



The substance abuse market is one of the largest healthcare market segments, and one of the most underserved. According to the Substance Abuse and Mental Health Services Administration's (SAMHSA's) National Survey on Drug Use and Health, **23.5 million persons** aged 12 or older needed treatment for an illicit drug or alcohol abuse problem in 2009 (that's 9.3 percent of the population aged 12 or older). Of these, only 2.6 million—11.2 percent of those who needed treatment—received it at a specialty facility. **This leaves an untreated substance abuse market of 20.9 million clients in the US.**

To put it more succinctly, nine out of ten who need substance abuse treatment do not get it. The results from this lack of treatment are dire.

Crime

According to the Office of National Drug Control Policy, **over 60% of males arrested in 2011 tested positive for drug use.** For some cities, the number was over 80%.

Economic Costs

According to NIDA, nearly 75% of substance abusers are employed. Substance abusers are more likely to change jobs frequently, be late or absent from work, and be involved in workplace accidents. Furthermore, addicted employees work at only 67% capacity. **The estimated total economic cost of substance abuse is \$559 Billion per year in the US.**

Deaths

According to the National Institutes on Drug Abuse (NIDA) **drug-related deaths have more than doubled since the early 1980s.** There are more deaths, illness, and disabilities from substance abuse than from any other preventable health condition. **Today, one in four deaths is attributable to alcohol, tobacco, and illicit drug use.**

Trends

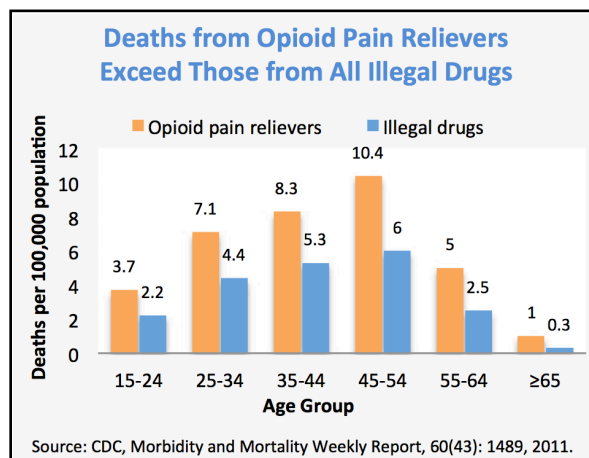
The fastest-growing trend in addiction is abuse of prescription drugs—primarily opiate pain killers and stimulants. According to the Centers for Disease Control and Prevention, **deaths from prescription drugs tripled nationwide between 2000 and 2008.** In a recent national survey on teen drug abuse conducted by the University of Michigan, **one in eight high school seniors** admitted to using prescription painkillers they weren't prescribed. Overall, according to the National Institute on Drug Abuse, drug overdose (from both prescription and non-prescription drugs) is now the leading cause of accidental deaths in the United States.

Escalation

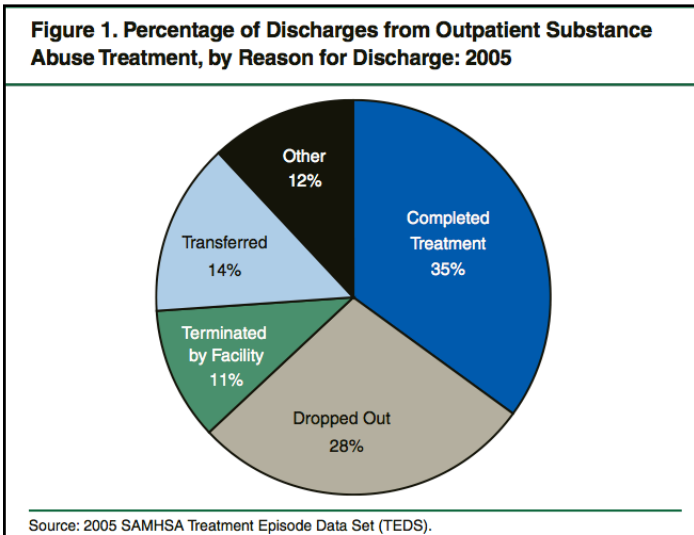
Decreasing availability and increasing cost of prescription drugs is leading to another disturbing trend: **rapidly increasing heroin use.** In dozens of interviews with former young heroin addicts, NBC News found that every single heroin user had arrived at shooting up the same way: starting with expensive prescription drugs, which they purchased from friends for \$20-\$60. When they became too addicted to afford pills, they listened to friends who told them they could get a better, cheaper high if they used heroin instead. For \$3-\$10 a bag, they said, they started off by snorting the drug, never thinking that they would end up injecting it. Most of them started shooting up within weeks.

