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NEWS RELEASE

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For Immediate Release

CHRONIC CARE ADVOCACY BOLSTERED BY NEW STUDY IN ADDICTION

ST. PAUL, Minn., Nov. 20, 2009—Chronic care treatment received affirmation in “The Genetics of Addiction” by Claudia Wallis, which discusses a new study by the National Institute on Alcohol Abuse and Alcoholism. The article confirmed and reiterated the existence of genetic dispositions to alcoholism and the substantial role it plays in the development of this disease.

In the article, Dr. Goldman Dr. David Goldman, director of the Laboratory of Neurogenetics at the National Institute on Alcohol Abuse and Alcoholism explained the study, which focused on addiction in twins, ranks addiction “among the most heritable of mental illnesses.”

Dr. Goldman also explained the importance of social cues and environment, which intensely contribute to the disease’s development. “What’s interesting,” he said, “is that the more addictive the substance, the stronger the role of heredity in causing an addiction to it.”

Commenting on the study, psychiatrist at the University of Pennsylvania Dr. David Oslin explained, “It reinforces for the patients that they are not just a bad person or lack will power. It resonates with the notion that their brain may work a little differently than other people’s and that this really is an illness they can treat like any other.”

Begun with these notions in mind, AiR’s chronic care model takes disposition into the forefront, harnessing the disease with continued monitoring and quick response to environments and situations that may trigger a response from this disposition.



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“We’re glad the scientific community is getting the word out about the misconceptions regarding addiction,” said CEO and founder of Assistance in Recovery, a national leader in addiction recovery and intervention, Andrew Wainwright, “One in five Americans suffer with addiction but are still treated as if they’ve made a personal choice to become prisoner of this mental health disease. The more science pushes the truth, the more the public will begin to understand.”

The study creates more widespread understanding of the origins of addiction. Armed with this knowledge, AiR continues to implement it in their programs to impressive results.

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AiR, Assistance in Recovery provides the most comprehensive tools available to improve rates of recovery and quality of life for organizations, individuals and families. Treating addiction, eating disorders, and mental health issues as chronic conditions, AiR dramatically improves the lives of countless clients and leads the industry in its programs and innovative attitude towards



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