



# 2018

Annual  
Report

HEALING TRANSFORM IMPACT PERSONAL  
SOLUTIONS COMPASSION RESTORE HOPE  
RESPECT DIGNITY HONESTY TREATMENT  
FAMILY CERTIFIED SUCCESS DESERVING  
HEALTH LOVED RECOVERY COMPASSION  
NECESSARY LICENSED MISSION RESTORE





# Thank You



Douglas Tieman



Steven Wall

Dear Friends,

At the end of another year, we once again thank you for your gifts and support. It is your continuing generosity that makes it possible for Caron to offer lifesaving treatment for thousands of patients and their families each year, and it is greatly appreciated.

With your help, Caron was able to provide services to more than 3,000 families through our treatment facilities and regional recovery centers. Caron support groups and prevention and education programs served tens of thousands more, including alumni and their families. And, with almost \$8.5 million in charity care awarded, Caron is among the top nonprofit treatment facilities awarding significant financial assistance to patients and families in the country.

A highlight of 2018 was our third annual Addiction Research Symposium, hosted in September by Caron and Penn State College of Medicine. The event brought together professionals from various disciplines for an informative day showcasing the latest evidence-based practices, treatment models and front-line research in addiction medicine. Caron continues to work with leading academic institutions to advance research necessary to help us prevent, diagnose, treat and manage our substance use disorder.

As one of only 33 facilities in the United States approved by the American Board of Addiction Medicine to provide physician fellowships, Caron, in partnership with the Reading Hospital-Tower Health, continued educating the next generation of addiction medicine experts through our Fellowship Program. The fellows become immersed in our full continuum of treatment programs such as Opioid, Legal Professionals, Healthcare Professionals, Executives, Chronic Pain and Older Adults, to name a few.

Caron's Government Affairs & Advocacy program focused on consumer protection during the past year, working to call attention to predatory marketing practices, deceptive websites and unethical patient brokering. Caron's Patient's Bill of Rights for Addiction Treatment, which we introduced last year, continued to draw attention, and Caron leaders and experts were in demand to attend and speak at national summits and conferences. Jim Carroll, Director of the Office of National Drug Control Policy, and his policy advisors visited Caron in November to discuss the need for reform within the addiction treatment sector. In December, Caron was invited to the White House to meet with Kellyanne Conway, Counsel to the President.

Our efforts and accomplishments resulted in substantial media attention, with Caron featured in national and regional news outlets including *U.S. News & World Report*, the *New York Times*, the *Philadelphia Inquirer*, *Women's Day* and the *Wall Street Journal* to name a few. Videos, articles and tips were developed and published on multiple outlets, including social media, to drive interest in our programs.

As we look back gratefully on a successful and very busy year, we are again reminded that all these accomplishments would not be possible without the very generous support of donors like you. With your support, Caron is able to continue its role as a leader in the industry while providing lifesaving treatment for patients and their families.

Thank you.

Sincerely,

Douglas Tieman  
President/CEO

Steven Wall  
Chairman, Board of Trustees



# Patient's Bill of Rights

## Patients have the right to...

1. Be treated for the life-threatening, chronic disease of addiction with **honesty, respect and dignity.**
2. Know what to expect from treatment, and the likelihood of **success.**
3. Be treated by licensed and certified **professionals.**
4. Evidence-based **treatment.**
5. Be **treated** for co-occurring behavioral health conditions **simultaneously.**
6. An individualized, outcomes-driven **treatment plan.**
7. Remain in treatment as **long as necessary.**
8. Treatment for their **families and loved ones.**
9. A treatment setting that is **safe and ethical.**

*"We believe that, along with membership in NAATP and proper state licensure, a treatment provider who adopts the Patient's Bill of Rights can be trusted by patients and families. As a not-for-profit, our primary concern is to help individuals and families in crisis make the right choices for lifesaving treatment, whether it be at Caron or at one of the many other ethical and quality treatment providers."*

— Douglas Tieman  
President/CEO

As Americans continue to struggle with the growing addiction crisis, some unethical treatment centers are taking advantage of individuals and their families. To combat this issue, [Caron Treatment Centers](#) worked tirelessly with thought leaders to introduce the [Patient's Bill of Rights for Addiction Treatment](#), these rights are intended to guide addiction treatment providers and legislators throughout the country on the needs of patients and families and the importance of providing patient-centric, quality care for long-term recovery. The Patient's Bill of Rights also defines the basic requirements for quality treatment for individuals and families seeking help for addiction.

The National Association of Addiction Treatment Providers ([NAATP](#)) recently introduced a new **Code of Ethics**, which allows for the termination of membership for providers that violate the organization's guidelines. Caron Treatment Centers has been working closely with NAATP and other providers to improve the quality of treatment across the sector. The introduction of the Patient's Bill of Rights addresses ethics and quality care from the patient's perspective.



# Vision of Hope

## Caron Florida Medical Center



**“The Caron Florida Medical Center will expand our ability to provide enhanced detox and medical services, launch an Older Adult Program and expand high quality residential treatment.”**

— Brad Sorte,  
Executive Vice President  
and Managing Director of  
Caron in Florida

## Vision of Hope

Each year, hundreds of patients and families find hope and healing through the services and programs offered by Caron in Florida. Our comprehensive treatment approach helps us get to the root of a behavioral health issue or addiction, putting patients and their families on the road to recovery.

As part of Caron Treatment Center’s strategic blueprint, building plans and fundraising for a new medical center in Delray Beach, Florida are underway. The corporate board has approved a 93,000 square-foot facility that will house medical and detoxification services, as well as a new Older Adult Program.

Caron’s new Medical Center in Florida will significantly expand our capabilities to support more families impacted by the pain of addiction. We will be in a stronger position to help clients of all ages affected by heroin and opioid use disorders. In addition, we will be able to provide services desperately needed for older adults. The new state-of-the-art facility will complete the Caron Continuum, complementing the services of Caron Renaissance and Ocean Drive, and allowing Caron to provide world-class treatment to patients and their families.

**“Thanks to their overwhelming generosity and unwavering commitment to helping others, several of Caron Florida’s board members and community leaders have pledged more than \$13M to the Florida Medical Center Capital Campaign. Because of their compassion, we have officially passed the first milestone presented by the board in the area of philanthropy and have engaged with an architect to develop building plans.”**





“It is with great pride that I have accepted the role of Chair of Caron in Florida’s Open the Door Campaign. Our country is faced with alarming and heartbreaking statistics related to heroin and prescription drug abuse, as well as a growing number of seniors struggling with addiction. Caron, a leader and innovator in the addiction treatment field, is positioned to provide world-class treatment to address these concerns and to provide life changing and lifesaving treatment to patients and their families.”

