

A DOSE OF REALITY



# THE **BU\$INESS** OF RECOVERY

GREG HORVATH PRODUCTIONS PRESENTS A FILM BY ADAM FINBERG  
"THE BUSINESS OF RECOVERY" NARRATED BY AARON MEZA EDITED BY ADAM FINBERG CHRIS M. GORDON  
CINEMATOGRAPHY BY JEFF SAMUELSON LYN MONCRIEF JASMIN KUHN P.J. GAYNARD DAVID WALTER LECH PRODUCED BY GREG HORVATH  
DIRECTED BY ADAM FINBERG

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THE **BU\$INESS** OF  
**RECOVERY**





## TABLE OF CONTENTS

FILM INFORMATION	4
FESTIVALS	4
LOGLINE	5
SYNOPSIS	5
PRODUCER'S BIOGRAPHY	5
PRODUCTION NOTES	6
DIRECTOR'S BIOGRAPHY	7
DIRECTOR'S STATEMENT	8
INTERVIEWS	8
PERSONAL STORIES	11
TREATMENT CENTERS	12
FACTS	14
TAKE ACTION	15
CREDITS	16



## FILM INFORMATION

*THE BUSINESS OF RECOVERY*

A film by ADAM FINBERG  
(85 minutes, USA, 2015)  
Language: English

PUBLICITY  
info@thebusinessofrecovery.com

## FESTIVALS



**Sunday, April 26th at 7:45 pm**

Island Cinema  
Fashion Island  
990 Newport Center Drive  
Newport Beach, CA

**Tuesday, April 28th at 5:00 pm**

Edwards Big Newport 6  
Fashion Island  
300 Newport Center Drive  
Newport Beach, CA

**Thursday, April 30th at 5:15 pm**

Triangle Cinemas  
1870 Harbor Blvd  
Costa Mesa, CA 92627



**Friday, March 27th at 7:30 pm**

Harkins Theaters  
7000 East Mayo Blvd  
Phoenix, AZ 85054-6151



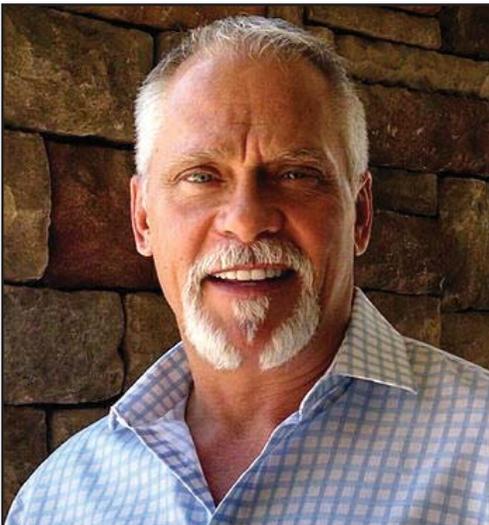
## LOGLINE

Director Adam Finberg discovers the sobering cost of the addiction treatment industry in his newest film *The Business of Recovery*. The film explores how the industry is fleecing families in crisis out of untold billions.

## SYNOPSIS

As drug and alcohol addictions skyrocket, *The Business of Recovery* examines the untold billions that are being made off of families in crisis. With little regulation or science, the treatment industry has become a cash cow business that continues to grow while deaths pile up. Through unique access to internationally recognized treatment facilities, as well as emotional stories of addicts and their families, the film reveals how the treatment industry in the United States preys on addicts with little more than promises of hope and the assurance of astronomically high treatment costs. The film challenges us to reconsider our assumptions about treating addiction and the human cost we will pay by allowing the industry to continue business as usual.

## PRODUCER'S BIOGRAPHY



GREG HORVATH resides in Los Angeles, CA and is a nationally respected motivational speaker, author and producer. *The Business of Recovery* is the third feature film Greg has produced. *Unfinished Business* was considered for a Canadian Gemini Award, and *Hope for the Broken Contender* won the American Express People's Choice award at the Calgary International Film Festival. He views the world through the lens that everyone can overcome and build a life they are proud to lead. Greg is very passionate about *The Business of Recovery*, a story he felt compelled to tell.



## PRODUCTION NOTES

Greg Horvath worked for over a decade in the addiction treatment industry. In that time he observed the same suspect treatment practices over and over again with everything from kickbacks and referral fees to antiquated treatment administered by untrained staff.

