

Fully confidential and private treatment

Q&A

In a Q&A with Werner Gerber, effective addiction treatment for high-profile international clients is discussed



Paracelsus Recovery, based in Switzerland, offers individualized, luxury treatment in absolute privacy and confidentiality for high-profile international clients. We spoke with Dr Werner Gerber, the medical director of Paracelsus Recovery

Which problems do you treat at Paracelsus Recovery?

We treat chemical dependency on alcohol, prescription medications and illegal drugs. We also address behavioural addictions such as gambling, pornography and sex, and eating disorders. Additionally, we treat clients with burn-out, depression, anxiety, OCD, co-dependency, PTSD and other mental health and emotional issues that often accompany addiction.

You offer addiction treatment for wealthy, high-profile individuals. What are specific challenges that your clients face?

Although years of sound scientific research have confirmed that addiction changes the chemical makeup of the brain, many people, including some in the medical community, continue to view addiction not as a chronic disease with possible relapses, but as a sign of weakness. Influential people are often held at a very high standard and public knowledge of an addiction may present tremendous risks to family, reputation, career, political standing and even personal safety. Pervasive stereotypes about addiction create an atmosphere of humiliation and embarrassment that cause many high-powered people to continue their addiction in secrecy and isolation, even when treatment is desperately needed. These individuals often feel they have nowhere to turn to, and the results can be catastrophic.

What sets Paracelsus Recovery apart from other luxury rehabs?

Our highly qualified doctors and chemical dependency specialists treat one client at a time in the client's private residence in Zurich, Switzerland, which may be a penthouse, a chalet, a historic old-town manor, a luxury hotel or a lakeside villa, depending on the client's preference. Our staff-to-patient ratio is roughly 15 to 1 not including sup-

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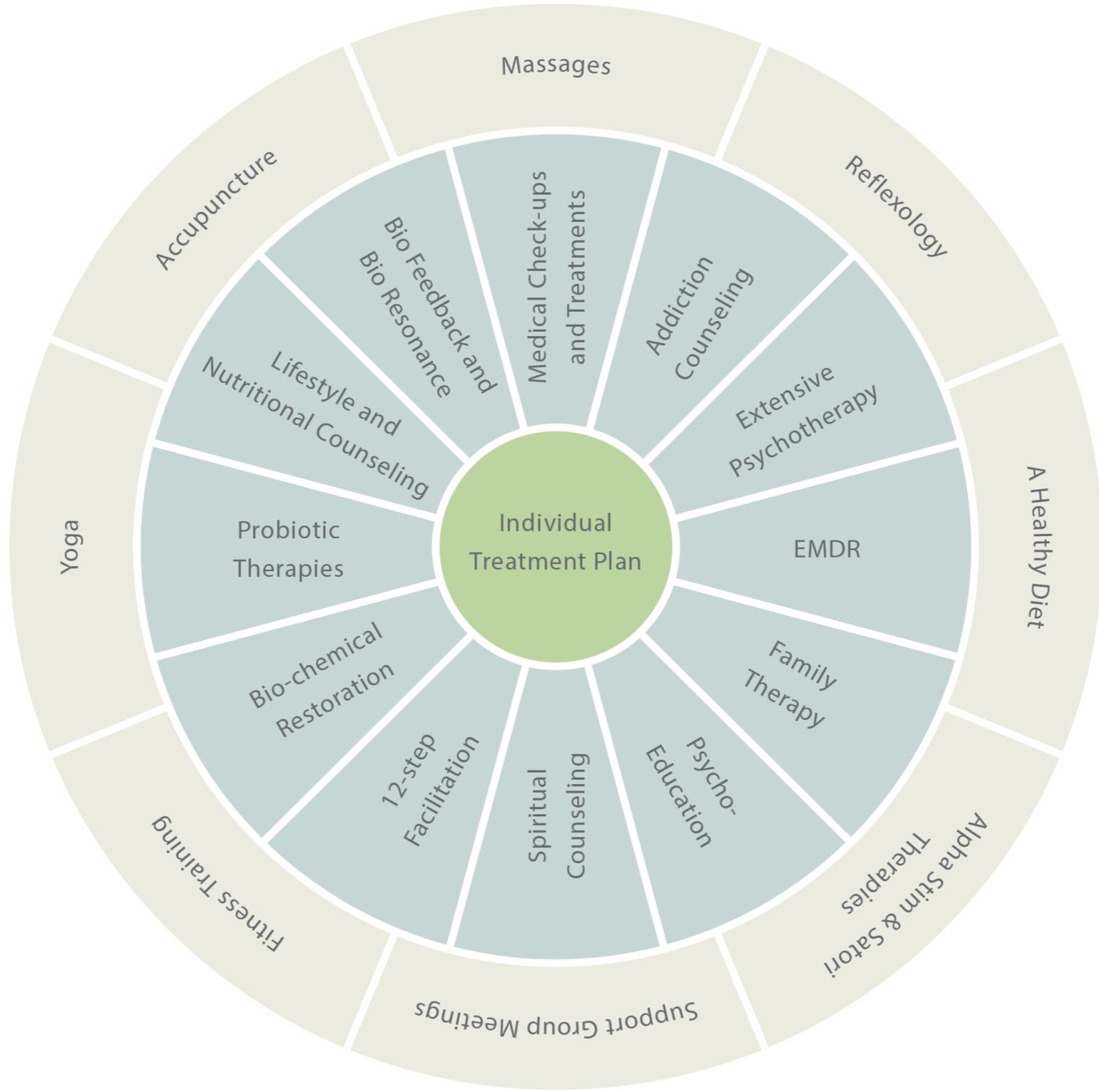
port staff, and each client receives eight to 10 hours of one-to-one therapy every day. This highly bespoke approach assures that each client receives the best possible treatment and the most effective use of time. Amenities also include limousine transportation and driver, butler, chef, maids, and secretarial services, along with a 24-hour concierge service that ensure each client's stay is as convenient and comfortable as possible. Although the intention is for clients to focus entirely on recovery, they may attend to professional demands via phone or internet when required, which is normally not possible at a rehab, not even at 'high-end' providers.