Effectiveness of Current Treatments

According to the 2010 United States National Survey of Substance Abuse Treatment Services (N-SSATS), current treatments consist primarily of talk therapy and medication. Roughly 35% of those who start addiction treatment complete the prescribed course, and treatment completion is predictive of long-term success. Relapse rates for addictive diseases usually are in the range of 50% to 90%; however, these rates vary by definition of relapse, severity of addiction, drug of addiction, length of treatment, and elapsed time from treatment discharge to assessment, as well as other factors (Adolescent Illicit Drug Use-Understanding and Addressing the Problem 2005).



For example, under traditional care, at one year after stopping opiates, there is an 85% chance of relapse.



Theta Wellness Centers Are Different

At Theta Wellness Centers, we use a drug-free, scientific, neurological approach to correct chemical imbalances in the brain, which are the root cause of common problems such as drug and alcohol abuse, pornography addiction, eating disorders, depression, anxiety, PTSD, video game addiction, and other unwanted behaviors.

Theta combines several cutting-edge technologies in a single treatment program that has been clinically shown to produce results that are up to 3 times faster and 11 times more effective than traditional treatment methods, with a much lower recidivism rate than higher-priced “revolving-door” in-patient or residential treatment programs. Some of these treatment tools include:

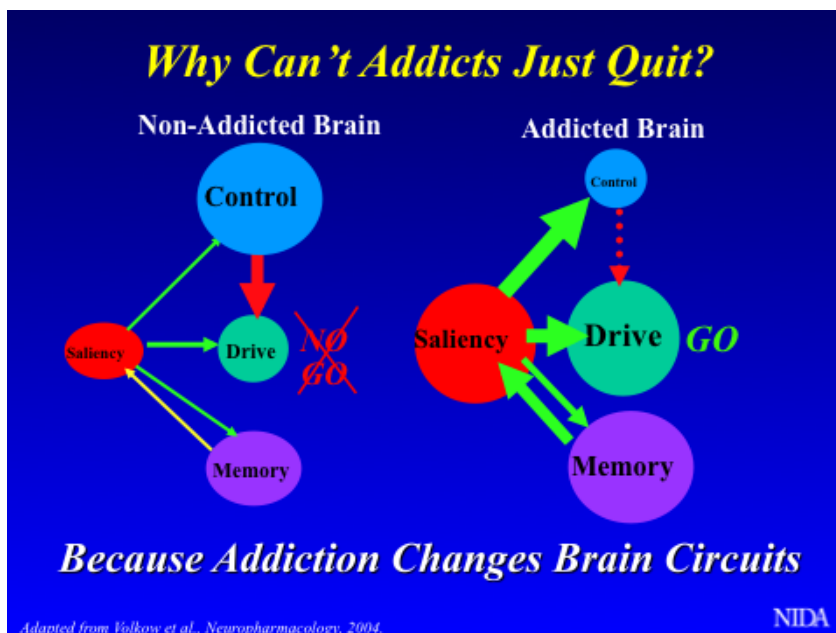
- Gentle electrical stimulation
- Binaural audio stimulation
- Visual stimulation
- Vestibular (motion) stimulation
- Light therapy
- Detoxification
- Relaxation techniques

Unlike talk therapy or pharmaceutical intervention, these treatments induce the brain’s “Theta” state, and then signal the brain to return to normal, healthy production of neurotransmitters like serotonin and dopamine. Results of the treatment include reduced cravings, elevated mood, enhanced well being, and greater self control.

Why Traditional Care Produces Poor Results

According to NIDA, “**Addiction changes brain circuitry, making it hard to “apply the brakes” to detrimental behaviors.** In the non-addicted brain, control mechanisms constantly assess the value of stimuli and the appropriateness of the planned response. Inhibitory control is then applied as needed. In the addicted brain, this control circuit becomes impaired because of drug use and loses much of its inhibitory power over the circuits that drive responses to stimuli deemed salient.”

In other words, altered brain chemistry is the root of the problem. Any treatment that fails to normalize brain chemistry has little chance of success.



Theta's typical treatment program can be completed in under 2 hours a day, in 21 days or less, making it easy to fit comfortably into even the busiest of schedules.

More than 30 years of research, comprising hundreds of studies dating back to 1959 as well as recent first-hand patient outcomes, have shown Theta's treatment protocols to be safe and effective. As science, technology and computers have advanced, these treatments have become more practical, less expensive and easier to obtain. They are now available at every comfortable, professional Theta Wellness Center.