He watched as hundreds of people were caught in the myth of recovery. It became a self-serving cycle — spend big money on treatment, get out and relapse, spend big money on treatment, get out and relapse. With few exceptions, the recovery process never ended and individuals were caught in a cycle of continued treatment attempts. Greg began wondering if there was a better way. He would ask the treatment providers why they didn't change how to treat addiction given the high rate of failure, but his questions were always quickly dismissed.

After a number of years of witnessing this horrific cycle of failure, Greg had enough. He could no longer stand idly by and not take action. He decided the only way to make the behemoth addiction treatment industry change would be by exposing its shortcomings.

In 2010, Greg started researching all aspects of the addiction treatment industry in the United States. Even after many years of observing sub-par services, the results shocked him.

His next step was to find a director that would be able to tell this incredible story — Greg found Adam Finberg.

They traveled all over the United States to talk to people from all aspects of the addiction treatment industry; scientists, medical doctors, psychologists, and some of the most recognizable treatment providers in the country if not the world.

The film highlights many experts in the field of recovery, including:

- Ruben Baler a Health Scientist from NIDA (The National Institute Drug Abuse) in Bethesda, MD;
- Dr. William R. Miller from the University of New Mexico, who has participated in dozens of clinical trials, written 40 books and has over 400 professional publications to his name;
- Dr. Lance Dodes, an author, addiction expert and a graduate of Harvard medical school, and
- Stuart Finkelstein M.D., an addictionologist, who's treated thousands of addiction patients spanning his 30 year career.

Early on, Greg and Adam knew it was important for the treatment centers to be a part of the film. We were allowed access to a number of treatment centers including The Betty Ford Center in Rancho Mirage, CA, Hazelden in Center City, MN, High Watch Recovery (co-founded by Bill Wilson, the founder of Alcoholics Anonymous) in Somers, CT and Seasons Recovery in Malibu, CA. They also spoke with the president of the National Association of Addiction Treatment Providers.



While there was unfortunately no shortage of families with horror stories about treatment, getting them to speak about it publicly on camera was not an easy task. Eventually Greg and Adam found courageous families who were currently dealing with the devastating effects of an addicted loved one for whom the addiction treatment process had failed. They wanted to help prevent others from going through the same experience. Their heart wrenching and emotional stories unfold in real time throughout the film.

The goal of this film is to bring awareness to the gross deficiencies of how the industry approaches the treatment of addiction. The overwhelming number of people that die each year in the US from addiction is proof that the industry fails miserably at treating addiction, but it has not changed; it has only grown. Unfortunately for the families interviewed, and other families with similar stories across the U.S., the treatment industry is hugely profitable, bringing in billions for business - while deaths pile up.

Adam and Greg are calling for a change within the industry and believe that the public will demand action after watching the documentary. The industry must change. There must be oversight and regulations in place that protect the public and the families who are entrusting these centers with their loved ones. Treatment needs to be more scientific and empirically validated. The educational requirements for people treating addiction must be higher. Together, we can substantially improve the way we treat addiction.

## DIRECTOR'S BIOGRAPHY



ADAM FINBERG is a Los Angeles based filmmaker. He is a graduate of Northwestern University and the American Film Institute's Directing program. His award-winning directing work spans a wide spectrum of media from national TV commercials to groundbreaking music videos, films and documentaries, including the revealing *After Katrina: Rebuilding St. Bernard Parish* that chronicled the post-hurricane life in a small community. He has also been a lead editor on unscripted hit television shows for a variety of networks including Discovery, WETV, Lifetime, MSNBC, History, TruTV, Oxygen, ABC, CMT, Showtime, VH1 and MTV.



## DIRECTOR'S STATEMENT

Adam originally met Greg Horvath in 2005 and directed a documentary about his inspirational story of recovery and self-improvement. Greg had been sober since 1990, and had decided in 1999, at age 38, to pursue his lifelong dream of going to college and playing football. He has told his story many times at motivational talks and working with other addicts.

In 2011, after Greg had spent several years working in the treatment world, he approached Adam about directing *The Business of Recovery*. He had seen firsthand the enormous amounts of money exchanged for services that were not delivering as promised, and he felt very strongly that the system needed to change.

As a filmmaker, Adam was intrigued by the challenge of exploring a complex problem that, starting out, he knew little about. He approached the film's premise with open eyes, and what he discovered astounded him. Adam quickly learned that so many families had hidden stories to tell about a family member with an addiction problem, looking for a solution. When Greg and Adam started researching the numbers of deaths involving substance abuse and compared it to the size of the industry, they saw that more and more money was being spent on addiction every year, with no abatement in the human cost. Adam's hope is that the film will lead to better oversight of an industry that makes wild claims, and spark a deeper mental health discussion about the realities of how to help those who are struggling with addiction and their families.