What type of treatment can potential clients expect at Paracelsus Recovery?

Our first priority after the client has been safely detoxed, is to identify the underlying cause of the addiction, which may be psychological, social, emotional, physical, biochemical and spiritual. This information is established by an extensive medical and psychiatric assessment, as well as an in-depth biochemical laboratory testing and lifestyle evaluation. The information is used to develop a comprehensive, holistic treatment plan tailored to meet the needs of each individual. Most clients benefit from a combination of different approaches of psychotherapy, counselling, psycho-education, lifestyle coaching, nutritional counselling and orthomolecular treatments. We also offer a range of complementary therapies, including fitness training, bio-resonance, acupuncture, yoga, reflexology and massage, among others. We realize that recovery from addiction requires an approach that treats the entire person – mind, body and soul.

You stress the importance of biochemistry at Paracelsus Recovery. How do principles of biochemistry apply to addiction treatment?

Addiction is a disease that creates lasting changes in the body's biochemistry. This imbalance is often exacerbated by poor self-care, an unhealthy diet, lack of physical activity and chronic stress and conflict, often trauma. When the



Massages

Reflexology

A Healthy Diet

Alpha Stim & Satori Therapies

Support Group Meetings

Fitness Training

Yoga

Individual Treatment Plan

EMDR

Extensive Psychotherapy

Addiction Counseling

Medical Check-ups and Treatments

Bio Feedback and Bio Resonance

Lifestyle and Nutritional Counseling

Probiotic Therapies

Bio-chemical Restoration

12-step Facilitation

Spiritual Counseling

Psycho-Education

Family Therapy

body is out of balance, the results are insomnia, anxiety, depression, cravings, and other problems that threaten cognition, energy, vitality, vigour, emotional stability and thus long-term recovery. Extensive laboratory tests conducted by our orthomolecular medicine specialist reveal imbalances of the brain's neurotransmitters, amino acid deficiencies, lack of nutrients, food intolerances, inflammatory stress, and problems involving adrenal fatigue and thyroid problems as well as metabolic symptoms such as insulin resistance.

Restoring equilibrium requires a holistic strategy that involves detox-infusions, infusions and injections of restorative compounds such as enzymes, adaptogens and vitamins, a personal nutrition plan and carefully tailored micronutrients as well as various programs to enhance physical activity and relaxation. The restoration of a healthy gut-biology is also paramount; the human gut has been recognized as the 'second brain' with a profound influence on mood, emotional resilience and the immune system.

Does Paracelsus Recovery offer traditional Twelve-Step programs?

The Twelve-Step philosophy is deeply ingrained in contemporary addiction treatment; it is in fact the guiding principle at many rehab centres, including the luxury segment. Although we recognize the merits associated with mutual help and fellowship provided by Alcoholics Anonymous and other Twelve-Step programs, we understand that it does not work for everyone and can be stressful for people who are uncomfortable in group-settings or prefer not to share their personal issues with strangers. We provide individualized treatment, and participation in a Twelve-Step program is available for those who desire it.

How does Paracelsus Recovery provide absolute confidentiality and privacy to high profile clients?

Each client is identified by a fictitious birth date and pseudonym, which is used in all external and internal communications. Unless clients choose to reveal their identity, personal information is even unavailable to our team, they can thus focus on the humanity and needs of the client without being influenced by status, money, prestige, titles, celebrity or royalty.

In some cases, client identity is handled by a personal representative and remains completely unknown to us. Respect for privacy is the norm in Swiss culture, and clients who choose to venture out for leisure activities or a walk in the neighbourhood or even shopping, are normally never approached, even if they are recognized. ■



www.paracelsus-recovery.com