



FOR IMMEDIATE RELEASE

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CENTRIA AUTISM EXPANDS ITS FOOTPRINT IN MASSACHUSETTS TO MEET RISING DEMAND FOR CHILDHOOD AUTISM THERAPY

Leading national provider of therapy will align with local caregivers to serve nearly double the number of children

MARLBOROUGH, MA — [Centria Autism](#), a leading national provider of [Applied Behavior Analysis \(ABA\)](#) therapy for children with autism, announced today that effective July 1, its recently acquired Applied Behavioral Associates, LLC in Marlborough, Mass. will officially become Centria Autism. Like Centria, Applied Behavioral Associates has provided center-based ABA services to children with autism. The move will enable Centria to meet the needs of more local families and deliver the individualized services for which it is known in 11 states. Centria acquired Applied Behavioral Associates on December 1, 2018.

The rising prevalence of autism, along with expanded coverage of [ABA](#) therapy in more states and by more insurance plans, is providing more families the ability to seek treatment options. In the simplest terms, ABA therapy breaks everyday processes and situations into small, easy-to-understand steps. Those steps are learned, repeated, and rewarded until they become unaided behaviors. ABA therapy is regarded as the single most effective treatment for children with autism, and the only one shown to make significant, long-lasting improvements in the everyday lives of people with autism.

“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,” said Heather Hettinger, Massachusetts Area Vice President at Centria Autism. “We take our mission seriously and look forward to expanding services under the Centria Autism brand in order to meet the ABA needs of more Massachusetts families.”

Access to Centria’s therapy is streamlined through a stepwise approach set up specifically to lessen the confusion and effort for parents while getting children into services as quickly and seamlessly as possible.

“We want parents to know that at Centria Autism, support begins long before ABA therapy even starts. Our support teams are with them every step of the way from initial contact and diagnosis to navigating complex insurance systems so that their child can receive services as quickly as possible.”

Parents can learn more and contact Centria Autism by visiting its website at CentriaAutism.com.

Quick Facts

- The [Centers for Disease Control](#) and Prevention estimates 1 in 54 children are diagnosed with autism



- Centria Autism helps parents of children with autism navigate through the complex system of insurance, care and just knowing that they are not alone
- Centria Autism operates in 11 states and is growing
- Centria Autism employs more than 3,500 experienced and trained staff, who provide individualized care and services to thousands of children

About Centria Autism:

Centria Autism 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 11 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.centriaautism.com>

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