## INTERVIEWS

PLEASE NOTE: The following titles/positions were current at the time of filming.

### LANCE DODES, M.D.

*Addiction Expert & Author, Harvard Medical School*

Lance Dodes, M.D. is a Training and Supervising Analyst Emeritus with the Boston Psychoanalytic Society and Institute and was assistant clinical professor of psychiatry at Harvard Medical School (retired). He has been the Director of the Substance Abuse Treatment Unit of Harvard's McLean Hospital, Director of the Alcoholism Treatment Unit at Spaulding Rehabilitation Hospital (now part of Massachusetts General Hospital) and Director of the Boston Center for Problem Gambling. He annually chairs the discussion group *The Psychology of Addiction* at the fall meeting of the American Psychoanalytic Association. He is the author or co-author of a number of journal articles and book chapters about addiction. His books, *The Heart of Addiction* (HarperCollins, 2002), *Breaking Addiction: A 7-Step Handbook for Ending Any Addiction* (HarperCollins, 2011) and *The Sober Truth* (Beacon Press, 2014) have been described as revolutionary advances in understanding how addictions work. Dr. Dodes has been honored by the Division on Addictions at Harvard Medical School for "Distinguished Contribution" to the study and treatment of addictive behavior, and has been elected a Distinguished Fellow of the American Academy of Addiction Psychiatry. He has been invited to speak about the treatment of addiction at symposia countrywide.



## **WILLIAM R. MILLER, PH.D**

*Emeritus Distinguished Professor, University of New Mexico*

William joined the faculty at the University of New Mexico in 1976 after receiving his Ph.D. in clinical psychology from the University of Oregon. He served as Director of Clinical Training for UNM's APA-approved doctoral program in clinical psychology and as Co-Director of UNM's Center on Alcoholism, Substance Abuse and Addictions (CASAA). Dr. Miller's publications include 40 books and over 400 articles and chapters. Fundamentally interested in the psychology of change, he has focused in particular on the development, testing, and dissemination of behavioral treatments for addictions. He served as principal investigator for numerous research grants and contracts, founded a private practice group, and served as a consultant to many organizations including the United States Senate, the World Health Organization, the National Academy of Sciences, and the National Institutes of Health.

In recognition of his research contributions, Dr. Miller is a recipient of the international Jellinek Memorial Award, two career achievement awards from the American Psychological Association, and an Innovators in Combating Substance Abuse award from the Robert Wood Johnson Foundation. He maintains an active interest in pastoral counseling and the integration of spirituality and psychology. The Institute for Scientific Information lists him as one of the world's most cited scientists.

## **DEE-DEE STOUT**

*Author & Faculty San Francisco State University, San Francisco CA*

Dee-Dee is a faculty member at City College of San Francisco and former adjunct faculty at San Francisco State University; she has developed curriculum for the Northern California Training Academy at UC Davis as well as in other settings. Dee-Dee spent the past year as the Clinical Program Manager for Project Pride in Oakland, CA, a California Community Prisoner Mother Program (CPMP) that includes community-based pregnant and prenatal women.

## **STUART FINKLESTEIN, M.D.**

*Addictionologist, Lakewood, CA*

Dr. Stuart Finkelstein has been a leader in treating addiction for over 20 years. His multi-level approach to treatment of addiction addresses each patient's physical, psychosocial and spiritual needs. He utilizes many different methods for meeting the needs of the recovering patient. Each method is specifically designed for each individual patient. Dr. Finkelstein recognizes that chemical dependency is a medical illness that requires medical treatment.



## **TOM HORVATH, PH.D**

*Co-Founder and President of SMART Recovery*

Dr. Horvath (who is unrelated to the producer of the film, Greg Horvath) is an internationally recognized expert on addiction treatment. He is the co-founder and president of SMART Recovery. Dr. Horvath has been president of SMART Recovery for 18 of its 20 years. With over 1300 meetings worldwide, SMART Recovery is the largest of the non-12-step support groups. Dr. Horvath is a past president (1990-91) of the Society of Addiction Psychology (Division 50 of the American Psychological Association), the world's largest organization of addiction psychologists. He is the author of *Sex, Drugs, Gambling & Chocolate: A Workbook for Overcoming Addictions (2nd ed.)*.

