

**CONTACT:** Dean Draznin 641/472-2257 [dean@drazninpr.com](mailto:dean@drazninpr.com)  
Michael Tierney 502/454-0333 [michaelt@drazninpr.com](mailto:michaelt@drazninpr.com)

**Press Release**

**Most Children with ADD/ADHD Receive Insufficient Treatment**  
***New ADD Health and Wellness Centers Emphasize One-Stop Individualized Care***  
**and Comprehensive Therapies**

North Andover, Mass. -- The American Academy of Pediatrics (AAP) advocates a comprehensive, individualized approach to treating ADD/ADHD – a condition that affects up to 7 percent of U.S. school children, or around 4 million. However, with limited access to resources, parents and pediatricians alike are often limited to treating ADD/ADHD with prescription medications alone. The recently-opened ADD Health and Wellness Center in North Andover, which serves the greater Boston area, is changing the treatment equation.

For the first time, parents with children suffering from ADD/ADHD have access to comprehensive, high-quality treatment all in one place. “Leaders in the field of ADD/ADHD are urging parents and physicians to take an integrated, customized approach to treatment,” said Robert S. Baurys, II, CEO of ADD Health and Wellness Centers, Inc. “Because treatment of these conditions requires a cross-functional team of professionals -- including medical doctors, psychologists, coaches, and support services - - the traditional healthcare community has been ill-prepared to deliver an optimal treatment package.”

Comprehensive treatment plans like those advocated by the AAP require multiple providers and services commonly found at different locations. This presents a logistical nightmare for parents of patients to manage. As a result, patients are often under-treated. To improve treatment efficacy, the ADD Health and Wellness Centers provide a unique one-stop treatment facility where medical, testing, and counseling are integrated.

Unlike most medical doctors who treat ADD/ADHD as part of a larger practice, ADD Health and Wellness Centers exclusively treat ADD/ADHD and related conditions.

Drugs continue to be the single-most common treatment for ADD/ADHD and related conditions in this country. However, a comprehensive individual treatment plan from ADD Health and Wellness Centers may not require medications as a permanent regimen, or even at all. “The benefit of providing comprehensive, individualized programs is that there are multiple treatment options to prescribe that may make pharmaceuticals less necessary,” said Theresa Cerulli, MD, Harvard Fellow and Chief Medical Officer of the Greater Boston Center. “Medication can be an important tool, but it certainly is not the only tool for delivering positive results.”

Other important treatment components parents and patients can find at ADD Health and Wellness Centers include:

- Neuropsychological evaluations and diagnostic clarifications
- Education and counseling
- Behavioral and cognitive treatment for ADD and other co-existing conditions
- Academic tutoring and placement specialists
- Speech and language therapy
- Coaching services
- Support groups
- Social skills groups
- Skills-based group treatment
- Intensive workshops
- Complementary and alternative non-medication therapies
- Nutritional counseling and supplementation

Because this specialized approach to ADD/ADHD treatment is unique in the healthcare system today, ADD Health and Wellness Centers maintains an outcome database to track patient results. This database will be the first of its kind to quantitatively monitor and measure patient results in the greater Boston area, and ultimately, in markets around the country.

The ADD Health and Wellness Center for greater Boston, which opened Oct. 1, is the first of more than a half dozen Centers scheduled to launch around the country in the next year. The second Center in Dallas will open the week of Oct. 16, with a Center in Austin opening immediately thereafter.

**About ADD Health and Wellness Centers:** ADD Health and Wellness Centers, Inc., is dedicated to individualized, comprehensive, accessible, results-driven treatment for ADD and related conditions. For more information, visit [ADDhealthandwellness.com](http://ADDhealthandwellness.com).

# # #