– Cortney Beebe,  
Caron in Florida, Capital Campaign Chair



Located on Florida’s Gold Coast, **Caron Ocean Drive** provides a safe haven for high-net-worth individuals to rehabilitate from addiction and self-destructive disorders. The team of highly educated clinicians has extensive experience working with prominent adults, as well as tailoring empirically based addiction treatment plans to their unique lifestyle challenges.

**Caron Renaissance** offers an extended-stay program that addresses substance use and co-occurring mental health disorders and has been committed to clinical expertise for more than 30 years. The long-term treatment approach includes outpatient clinical services in one location and housing in another.

The state-of-the-art Caron Florida Medical Center will allow advanced development and expansion of the treatment services and programs offered at Caron Renaissance and Ocean Drive.

*Caron Florida Medical Center Architectural Renderings*



# Older Adult Program

## Caron's Older Adult Program Improves Quality of Life, Provides Hope for Patients and Families

Patients who arrive for treatment in Caron's Older Adult Program often suffer from an array of conditions in addition to substance use disorder, ranging from chronic pain to trauma and depression.

Some are unable to walk, while others suffer from grief and loss. Many have trouble believing they can heal.

Upon completing treatment, however, those same patients participate in a simple, but extremely meaningful ceremony to celebrate new hope for their lives.

In the presence of staff members and their peers, departing patients share thoughts about their treatment and recovery. Afterward, they ring a bell three times – once each for past, present and future.

"The healing that occurs in this program is amazing," said Sharon A. Matthew, clinical director of the Older Adult Program. "We have learned to take on very complicated cases and achieve excellent results."

With addiction in older adults already a major health problem in the United States and expected to worsen, Caron opened its Older Adult Program in February 2015. It was moved to the newly completed, state-of-the-art Carole and Ray Neag Medical Center on the Pennsylvania Campus in December 2017.

The program, which can accommodate up to 18 patients at a time, is normally filled to capacity, with a waiting list for patients.

"It's never too late to get sober, it's never too late to intervene on an addiction, and it's never too late to have purpose and quality of life."

– Sharon Matthew  
Clinical Director/Older Adult Program

"We haven't even touched the tip of the iceberg when it comes to treating this population," Matthew said.

Once older adults have been admitted and medically treated and stabilized, a staff of highly trained and certified addiction specialists begins to address what often turns out to be addiction interaction disorder, which is when two or more addictions coexist, reinforce and interact with one another.

Treating a chemical dependence without addressing other compulsive behaviors such as gambling, eating or sex, leaves patients at high risk for relapse.

"Once a patient puts the chemical down we need to start working on all the other issues," Matthew said.

Patients, who typically are between 55 and 90 years old, are treated physically, emotionally and spiritually,

"It's very much a case to case assessment of what patients need," Matthew said. "We meet them where they are."

Fortunately, many older adults respond well to treatment and tend to be successful in their recoveries.

For spouses, adult children, grandchildren and other loved ones, all of whom participate in family treatment, that is very good news.

"This population is very appreciative for all the help and services they receive while they're here," Matthew said.

"We've seen a lot of happy families."



QUALITY OF PURPOSE AND LIFE BELL  
Donated by Bob and Beth Caster

“There still are days when it’s hard, but that’s for everybody. My life is pretty much 100 percent better than it was. This place and the treatment I got here saved me.”

— Elaine K.



### Grandmother Discovered a Different Life in Older Adult Program

These days, Elaine K. enjoys spending time with her grandchildren, who range in age from 5 to 19.

There was a time a little more than three years ago, however, when she came perilously close to losing all contact with them.

“My drinking and my life had escalated out of control,” said Elaine, 67, who celebrated three years of sobriety in January. “After I retired, things just fell apart.”

Furious when she discovered her mother drinking vodka-laced iced tea while babysitting her children, one of Elaine’s daughters offered up an ultimatum. Elaine, who formerly taught math at a community college, would either find treatment or give up contact with her grandchildren.

Elaine was admitted to Caron’s Older Adult Program in January 2016 and spent 46 days in treatment. After leaving the program, she completed Caron’s My First Year of Recovery program and still regularly attends meetings.

Her life now is blessed with family, friends and activities that she finds rewarding.

“Our whole family has benefited from the treatment we received at Caron,” Elaine said. “There still are days when it’s hard, but that’s for everybody. My life is pretty much 100 percent better than it was. This place and the treatment I got here saved me.”

### The Numbers

- By 2030, one-third of all Americans will be 55 or older.
- Nearly 2.8 million Americans age 50 and older meet the criteria for substance use disorder.
- That number is expected to nearly double to 5.7 million by 2020, according to the National Institute of Health.
- Since opening in 2015, Caron’s Older Adult Program has treated 365 patients.
- With the January 2018 opening of the new Carole and Ray Neag Medical Center, home of Caron’s Older Adult Program, more than 120 older adult patients received treatment.



# Trauma and Addiction Treatment at Caron

Research shows that concurrent treatment of PTSD/trauma and addiction is most effective.

Caron's experienced trauma team develops integrated individualized treatment plans that meet each patient's needs.



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## Defining Trauma

Psychological trauma results from an event or series of events that is experienced by an individual as physically or emotionally harmful or threatening. Psychological trauma often has lasting adverse effects on a person's functioning, and on their physical, social, emotional, or spiritual well-being.

SAMHSA. (2012a). Trauma Definition.  
Part One: Defining Trauma.



# Trauma Program

## Trauma Program Provides Hope, Healing for Survivors

Trauma is a complex topic which often is difficult to even define. What is known, however, is that trauma is real and, if not dealt with in a healthy manner, can have long lasting, negative effects, including post-traumatic stress disorder (PTSD).

Defined as an event in which a person fears for their life or physical safety or the life or safety of another, trauma can be difficult to identify and treat because it affects people differently. While some people experience immediate trauma, others will develop long-term trauma response.

And, what is traumatic for one person may not be traumatic for another.

Caron's trauma program, founded three years ago by Dr. Michele Pole, Senior Director of Psychological Services at Caron, addresses these difficult issues of trauma and treats patients concurrently for trauma/PTSD and substance use disorder (SUD).

The results, according to Pole, have been impressive.

"We have seen remarkable results with patients," Pole said. "We have a lot of staff on the PA campus who have been trained to treat trauma and having that expertise has been life changing for patients."