## **RUBEN BALER**

*Health Scientist, NIDA*

Dr. Ruben Baler joined the Science Policy Branch in NIDA's Office of Science Policy and Communications in October 2004 as a Health Science Administrator. His early publications focused on gene promoter architecture and gene expression in the brain's clock. At NIDA, he writes and lectures about the neurobiology of drug abuse and addiction for a range of audiences. Prior to coming to NIDA, Dr. Baler worked at the National Institute of Mental Health, where he conducted basic research on the molecular basis of circadian gene expression in vertebrates.

## **STANTON PEELE, PH.D**

*Addiction Expert*

Stanton is an Addiction Expert who has over 40 years' experience as a psychologist who has impacted the addiction field. He has pioneered, among other things, the idea that addiction occurs with a range of experiences, recognition of natural recovery from addiction, and the harm reduction approach to addiction.

## **MARTY BRENNER**

*Addiction Recovery Specialist, Beverly Hill, CA*

Marty has been providing guidance and counseling for the last 20 years to a wide and diverse range of people. Individuals challenged with various addictions including but not limited to – substance abuse, alcohol, and anger.

## **JEN KENNEDY**

*Motor Officer, Palm Springs Police Department, Palm Springs, CA*

## **HON. STEPHEN W. HERRICK**

*Albany County Court Judge, Albany, New York*



## CHRISTOPHER BATHUM

*CEO Community Recovery Inc., Los Angeles, California*

Christopher has authored a number of books in the field of addiction treatment, including *Walking Miracles: A Systemic Approach to the Treatment of Addiction and Other Co-Occurring Disorders*.

## RIC OHRSTROM

*C4 Recovery Solutions*

Mr. Ohrstrom established the Committee on Treatment Benefits (COB) in partnership with the nation's oldest addictions advocacy movement, the National Council on Alcoholism and Drug Dependence (NCADD).

## PERSONAL STORIES

### SUSAN COLASURDO

*Personal Story*

Susan struggled for 6 years to help her son Michael overcome his drug and alcohol addictions.

### MICHAEL COLASURDO

*Personal Story*

Michael discusses his experiences with treatment centers and sober living homes.

### MIKE MITSCHKE

*Personal Story*

Mike shares his experiences at multiple treatment centers.

### WENDY MCENTYRE

*Mother of a son who died in a sober living home.*

Wendy's son Jarrod died of a heroin overdose while at a sober living home. After investigating the circumstances surrounding Jarrod's death, Wendy found out there was a complete absence of any regulations in the sober living industry. She learned that there were 24 other men staying at the home where Jarrod was living.

### STEVEN SHELEY

*Alcoholics Anonymous Member*

Steven has been sober for 26 years. He is a cab driver and has witnessed that Alcoholics Anonymous only works for 5% of the people who go through the program.



## DAVID TABORELLI

### *Recovering Alcoholic*

David discusses his struggle with alcohol and his experience with the addiction treatment industries unethical billing practices.

## JEFF TANNER

### *Personal Story*

Jeff discusses his emotional experience as the father of an addict daughter who was admitted to New Directions for Women.

## MICHAEL ELOVITZ

### *Recovering Addict*

Mike shares his story of being at an addiction treatment facility located in Malibu where he was confronted during a Family Visitation Weekend that his recovery is in jeopardy and must stay at the facility longer. The facility resorts to using scare tactics to keep Michael and his family paying the \$50,000 a month price tag.

## PRENTISS NOYES

### *Personal Story*

Prentiss discusses his addiction struggle and why he quit using.

## “MICHELLE” (DARK SHADOW INTERVIEW)

### *Personal Story*

Michelle discusses her experience as the mother of an addict dealing with a sober living facility.

## TREATMENT CENTERS

### REBECCA FLOOD

*President & CEO, New Directions for Women Costa Mesa, CA*

### JANINA KEAN

*President & CEO, High Watch Recovery Center Kent, CT*

### JOHN SCHWARZLOSE

*President & CEO Emeritus, Betty Ford Center Rancho Mirage, CA*

### MARVIN SEPPALA, M.D.

*Chief Medical Officer, Hazelden Foundation Center City, MN*



**VALERIE SLAYMAKER, PH.D**

*Chief Academic Officer and Provost of Hazelden's Graduate School of Addiction Studies Center City, MN*

