

Survey of Major Yellow Pages Advertisers *

Alcohol Information & Treatment Centers

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	<p>For Adults, Children, Seniors, Adolescents, Families Alcohol Detoxification/Rehab (Free) Assessment & Referral Drug/Substance Abuse Trtmnt Chemical Dependency Recovery Programs Gay/Lesbian/Bisexual Support Continuing Care Group Individ. Treatment/Counseling 24-HOUR - 7-DAY HELP After-Care Programs (Time) Family Recovery Programs Special Adolescent & Children's Programs Interventions/Evaluations Crisis Evaluation Team Ambulatory/Sub-Acute Detox Full Range of Psychiatric Svcs Description of Facility</p>	<p>Education/Information/Videos Counseling - Individual/Group ASSURANCES OF HELP Inpatient/Outpatient Service Co-Dependency Program/ACOA DWI/DUI Evaluations Industrial/School Programs Emotional/Stress-Rel. Problems Community Evaluation Prgms Crisis Stabilization License Reinstatement Screening/CRASH Schools Intensive Therapy Program AA Study & Attendance Day Care Programs Dual Diagnosis Treatment 12-Step-Based Modality Relapse Prevention Pre-Natal/Post-Partum (Proven) Anti-Craving Medication</p>	<p>Residential Programs – Short & Long Term-Alternatives to 12-Step (Details) Prevention Programs/Acupuncture Service Employee Assistance Programs (Weekend) Family Treatment/Education Shame/Grief Reduction Programs Court Diversion/Court Order Services Cocaine/Crack/Heroin Abuse Residential Transitional Programs Women's Programs/Spiritual Programs EMPHASIS ON TREATING RELATED PROBLEMS (SPECIFIED) Profession-Specific Programs - Doctors, RNs, Lawyers, etc. Sexual Abuse Survivors Self-Help Groups/Rehab Units DUI First Offender Prog. / DWI Assessment Intensive Outpatient Program Partial Day Programs</p>
Confidence Factors:	<p>Years in Business CONFIDENTIALITY Accredited by NCARF/JCAHO Individualized/Personalized Professional Staff (Names) Licensed/Accredited/Certified CHAMPUS Approved</p>	<p>Psychiatrists/MDs/Nurses on Staff Therapists on Staff (Free) Confidential Consultation Licensed/Certified by... (Specified) "Restoring Freedom & Dignity" Fully Accredited Hospital PPO/HMO Provider</p>	<p>T-19 Approved/Court Approved Statements Projecting <u>Success</u> "Lifetime Aftercare"/Goal-Integrated Specialization / Licensed Psychiatric Clinic Accredited for Insurance/Medicaid Non-Profit/No One Turned Away SCENIC SETTING (DESCRIBED)</p>
Convenience Factors:	<p>Days/Hours - Usually 7/24 Multiple Locations Location Data/Map 24-Hour Admissions Informational Audio Cassettes</p>	<p>Free (Scheduled) Information Sessions-Weekly, etc. 24-Hour Crisis Phone Line Day/Evening (Intensive) Programs Toll-Free Number/Hotline</p>	<p>Health Ins./Medicaid Accepted Website/e-Mail Address Fees - Ability to Pay/Sliding Scale State Funding Available Flexible Scheduling (Less Disruptive)</p>
Special Services or Extras:	<p>Brief Narrative - e.g., Motivation for Staying Sober, etc. Foreign Language(s) Spoken Initial Consultation Free Eating Disorders/Chronic Pain Free Brochure/Taped Info.</p>	<p>Transportation Available Private Rooms Length of Stay Specified - 21 Days, etc. Specialized Women's Unit Marriage & Family Counseling</p>	<p>Drugs Specified - Cocaine, Prescription Drugs, etc. Affordable/No Time Lost From Work Clinical Drug Studies Non-Narcotic Pain Control Stop-Smoking Problems</p>
Typical Related Headings:	<p>Drug Abuse & Addiction</p>	<p>Clinics</p>	

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