Experiencing a traumatic event does not guarantee that a person will develop SUD, but it increases the chances of that happening, as some trauma survivors tend to self-medicate with drugs or alcohol to relieve feelings of distress, guilt or shame.

The first step in treating trauma in the context of addiction is to identify it, Pole said. Caron patients are screened for signs of trauma response or PTSD during the initial psychological assessment.

"If we are aware of the need to address trauma early, we can work with the patient immediately to develop an individualized plan to integrate trauma and addiction treatment," Pole said. "And, we've found that to be very successful."

Once trauma is identified, evidence-based treatments such as cognitive processing therapy and prolonged exposure therapy can be applied.

Specialty cognitive therapy groups to address anxiety, depression and cravings; trauma-sensitive yoga; and trauma-focused art therapy groups also can be used in treating trauma.

While there is still a lot to learn about trauma and its treatment, Caron has made great strides in identifying and addressing the condition.

"We're using very effective and powerful therapies," Pole said. "We're combining best practice research with treatment that is life changing for patients."

### The Structure of Caron's Trauma Program

- **Phase 1 – The Safety Phase.**

Patients participate in psycho-educational groups that teach about trauma and its effects. This occurs in the first four to six weeks of treatment.

- **Phase II – Trauma-Focused Therapy.**

Specially trained psychologists and addiction counselors provide a minimum of six to eight weeks of Cognitive Processing Therapy to treat symptoms of PTSD.

- **Phase III – Post Treatment.**

Caron's trauma team provides resources for aftercare so that patients can continue healing from trauma after leaving Caron.



## Caron's Trauma Program Helps Man to Reclaim His Life

Todd carried the secret of long-term sexual abuse for three decades without telling a soul.

That secret, and the post-traumatic stress disorder (PTSD) that resulted, took a tremendous toll on Todd's life.

"I was angry," Todd said. "I didn't trust anyone. I was aggressive and abrasive, and it affected my entire life."

At age 14, Todd began drinking in an effort to cope with the ongoing abuse.

Eventually, he began supplementing the drinking with drug use. At age 28, Todd sought treatment for substance use disorder (SUD) and remained sober for five years.

"But, I still wasn't ready to talk about the trauma, and eventually I went back to drinking and doing drugs," he explained. "I didn't know how to deal with what had happened to me."

Finally, after a divorce, a failed business, and other life-changing events, Todd reached out to Caron for help.

Working with psychologists and counselors in Caron's trauma program, Todd was able to confront his past and address the PTSD that had plagued him for so long.

The treatment he received, Todd said, changed his life.

"For the longest time I viewed the world through only one lens," he said. "But now, thanks to Caron, I can put on other glasses and my vision is clear."

Todd found an unexpected relationship with God, which has been a source of strength and comfort. He is working two jobs and attending a university in pursuit of a master's degree in clinical counseling. His end goal, he said, is to earn a doctorate degree and work as a therapist for Caron.

"Literally, Caron saved my life," he said. "The change to my life because of Caron is indescribable."

*"For the longest time I viewed the world through only one lens. But now, thanks to Caron, I can put on other glasses and my vision is clear."*

— Todd., victim of childhood sexual abuse who received treatment in Caron's trauma program



# Education Alliance

## Supporting sound bodies, minds, and choices.

The Caron Education Alliance proactively supports the health and well-being of students.

We offer services ranging from substance use education and prevention to early intervention and treatment support.

### Student Assistance Program (SAP)

Providing customized services and programming to nearly 100,000 students, professionals, and caregivers each year.

### College Success

Providing support to students throughout the Caron continuum to begin, continue or complete their academic goals in a high school, college, vocational school, or graduate school program.

### Campus Engagement

We partner with colleges and universities to provide risk-assessment, training, intervention programs, individual behavioral health assessments, and treatment recommendations.

### Digital Learning

Offering digital learning experiences focused on substance use prevention and intervention strategies for teens, parents, healthcare, school and child-serving professionals.

## Caron Education Alliance Provides Support for Students from Kindergarten through College

Children and teens who experience anxiety, depression and other disorders are at increased risk for substance use disorder (SUD), as these disorders and SUD often go hand-in-hand.

Caron works with students, families, professionals and community members to provide education and prevention programs to keep students healthy and substance free.

Outreach through Caron's Education Alliance continued to expand in 2017-18 as we supported students from kindergarten age through college.

The Education Alliance oversees the Student Assistance Program (SAP), College Success, Campus Engagement and Digital Learning, representing a full portfolio of services along the continuum of care.

Launched in 1990, Caron's SAP is nationally known as a leader in alcohol, tobacco and drug education and prevention services. SAP served more than 100,000 students in 2017-18, in addition to professionals and caregivers.

We partnered with nearly 100 colleges and universities to provide a variety of services, working with Lebanon Valley College to open its Collegiate Recovery Community.

Our team works with colleges and universities to provide training, health and risk assessments, intervention programs and treatment recommendations tailored to meet the needs of each campus.

Students in or finishing treatment at Caron or Caron Renaissance have opportunities such as sober dorm living, collegiate recovery houses and access to our College Success teams. In 2019 we will focus on expanding our Digital Learning Program, which offers educational programs centered on substance use prevention, intervention, treatment and recovery.

"We have been committed to working with schools and students of all ages for 28 years," said Tammy Granger, Vice President of Education. "And we know that our programs are working."

**Independence Blue Cross Foundation** made a generous \$185,000 gift to support the expansion of our Kids of Promise program, parent programming, professional education for school, child serving and healthcare professionals, as well as funding to expand our reach through customized services within the Philadelphia five county region.

**Altria Client Services** enhanced their traditional funding to expand Caron's Digital Learning through \$965,000 in additional funding. This gift will provide funding to create four additional digital experiences to support teen cessation, parent programming, and essential professional education around the most pressing substance use disorder topics.



# Education Programs

## Caron launches Digital Learning Program introducing C-SBIRT

(Caron's **S**creening, **B**rief Intervention, and **R**eferral to **T**reatment)

Thank you to New England board members Peter Cook and Stephen Kane, for their thought leadership and support for Caron's Digital Learning program. Inspired by the desire to provide a national platform for education to prevent substance use disorders, Peter and Stephen advocated for the launch of digital learning experiences for students, parents and professionals.

Caron is proud to announce that C-SBIRT (Caron's **S**creening, **B**rief Intervention, and **R**eferral to **T**reatment) is the first digital course launched to train healthcare and school professionals. Five additional courses will be available in 2019, including a nicotine cessation program for teens, a parent program, a course for business leaders, and additional professional training courses for school and child serving professionals. Caron is grateful for Peter and Stephen's vision to serve more individuals and families through this innovative approach to education and support.

