolescent treatment. **TJ**