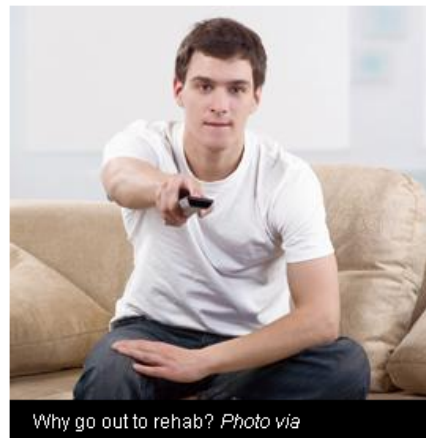


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Does Rehab in Your Own Home Actually Work?

A Florida-based company conveniently offers to bring rehab services to addicts' homes.

Doctors might not make house calls anymore, but one addiction recovery program does. Palm Beach-based **Addiction Reach Home** offers "concierge"-style treatment, delivering what patients want and need to their own homes at times to suit them. But can an addict focus on recovery amid all their domestic distractions—including the people and stresses that might have led them to addiction in the first place? **Sue Merklin**, founder and CEO of Addiction Reach, thinks so, arguing that in-home treatment addresses some of the weaknesses of inpatient recovery. "[Patients] are thrown back into the same situation with the same issues they had to face before they left, and sometimes its hard to manage without the support system they had as inpatients," she tells *The Fix*. "But our treatment providers will be available three months, six months, nine months from now."



Why go out to rehab? Photo via

By **Bryan Le**

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Specialists also do family counseling to create a supportive home environment. But in-home recovery isn't for everyone. Those who aren't fully motivated, or who need an intervention, won't benefit—Addiction Reach recommends suitable inpatient treatment in such cases. In-home recovery isn't marketed as a replacement for inpatient programs, but an alternative; it can't replicate a facility which offers a month of recovery with no distractions. So who is it for? "People that are committed to recovery and somewhat functional," says Merklin. "Working moms with smaller children, anyone who cannot leave for 30 to 60 days: people in business, high profile peoples, lawyers, doctors, judges," who would otherwise forgo treatment for fear of disruption and stigma. And in-home treatment costs less. Merklin says there aren't set prices because of the highly individualized "concierge" model, but claims that bypassing real estate costs makes it much cheaper than \$20,000-\$90,000 inpatient rehabs.