## Leadership Academy and Substance Use Education for Athletic Team Leaders

### Education Alliance Launches

#### Customized Program for Student Athletes

An Education Alliance highlight of 2017-18 was a program launched in March that aims to change the culture of student athletics and attitudes toward substance use among high school students.

The Peak Performance Leadership Academy was introduced in Pennsylvania, and is expected to become a national endeavor.

The initiative focuses on preparing students, particularly student athletes, to deal with pressures they will encounter in college without turning to substance use. Leader athletes receive training on developing coping skills, resiliency, healthy habits and other topics, and then address those topics with other students.

"We are very excited about the potential for this program," Granger said. "It's about Caron being a leader in changing culture as it pertains to athletics and athletes."



Former NFL Quarterback Ryan Leaf kicks off the Peak Performance Leadership Academy

### Caron Education Alliance

- ★ Reached the highest number of schools and students in Caron's history, interacting with **110,042** students in **820** schools.
- ★ Provided support to **4,760** parents and professional development to **5,986** professionals.
- ★ Raised **\$2.3** million through philanthropy to support our expanded menu of services, with Altria providing just over **\$2** million.
- ★ Received nearly **\$1.2** million in revenue from our Student Assistance Program school contracts and service programming fees.
- ★ Provided cessation and prevention programming to more than **17,317** students at **242** sites, resulting in meaningful interactions and strengthened relationships.





# Treatment Works

## OUR PROGRAMS

Caron's success is centered on our family-focused addiction treatment and recovery plans. Our full-time, on-site, highly credentialed staff and dynamic, comprehensive inpatient addiction treatment programs meet people where they are. Whether a patient needs a residential assessment, detox, inpatient addiction treatment, or long-term recovery support, we are careful to address individualized needs and circumstances. We are positioned to help patients and families everywhere begin the treatment process. Our unparalleled inpatient addiction treatment programs are comprehensive and specialized.

### IN PENNSYLVANIA:

- Residential Assessment Program
- Teen Program
- Young Adult Program
- Adult Program
- Older Adult Program
- Relapse Program
- Executive Program
- Legal Professionals Program
- Opioid Program
- Healthcare Professionals Program
- Chronic Pain & Addiction Treatment
- LGBTQ-Affirming Treatment
- Trauma & Addiction Treatment
- Airline and Aviation Professionals Treatment
- Breakthrough at Caron

### IN FLORIDA:

- Caron Renaissance
- Caron Ocean Drive

### OUTPATIENT TREATMENT SERVICES:

- Caron Atlanta
- Caron Counseling Services

### RECOVERY CENTERS:

- Atlanta
- New England
- New York City
- Philadelphia
- Washington, DC





At Caron Treatment Centers, we believe statistics and outcomes illustrate the difference treatment makes in a patient's and family's life. Whether those outcomes are Caron's or the industry's overall, they reflect the importance of making sure accessible care is available, evidence-based treatment is being delivered, and ongoing support is provided to consistently achieve positive, measurable results.

As a world-class addiction treatment and behavioral healthcare provider, we believe in and rely on the use of innovative treatment methods with proven practices. Our strong partnerships with leading institutions and highly regarded professionals in the field, as well as our participation in innovative research studies, allows us to advance the efficacy of our treatment and patient outcomes.

Abundant research shows that addiction is treatable, and that people do recover when given evidence-based care including behavioral health therapies.

Volkow, N. D., Poznyak, V., Saxena, S., & Gerra, G. (2017). Drug use disorders: impact of a public health rather than a criminal justice approach. *World Psychiatry*, 16(2), 213-214.



# Research

## Caron Committed to Research to Assure the Best Evidence-Based Practices

At Caron, we are continually working to improve and implement new evidence-based practices in behavioral health and substance use disorder (SUD) treatment.

We partner with leading institutions and highly regarded professionals in the field of research to advance patient outcomes and treatment efficacy, while also participating in large-scale studies.

Our research department, led by Dr. Joseph Garbely, vice president of medical services/medical director, is affiliated with leading medical and academic institutions, including Penn State College of Medicine/Hershey Medical Center; Rutgers, the State University of New Jersey's Center for Alcohol Studies; the University of Pennsylvania and the University of Southern Mississippi.

We work closely with renowned experts such as Dr. Nora Volkow, director of the National Institute on Drug Abuse at the National Institutes of Health; Dr. Robert DuPont, the founder of the Institute for Behavioral Health; and Dr. James R. McKay, Director of the Penn-TRI Center on the Continuum of Care in the Addictions at the University of Pennsylvania.

### Recent and ongoing studies and projects include the following:

- In partnership with Dr. Volkow and the National Institutes of Health we are studying the use of a ketogenic diet in reducing withdrawal symptoms in individuals with alcohol use disorder.
- Also in partnership with Dr. Volkow, Caron is evaluating inflammation of the brain in individuals with opioid use disorder, and whether inflammation decreases over time with medication-assisted treatment.
- We are working with Stanford University to examine the application of analytical methods for longitudinal neural tracking and relapse outcome prediction through the use of EEG technology.
- With Penn State College of Medicine/Hershey Medical Center, we are studying the effectiveness of Suvorexant, a sleep aid that shows no abuse potential, for those with SUD. Persistent insomnia is one of the biggest predictors of SUD recurrence or relapse.
- Also, in partnership with Penn State College of Medicine/Hershey Medical Center, Caron is examining functional near infrared spectroscopy-based neurofeedback to reduce relapse in opioid and alcohol use disorders.
- Led by Dr. Garbely, who serves as chair of the Physician in Training Committee of the American Society of Addiction Medicine, Caron has established an ACGME accredited Addiction Medicine Fellowship program to educate and train physicians to become Addiction Medicine professionals.



### 3rd Annual ADDICTION RESEARCH SYMPOSIUM

#### 2018 Addiction Treatment Research Symposium

From the beginning, Dick and Catherine Caron engaged the advice and guidance of the best minds in the addiction treatment field to help them in their quest to improve the lives of those suffering from substance use disorder. Continuing in that tradition, our Professional Advisory Committee, comprised of some of the most forward-thinking and innovative minds in the field of Addiction Medicine and Treatment, advise our clinicians and leaders on issues related to substance use disorder treatment, prevention, and education, as well to share their latest research.

On September 28, Caron Treatment Centers, together with Penn State College of Medicine/Hershey Medical, hosted the 3rd Annual Addiction Treatment Research Symposium on Caron's Wernersville Campus. More than 200 addiction treatment professionals attended.