**DARRYL SESKIND**

*Director of Admissions, Seasons Recovery Center Malibu, CA*

**ALEX SHOHE**

*Founder & CEO, One80 Center Hollywood Hills, CA*

**SCOTT SOWLE**

*Executive Director, Newport Academy La Petaluma, CA*

**BERNADINE FRIED**

*Former Clinical Director, One80 Center Hollywood Hills, CA*

**RICK SCHOONOVER**

*Safe House Sober Living Owner*

**KAREN CARPENTER PALUMBO**

*President & CEO NAATP (National Association of Addiction Treatment Providers)*

**MICKEY TROXELL**

*CEO & Addiction Therapist, Pegasus ECT, Costa Mesa, CA*



## FACTS

### IN THE LAST 25 YEARS:

The number of addiction treatment facilities in the United States has **tripled** to over **14,000**.



The **annual** revenue generated by the addiction treatment industry has **tripled** to over



Yet, drug overdose death rates have also **tripled**?  
In that same time, cancer death rates have **dropped by 22%**.

#### DRUG OVERDOSE DEATHS



#### CANCER DEATH RATES



Drug overdose deaths are now the **leading cause of injury death** in the United States - **surpassing** motor vehicle crashes.

**THE WAY WE TREAT ADDICTION  
HAS TO CHANGE.**



## TAKE ACTION

Our goal in making *The Business of Recovery* was to demand the addiction treatment industry change the way addiction is treated in three primary areas:

**1**

The use of scientifically proven treatments (empirical, not evidenced based).

**2**

Better educated and medically licensed professionals in charge of addiction treatment.

**3**

Regulations to protect the patient and align addiction treatment facilities with medical standards.

For many, many people this is a life and death issue.



**WE NEED YOUR HELP.**

Please visit [www.thebusinessofrecovery.com](http://www.thebusinessofrecovery.com) today and sign our petition to help us initiate change.



## CREDITS

### DIRECTED BY:

Adam Finberg

### PRODUCED BY:

Greg Horvath

### NARRATED BY:

Aaron Meza

### CONSULTING PRODUCER:

Myra Morris

### CINEMATOGRAPHY BY:

Jeff Samuelson

Lyn Moncrief

Jasmin Kuhn

P.J. Gaynard

David Walter Lech

### EDITED BY:

Adam Finberg

Chris M. Gordon

### CO-EXECUTIVE PRODUCER:

Michael Nash

### STORY PRODUCER:

Susan Baronoff

### GRAPHIC DESIGN:

Benjamin Eshagpoor

### PRODUCTION AUDIO MIXERS:

Deekay Kendrick

Kevin Cheng

Evan Marcus

Mark Patino

John Simons

### RESEARCH ASSISTANTS:

Annelise Baer

Melissa Podany

Rae Hawn

### PRODUCTION ASSISTANTS:

Steve Ross

Zach Horvath

### MUSIC BY:

Extreme Music

### RERECORDING MIXER:

Erin Michael Rettig, C.A.S.

### COLORIST:

Nicholas Devine

### LEGAL SERVICES:

Jason W. Fandrich

### TRANSCRIPTION SERVICES:

Carisma Creations

### PRODUCTION INSURANCE:

Multimediarisk.com



**ADDITIONAL STATISTICS AND OTHER DATA:**

National Institute on Drug Abuse  
Center for Disease Control  
SMART Recovery  
Alcoholics Anonymous  
Partnership for a Drug-Free America  
American Society of Addiction Medicine  
National Institute on Alcohol Abuse and Alcoholism  
Substance Abuse & Mental Health Services Administration

**FOOTAGE AND STILLS COURTESY OF:**

National Institute of Mental Health  
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The Columbian  
Serenity Shop  
AlcoHAWK  
Keith Morris  
Dr. Holth  
KCBSTV/KCALTV Los Angeles

**SPECIAL THANKS TO:**

The Colasurdos  
The Mitschkes  
Wendy McEntyre

**IN REMEMBRANCE OF ALL THOSE WHO HAVE  
LOST A LOVED ONE TO ADDICTION.**

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**RECOVERY**

For more information about the film or to view the trailer,  
please visit: [www.thebusinessofrecovery.com](http://www.thebusinessofrecovery.com)



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**RECOVERY**

# THE **BU\$INESS** OF RECOVERY



**THE WAY WE TREAT ADDICTION HAS TO CHANGE.**

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**Take action today. Sign the petition at**  
[www.thebusinessofrecovery.com](http://www.thebusinessofrecovery.com)