



FOR IMMEDIATE RELEASE

March 13, 2019

CENTRIA HEALTHCARE BRINGS MUCH NEEDED CENTER-BASED AUTISM THERAPY TO HARTFORD AREA FAMILIES

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 in Hartford, Michigan with a new ABA therapy center at 15 South Maple Street. The center will serve up to 15 children with plans for expansion as families sign up for services and as staff numbers grow.

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."

Centria Healthcare has been providing, and will continue providing, in-home ABA therapy to families in Southwest Michigan since early 2016. Van Buren County Community Mental Health (CMH) helped identify the need for this new center.

"We've always had a great relationship with Van Buren CMH," said Rick Loewenstein, Chief Strategy and Growth Officer at Centria Healthcare. "They're great partners and were absolutely critical in making this happen. We're really excited to be working with such a dedicated team of community leaders who understand that the center is much 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. The Van Buren CMH team gets that."

Centria is looking to hire experienced ABA therapists in the Hartford area and will have technical recruiters on-site at the grand opening to meet with potential candidates. Therapists interested in applying should bring a copy of their resume.



Media is invited to the grand opening of the of the Centria Hartford 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: Friday, March 15, 2019

Time: 12pm to 2pm with ribbon cutting at 1pm

Location: 15 South Maple Street, Hartford, MI 49057

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>

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