### Professional Advisory Council

Dr. Judson Brewer  
UMass Medical School

George M. Bright, M.D.  
Blackwater Outdoor Experiences

Dr. Wilson Compton  
National Institute on Drug Abuse

Keith Humphreys, Ph.D.  
Stanford School of Medicine

John F. Kelly, Ph.D.  
Harvard Medical School

David C. Lewis, M.D.  
Brown University

David Mee-Lee, M.D.  
The Change Companies

Charles O'Brien, M.D., Ph.D.  
University of Pennsylvania  
Health System

Don Sloane  
Recovery Care Partner, LLC

Dr. Eric Strain  
Johns Hopkins Medicine



# Regional Recovery Centers

Atlanta New England New York  
Philadelphia Washington D.C.

Caron operates five Regional Recovery Centers in Atlanta, New England, New York, Philadelphia and Washington D.C. The Centers offer customized services for potential patients and families prior to a treatment experience, as well as recovery care services following inpatient treatment. These regional centers are the front and back doors to Caron in their respective communities.

Returning home from treatment can often be challenging for those beginning their recovery journey. Caron's Recovery Support Services is a highly customized continuing care program designed to assist patients in successfully transitioning home, following through on aftercare recommendations, and taking recovery supporting actions after being discharged from a high level of care.

## Regional Recovery Centers Provide a Menu of Services

*Services in each region may vary, but may include:*

- Drug and alcohol education
- Referral services
- 72-hour integration services
- Interventions
- Recovery coaching
- Alumni services
- Evaluations and assessments
- Recovery support groups
- Family education and connection
- Recovery care monitoring
- My First Year of Recovery
- Intensive Outpatient Services
- Academic outside coaching

## My First Year of Recovery

Connecting all components of care together and providing a constant stream of support as one moves through different phases of their early recovery

### **A roadmap for success.**

At Caron, we believe that one never truly graduates from a recovery program – chronic illnesses like addiction require ongoing support, accountability, and structure. My First Year of Recovery is a post-treatment counseling and monitoring program for recent patients and their families. Individuals enrolled in the program are given a personalized post-treatment roadmap designed by their treatment team to help them and their family navigate the challenges of maintaining sobriety in early recovery.

### **Five years of data collected from participants who completed the My First Year of Recovery program have shown extraordinary results.**

- 69% of alumni were abstinent at completion of the one-year program. When there was a relapse, the program's high reengagement rate helped the alumni to get back on track with their recovery plan.
- 46% of participants who completed the program continue to attend on-going outpatient treatment.
- 83% of participants attend 12-step meetings following the completion of the program.

# Friends, Family and Alumni Make a Difference

## BERKS COUNTY

### Richard J. Caron Award of Excellence Dinner

May 2, 2018 | DoubleTree Hotel, Reading, PA

This year's dinner honored Richard Ehst, President of Customers Bank, with the Richard J. Caron Award of Excellence. James Boscov, Chairman and CEO of Boscov's, accepted the 2018 Partner in Recovery Award on behalf of the business. Ryan Leaf, former NFL Quarterback, was the special guest speaker, and DOXA, a gospel ensemble, performed. With 850 people in attendance, more than \$820,000 was raised to support Caron's financial assistance fund, benefitting Berks County families.



Doug Tieman,  
Richard and  
Angela Ehst,  
Steve Wall



DOXA Gospel Ensemble

## NEW YORK

### Caron New York 24th Annual Gala

May 9, 2018 | Cipriani 42nd Street, New York, NY

More than 600 guests gathered at Cipriani 42nd Street in New York, as Elaine and Anthony Grillo were honored with the Richard J. Caron Award of Excellence. David Johansen received the 2018 Caron Artist Award and performed at the event. Katie Couric was a special guest. More than \$1.4 million was raised to support treatment financial assistance.



Elaine & Anthony Grillo



Molly Helfet, Katie Couric,  
Neil Lasher

## ATLANTA

### Caron Conversations

May 10, 2018 | Hosted by Andrea and Boland Jones, Atlanta, GA  
Caron Atlanta hosted its first annual Caron Conversations, an alumni and community educational reception addressing opioid addiction. Guest speakers were CNN's Chief Medical Correspondent, Dr. Sanjay Gupta, and Brad Sorte, executive vice president and managing director of Caron in FL. Nearly 100 Caron alumni, parents, families and community members attended this invigorating conversation, hosted by Andrea and Boland Jones in their home.



Nancy Zintak, Dean Monteleone, Pat Feeley, Andrea Jones,  
Martha Scarborough, Sanjay Gupta, Kelli Grant, Boland Jones  
and Brad Sorte.

## LEHIGH VALLEY

### Caron Lehigh Barn Raiser Dinner

September 21, 2018 | OLDE Homestead, New Tripoli, PA

Caron introduces the first Caron Lehigh Valley Barn Raiser Dinner fundraising event. Dr. Thomas Meade received the inaugural Caron Lehigh Valley Friend of Recovery Award, and Senator Pat Browne was the special guest speaker. Close to 150 guests were in attendance, and \$100,000 was raised to support treatment financial assistance benefitting families in the Lehigh Valley.



Carol Livingston; Co-Chair,  
The Reverend Patrick Lamb



Donna Jacobsen; Co-Chair,  
Thomas Meade M.D.





Steve Wall, John Hoffmann



Steven A. Tolman, Lisa Marsilio, Michael Botticelli, Timothy J. Burke

## NEW ENGLAND

### New England Recovery Celebration

September 25, 2018 | Harvard Club, Boston, MA

Michael P. Botticelli received the 2018 Richard J. Caron Award of Excellence, and John E. Hoffman received the Caron Advocacy Award at the New England Recovery Celebration. Lisa Tanzer, President of Life is Good, was the special guest speaker. More than \$125,000 was raised in support of financial assistance for families and Student Assistance Programs in the New England Region.



Doug Tieman, Tara Handron, Sasha Bryski, Ed and Cathy Gillespie, Elizabeth Vargas, Steve Wall, Sandy Winnefeld, Christina Caron

## WASHINGTON, DC

### Recovery for Life Gala

October 9, 2018 | Ritz-Carlton Pentagon City, Arlington, VA

Cathy and Ed Gillespie received the 2018 Richard J. Caron Award of Excellence. Television journalist Elizabeth Vargas, was the keynote speaker. Over 250 guests were in attendance. The event raised more than \$470,000 benefitting Caron's Treatment Scholarship Fund for residents of the Washington, D.C. area.



