

Addiction Treatment

Flora D. Cox, M.D., a pioneer psychiatrist in using targeted amino acid therapy in treating various illnesses, is the clinical director for ExecuCare Addiction Recovery Center. Dr. Cox is a prominent psychiatrist in Metro Atlanta and graduated from the University of Michigan Medical School, completing her residency at Cedars-Sinai Medical Center in Los Angeles, California. She is Board Certified in Psychiatry and has more than 25 years experience in the practice of psychiatry. She is the Medical Director of the Wisteria Wellness Center in Snellville and has 15 years experience using herbal medicine and nutritional medicine in her private practice.

Mike Sanders, ExecuCare Addiction Recovery Center's founder, has built a successful

ExecuCare Addiction Recovery Center

Dr. Flora Cox

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investment firm during the past 23 years. However, his long-time

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Plastic Surgery

Jeffrey M. Gallups, M.D.

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Facial Plastic and Reconstructive Surgery. He is an active supporter of Unicef and the Elton John Aids Foundation. He has served on the board of the Ed Isakson Fund/Alpharetta YMCA and the advisory board of First Colony Bank. He is a founding member of the Alpharetta Optimist Club. Dr. Gallups resides in Atlanta with his wife, Nancy H. Gallups, M.D., a pediatrician, and their two



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addiction to alcohol and more recent addiction to OxyContin and Xanax jeopardized his business and personal life with his wife and three kids. Mike sought treatment in January 2005. As a successful business owner and leader in the community, he searched for an alternative treatment to the typical long-term rehabilitation options. With assistance from his wife, he discovered Neurotransmitter Restoration (NTR), an amino acid treatment that effectively treated his addictions in the course of 10 days. More than two years later, Mike's investment firm continues to thrive; he is alcohol and drug free, and committed to making this unique treatment more broadly available

to others. He opened the doors to ExecuCare Addiction Recovery Center in Norcross in September 2006.

What are the key, overriding business and market trends in your facet of the medical industry?

In the 1960s, the American Medical Association diagnosed addiction as a brain disease. Even though most experts and doctors agree on this, the majority of treatment options continue to concentrate solely on the psychological and social forms of the disease. ExecuCare Addiction Recovery Center is the first center in the state of Georgia to offer a revolutionary approach to treating addiction. We offer an all-natural Neurotransmitter Restoration (NTR) treatment that utilizes a special formula of amino acids. The NTR treatment is the process in which the brain's neu-

rotransmitters are brought back into balance, allowing the brain to function as it did prior to the physical dependency on alcohol or drugs. This treatment speeds up the healing process and eliminates cravings while minimizing withdrawal symptoms.

What do you see as the future of health in this market?

Instead of addiction being seen as a moral failing or lack of will power, it will be understood as a disease and treated at its physical root. In the future, we think that addiction treatment will focus on treating the physical form of the disease as the first step, followed by behavior therapy. At ExecuCare ARC, we believe that the NTR treatment, because it treats the physical form of the disease first, restores clarity of mind in our patients and better prepares them for life changes that promote recovery.

renegotiations with... all the major insurers.

There's an advantage to being bigger. Just like any kind of business, up to a certain point larger is better. For example, if I had three doctors I would need three people to do the billing. I could also have six doctors, but still only have three billing. I have five people answering phones at five different locations. I could have three answer phones for all five locations. That's less and less on our overhead to maintain our practice.

I think that physicians still want to provide a quality of care. Unfortunately, they don't teach us business in medical school. For our patients, we need to become better business people.

To start partnering in the business community to reduce health care costs, whether we will do or not, I'm not sure. It's a political issue. We are going to need politicians, doctors and the business people to get together.