



FOR IMMEDIATE RELEASE

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CENTRIA HEALTHCARE IS BRINGING MUCH NEEDED AUTISM THERAPY TO JACKSON

The center offers hope and relief to families stuck on waitlists

Centria Healthcare, a leading national provider of Applied Behavior Analysis (ABA) therapy for children with autism, is celebrating the expansion of autism services to Jackson, Michigan with a new ABA center at 1418 East Michigan Avenue. The new center will serve up to 60 children in the Jackson area.

1 in 59 children in the U.S. have Autism Spectrum Disorder (ASD), according to The Centers for Disease Control and Prevention (CDC). As the prevalence of autism increases, so does the need for Applied Behavior Analysis (ABA) therapy, the only evidence-based therapy approved by the American Academy of Pediatrics and the CDC. During ABA therapy, skills are broken down into small, easy-to-learn steps. Positive reinforcement is used to motivate the child, and data is continuously collected to measure the child's progress and modify their personalized treatment plan.

The objective is to get children the care they need earlier when intervention is shown to be the most effective, but understanding and accessing ABA can feel overwhelming for newly diagnosed families, especially when it comes to insurance. Thanks to 2013 legislation in Michigan, ABA therapy is available for all children diagnosed with ASD, regardless of insurance. Centria's intake team understands the law and assists families through the process.

"Once parents hear that their child has autism, they have a lot of questions and often don't know where to turn for answers," said Scott Barry, CEO of Centria Healthcare. "At Centria, our mission is to help every child living with autism to develop, pursue, and achieve their own goals and dreams through high-quality ABA therapy and support. This starts with helping parents navigate complex insurance systems so that their child can receive services as quickly as possible."

Many local parents understand that early intervention is critical but have been forced to delay therapy due to a lack of available services. Dozens of Jackson area families are currently on waiting lists for ABA therapy. Centria's new Jackson center brings relief to those families by providing ABA therapy as well as the positive support that comes with it.

"Imagine being an autism parent who knows that ABA can help, but is unable to access it due to long waitlists," said Rick Loewenstein, Chief Strategy and Growth Officer at Centria Healthcare. "That's why we're here. We're here to get kids the therapy they need right now. But, the center is way more than just a behavioral services facility. It's a place for kids to socialize, to be themselves, and for families to know that they aren't in this alone."



Centria anticipates hiring approximately 40 experienced staff. “This includes Board Certified Behavior Analysts and Behavior Technicians, among others,” said Barry. “With so many children in need of support, we are eager to take them off waitlists and provide them with the resources and care that they need throughout the entire Jackson area.”

Media is invited to the grand opening of the of the Centria Jackson ABA Therapy Center. Community leaders, Centria executive staff, and clinical experts will be available. Please reach out if you need prior access or generic Centria b-roll.

Date: Monday, March 11, 2019

Time: 4pm to 6pm with ribbon cutting at 5pm

Location: 1418 Michigan Avenue, Suite 100 - Jackson, MI 49202

Quick Facts

- 1 in 59 children have autism
- Centria Healthcare helps parents of children with autism navigate through the complex system of insurance, care and just knowing that they are not alone.
- Centria operates in ten states, over 3,500 experienced and trained staff and services over 2,700 children.

About Centria Healthcare & Centria Autism:

Centria Autism, an operating division of Centria Healthcare, is a leading national provider of Applied Behavior Analysis (ABA) therapy for children with autism and their families. With its national headquarters in Michigan, and more than 3,500 clinical staff working in ten states, Centria’s Optimal Outcomes approach combines child-centered, evidence-based ABA with best practices to help children with ASD have the best developmental experience possible and acquire the skills to live independently and succeed in the world on their own terms.

For more information, please visit <http://www.centriahealthcare.com>.

Center for Disease Control Autism Data Link - <https://www.cdc.gov/ncbddd/autism/data.html>

Media Contact:

Lisa Croff

O- 248.364.4400 Ext. 4494

C- 248.378-7540

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