Dan Hilferty, Paul Tufano



Anna Roisman, Lee Durst-Roisman and Richard Roisman, Abraham Roisman, Matthew Harrington

## PHILADELPHIA

### Celebration of Family and Recovery Gala

November 7, 2018 | The Bellevue Hotel, Philadelphia, PA

The 2018 Richard J. Caron Award of Excellence honoree for Philadelphia was Paul Tufano, Chairman and Chief Executive Officer of the AmeriHealth Caritas Family of Companies. Richard S. Roisman, a long-standing member of Caron's Board of Trustees was recognized as Caron's Partner in Recovery. More than 500 guests attended and a record breaking \$1 million was raised to provide financial assistance for the Greater Philadelphia Region.

Michael Clinch, Robert Johnson



## FLORIDA

### Alumni and Family Gratitude Weekend

November 16-18 2018 | Boca Raton, FL

More than 700 alumni, families, friends and staff participated in this year's Caron Renaissance and Ocean Drive Gratitude Weekend. Event highlights included the Gratitude Dinner honoring Robert Johnson for 25 years of dedication and service to Caron Renaissance. Guests and staff participated in the Gratitude Golf Scramble, where players had the opportunity to play one hole with PGA player Billy Horschel. The event raised \$430,000 to benefit Caron Florida's Life Saver Scholarship Fund.

During the annual Gratitude Weekend celebration, Caron announced an exciting matching challenge gift from the Janice Michelle Foundation. The foundation has agreed to match every gift raised, dollar for dollar, to support Caron Renaissance's Family Programs Endowed Scholarship Fund. Our goal is to raise \$100,000 from this special appeal by November 2019!

# Friends, Family and Alumni

## 2018 Annual Alumni & Family Reunion Weekend

June 22-24, 2018 | Caron in Pennsylvania

With more than 1,100 in attendance to celebrate recovery, the June 23 Alumni Reunion set a record for attendance. Events included memorial and chapel services, children's activities and a cookout. Members of Caron's executive leadership team, clinical staff and counselor assistants greeted and visited with alumni, family and friends. Marguerite Schroeder was named Alumni of the Year; Joan and John Fitzsimons received the Catherine Caron Award.



John and Joan Fitzsimons, Marguerite Schroeder, Doug Tieman

Caron fellowship groups and programs, parent and family support groups, volunteer opportunities, and the option to become a 12-Step Recovery Contact for newly discharged patients at Caron allow alumni and families to remain connected to Caron and *Recovery for life.*

- **44 Regional Alumni Fellowship & Parent Groups**
- More than **100,000 alumni in the U.S. and other countries** throughout the world are reached through media, programs and events
- **Over 4,500 alumni, families and friends** participated in regional events, raising more than **\$250,000** for treatment scholarship



## Caron Renaissance Annual Softball Game Gratitude Weekend | Boca Raton, FL

The Caron Renaissance Alumni Association hosted the annual Staff vs. Alumni softball game, where alumni, staff and families cheered on their team as they competed for the coveted Willie Cup, in honor of Willie Au Hoon, beloved staff member and pillar in the local recovery community. The event included carnival activities, treats, face painting, and friendly competition in the ever-growing Caron fellowship in Florida.

## Cooking for Caron December 6, 2018 | Norwalk, CT

Special host, Tony Aitoro, generously opened the doors to AITORO for the 2018 Cooking for Caron fundraising event on December 6. Several local chefs prepared gourmet meals for more than 160 alumni, family and friends. Ira Joe Fisher auctioned off a variety of amazing items, raising close to \$50,000 to support Caron's Teen Treatment Scholarship Fund.



Todd Whitmer, Tony Aitoro, Ira Joe Fisher, Mike Otey



# Make a Difference



*"...Because of your generosity, I continue to get the help I have needed for so many years. I am at a loss for words to express the immense gratitude I feel. I cannot thank you enough for helping me with this incredible opportunity."*

*With extreme gratitude,  
Megan O.*

## The Grauer Family Scholarship Fund Announced

Laura and Peter Grauer made a transformational leadership gift to Caron Renaissance in support of the Open the Door Campaign. The Grauer Family Scholarship Fund will advance Caron's mission of transforming lives impacted by addiction and substance use through proven, comprehensive, and personalized behavioral healthcare solutions. This fund will provide a lifeline for families who need financial assistance to access the high-quality treatment and services at Caron Renaissance.



## The Carlynn & Larry Silverman Family Foundation

The Carlynn and Larry Silverman Family Foundation's substantial gift to the Open the Door Campaign supports both capital improvements on Caron's Pennsylvania campus, and treatment scholarships for patients and families from the Washington, D.C. region.

The patient lounge designated for Caron Phase II Treatment Program will be named in honor of the foundation's generous gift.



Steve Wall and Julie Uebler

## The Wall/Uebler Family Capital Campaign Challenge

Steve Wall, chairman of Caron's Board of Trustees, and his wife, Julie Uebler, have generously offered a capital challenge, matching \$1 for every \$2 raised. The Wall/Uebler Family Challenge will play a significant role in assisting Caron to raise capital gifts for much needed renovations to residential areas on the campus in Pennsylvania.

## Using Tax Law Changes to your Benefit while Supporting Caron's Mission

*If you are 70 ½ or older and are not itemizing your deductions under the new tax laws, you can make a philanthropic gift to Caron directly from your retirement plan without having to claim it as a distribution and taxable income for the year. Your gift will also count towards your Required Minimum Distribution (if you have not already taken your RMD). It is listed as your Qualified Charitable Distribution. Donations of any amount up to \$100,000 will qualify.*

**Speak with your financial planner or accountant to see if this type of giving will benefit you.**

For more information on Qualified Charitable Distributions or other ways to plan for Caron's future, please contact Sue Borelli at [sborelli@caron.org](mailto:sborelli@caron.org) or 610-743-6164.



# Endowments and Special Purpose Funds

James J. Billerbeck Endowed Scholarship Fund

Breakthrough Alumni Endowed Scholarship Fund

Harris Brodie Endowed Scholarship Fund

Steven C. Calicchio Endowed Fund  
for Music and the Creative Arts

Catherine Caron Fund

Caron Renaissance Endowed Scholarship Fund

Caron Renaissance Family Programs  
Endowed Fund

Richard J. Casey, Jr. Memorial Endowed  
Scholarship Fund

Kevin Phillip Cutler Endowed Scholarship Fund

Anthony Dimick Endowed Fund

Dodds Family Endowed Scholarship Fund

Duffy Family Endowed Scholarship Fund

Eddie's Gift Endowed Scholarship Fund

John J. Flannery Endowed Scholarship Fund

Forst Family Endowed Scholarship Fund

Bethany R. Granata Endowed Scholarship Fund

Grauer Family Scholarship Fund

Gregg R. Grossman Endowed Scholarship Fund

Gregg R. Grossman Scholarship  
& Special Programs Fund

Adam and Ben Hock Scholarship Fund

Justin Boyd Howard Endowed Scholarship Fund

Rev. William J. "Father Bill" Hultberg  
Endowed Scholarship Fund

I'll Watch Over You Endowed Scholarship Fund

Boland T. Jones Family Scholarship Fund

Richard D. Kelley Endowed Scholarship Fund

Ann Marie and McKaye Kelly Endowed  
Scholarship Fund

Nicholas D. Klarsfeld Endowed Scholarship Fund

Charles A. Leeds Jr. Endowed Scholarship Fund

Dennis Leibowitz Endowed Scholarship Fund

Werner G. Maeder Endowed Scholarship Fund

Ellen and Christopher Maguire Scholarship Fund

Sam and Kay McCullough Family  
Endowed Scholarship Fund

Geoffery McKernan Endowed Recovery Care  
Services Fund

Miller - Skibbie Family  
Endowed Scholarship Fund

Moffatt Family Scholarship Fund

MTS Fund

Martin E. Mulhern Endowed Scholarship Fund

Neag Family Endowed Scholarship Fund

Vivian Elaine Niceley Endowed Scholarship Fund



# unds

Nikki Perlow Scholarship Fund

Ramonas Family Spirituality Endowed Fund

Patrick E. Rogers Endowed Scholarship Fund

Arlene and Michael Rosen Fund for Veterans

Ed Satell Family Endowed Chair for Children and Adolescent Education

Dominick R. Scalera Endowed Scholarship Fund

Dr. Mary Ann Scheuhing Scholarship Fund

The Carlynn and Lawrence Silverman Family Foundation Scholarship Fund

Ivan L. Small Endowed Scholarship Fund

Frederick A. Smith Endowed Scholarship Fund

Subak Family Endowed Scholarship Fund

Taylor Family Endowed Scholarship Fund

Tiagwad Family Endowed Scholarship Fund

Matthew Versagli Memorial Endowed Scholarship Fund

Suzanne S. Voisin Endowed Scholarship Fund

The von Seldeneck Family Scholarship Fund

Wall Family Endowed Scholarship Fund

Zelnick Family Endowed Scholarship Fund

Ziff Family Endowment Fund

## Tiagwad Family Endowed Scholarship Fund



Brett Tiagwad, Mike Tiagwad, Matt Tiagwad

Brett Tiagwad, a Caron alumni and member of the Philadelphia Advisory Board, with his father, Mike, and brother, Matt, officially announced the **Tiagwad Family Endowed Scholarship Fund**. This fund will provide scholarships for recovery care services such as Caron's My First Year of Recovery Program.

The Deb Tiagwad Memorial Golf Outing, established to honor the memory of a cherished wife and mother, has raised more than \$300,000 to benefit Caron's My First Year of Recovery program. My First Year of Recovery supports patients and their families for an entire year following residential treatment, assisting them with navigating the challenges of early recovery. Brett credits the aftercare program with helping him to remain sober following his mother's tragic death early in his recovery.

*"The My First Year of Recovery program was instrumental in my early recovery following departure from Caron's inpatient treatment. My mother passed away tragically, just one month after I came home from treatment. If I had not had the My First Year of Recovery program, along with my family supporting me, I do not know where I would be right now. I cannot stress enough how important this program was to me, along with the inpatient care I received from Caron, they saved my life. The Tiagwad Family is proud to start this endowment and raise money in my mother's name to help fight the addiction crisis."*

— Brett Tiagwad



# Public Relations

In the midst of an ongoing opioid epidemic, Caron focused on educating families, medical professionals and members of the treatment sector about the disease of addiction, clinically known as substance abuse disorder (SUD).

As part of this effort, Caron drafted and adopted the Patient's Bill of Rights for Addiction Treatment, defining the tenants of quality treatment.

Caron launched a blog called The Medicine, Science & Art behind Addiction Recovery. Published every Tuesday, the blog is a resource of expert commentary designed to help end the stigma surrounding addiction, champion the use of evidence-based treatment programs, advance research and provide hope.

Caron also created videos featuring its clinical experts that were featured on its website and at the American Psychological Association's annual meeting.

The New York Times

The Philadelphia Inquirer

U.S. News & World Report

AP Associated Press

Caron engaged with national, local and trade media including *US News & World Report*, the *New York Times*, the *Associated Press*, the *Philadelphia Inquirer*, *Women's Day*, *Everyday Health*, *Modern Healthcare* and others to provide expert commentary and insight. In May, we sponsored the National Press Foundation's training for journalists at the American Society for Addiction Medicine Conference.

**During Fiscal Year 2018 Caron was featured in more than 160 articles and stories.**

# Marketing

A focus on expert content was instrumental in engaging key audiences and establishing Caron as a thought leader for families, clinical professionals and the addiction treatment sector. Videos, articles and tips were developed and published on multiple outlets such as WebMD, to build Caron's brand and drive interest in its programs. Radio and online advertising rounded out the marketing plan for fiscal year 2018.



THE SCIENCE OF ADDICTION

*One of several Caron articles featured and promoted by WebMD and part of a comprehensive content-first Marketing approach.*

Predatory marketing practices from unethical addiction treatment providers climaxed in 2017-18, resulting in attention from the U.S. House Energy & Commerce Committee Subcommittee for Oversight & Investigations. The deceptive practices and websites had a significant impact on the marketing strategies of all treatment providers, especially following Google's decision to eliminate advertising for commonly searched words such as addiction and rehab. For nearly a year, all advertising for addiction treatment on Google's platform was unavailable or severely restricted, resulting in inadequate resources for consumers and fewer calls to Caron. Caron, however, was one of the first providers to be certified in Google's new certification process for addiction treatment services.



# Government Affairs

Consumer protection has been the core focus for Caron's Government Affairs & Advocacy program over the past year. In addition to our ongoing efforts to improve quality standards of care, Caron worked to draw attention to unethical patient brokering, predatory marketing practices and deceptive websites. Caron continues to build its reputation as a go-to resource for key influencers in addiction treatment industry reform.

## 2018 National Rx Drug Abuse & Heroin Summit

Dr. Robert DuPont, Founding President of the Institute for Behavior & Health (IBH), and Doug Tieman co-presented at the nation's largest annual conference addressing the opioid crisis. Caron also co-hosted a roundtable discussion with key national stakeholders, addressing the national addiction and overdose epidemic. Among those in attendance were Patrice Harris, M.D., American Medical Association (AMA) Board of Trustees and AMA Opioid Task Force Chair; Charmaine Yoest, Office of National Drug Control Policy (ONDCP); and Nora D. Volkow, M.D., National Institute on Drug Abuse (NIDA).



*Dr. Robert DuPont, Dr. Nora Volkow, Doug Tieman, Dr. Patrice Harris*



*BK McDonough, Jim Carroll, Lisa Marsilio, Sharon Matthew*

## White House Opioids Summit

Caron was one of two treatment centers invited to attend the White House Opioid Summit in March 2018. Kellyanne Conway, Counselor to the President, was one of many who recognized Caron Treatment Centers at the event.

## Office of National Drug Control Policy

Then Deputy Director Jim Carroll and his policy advisors at the Office of National Drug Control Policy (ONDCP) visited Caron's campus and met with Caron experts to discuss the need for reform within the addiction treatment sector.

## Pennsylvania State Attorney General

Caron met with Pennsylvania State Attorney General Josh Shapiro and members of his staff to introduce them to the scope of patient brokering issues and the key role that online predatory marketing plays in these schemes. As a result of that meeting, seven Office of the Attorney General (OAG) staff members visited Caron, including the Bureau Chief of Consumer Protection and the Acting Chief of the Health Care Section.



*Doug Tieman, Dave Aronberg*

## Advocacy in Florida

Dave Aronberg, State Attorney for Palm Beach County, FL attended Caron in Florida's Gratitude Weekend Dinner. Aronberg leads a group of prosecutors within the National District Attorneys Association from 30 states in developing policy proposals designed to fight the opioid crisis. *"The goal is to ensure that our nation's laws reflect the new reality of today's unprecedented opioid epidemic that kills more than 115 Americans each day."*

# Financial Highlights

## Total Unrestricted Revenue **\$93.1 million**

Net Patient Service Revenue	\$90 million
Other Revenue (Investment Income, Contributions & Assets Released from Restriction)	\$3.1 million

## Total Expenses **\$92.7 million**

Program Activities	70%
General & Administrative	27.5%
Fundraising	2.5%

## \*Net Income **\$485,000**

## Total Gift Income **\$14 million**

Annual Scholarship	44%
Capital	31%
Endowment	5%
Special Programs	20%

## Annual Charity Care **\$8.4 million**

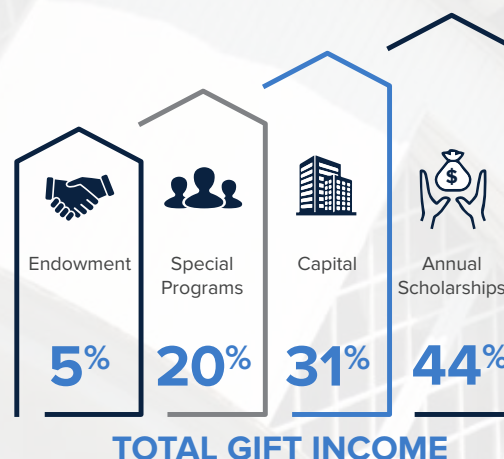
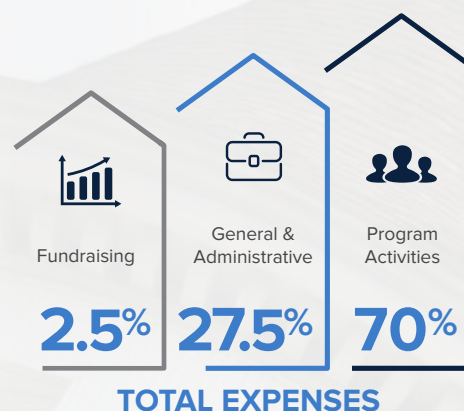
This amount is equivalent to 10% of Caron's net patient revenue.

1,116 patients and families benefitted from charity care in the 2017-2018 fiscal year.

## Total Endowment Portfolio **\$31.6 million**

Named Funds Value	\$18 million
Board Designated Funds Value	\$13.6 million

\*Net Income after depreciation and interest.



## Individuals and Families Served

### Inpatient & Residential Treatment

Caron in Pennsylvania - 2,085  
Caron Renaissance - 358  
Caron Ocean Drive - 120

**Total - 2,563**

### Outpatient Services

Caron Counseling - 725  
Caron Atlanta - 104  
Caron Renaissance/  
Ocean Drive - 352

**Total - 1,181**

### Family Services

Caron in Pennsylvania - 3,263  
Caron Renaissance - 533  
Caron Ocean Drive - 156

**Total - 3,952**



# Caron Board of Trustees and Regional Advisory Boards

## Board of Trustees

Anne Banville  
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Linda Caron Denby  
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Bruce Eanet  
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<sup>†</sup>deceased

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Douglas Dunnan  
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Petra Levin  
Sam McCullough  
Tighe Merelli  
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Kathleen Koehler  
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Susan Fromm  
Meredith Grossma  
Molly Helfet  
Jill Jordon  
Maxine Lang  
Denise LeFrak Calicchio  
Dennis Leibowitz  
Steve Martin  
Geraldine McManus  
Caitlin Mixer  
Stewart Reid  
Miles Rubin  
Judith Ryan  
Jay Springer  
Juliana Terian

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Richard Roisman - *Chair*  
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Jonathan Segal  
Ann Sonnenfeld  
Eric Stern  
Brett Tiagwad  
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Carol Ware  
James Wiley  
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## Caron Executive Leadership

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*President and  
Chief Executive Officer*

**Kristine Bashore**  
*Executive Vice President/  
Chief Marketing Officer  
Executive Vice President of  
Strategic Planning*

**Jennifer Savarese Farr**  
*Vice President, Governance  
& Corporate Compliance  
Officer*

**Patrick Feeley**  
*Executive Vice President/  
Chief Development Officer*

**Dr. Joseph Garbely**  
*Vice President of Medical  
Services  
Medical Director Caron PA*

**William Parfitt**  
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Chief Financial Officer*

**David Rotenberg**  
*Executive Vice President/  
Chief Clinical Officer*

**Brad Sorte**  
*Executive Vice President &  
Managing Director, Florida*





Caron Renaissance



Caron Ocean Drive

Facility Photography

**BRIAN CATTELLE**  
photography



Caron.org | 1-800-678-2332