

Palmetto Provides A Safe And Tranquil Treatment Environment



Our 70-acre campus is almost completely enclosed by the beautiful Lake Lafourche.

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PALMETTO
ADDICTION RECOVERY CENTER
NEWS

The Dangers of
Direct Marketing

J. David Hammond, MD

Recently there has been a surge in direct marketing by Pharmaceutical Companies to the general public. The idea of directly appealing to consumers as opposed to practitioners is not new, but it is being utilized much more aggressively in today's market. After the Boston Red Sox won the World Series, the star right fielder Shane Victorino began advertising to the public medications used to treat Attention Deficit Disorder in adults. This is just one example of using celebrities to directly market prescription medications to consumers. Often these medications have side effects and dependency issues associated with them.

The amphetamines used to treat ADD are controlled and must be prescribed with caution.



J. David Hammond, MD
Attending Physician

In This Issue:

The Dangers of
Direct Marketing

Consumers are not getting the whole story from the aggressive direct marketing efforts of pharmaceutical companies.

20th Annual
Alumni Reunion
Celebration

A recap of the most attended reunion yet!

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CELEBRATING 20 YEARS OF SERVICE

The Dangers of Direct Marketing

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Another class of medications that are being marketed to the general public is hypnotics, or sleep aids. There are multiple commercials circulating that encourage people with insomnia to talk with their doctor about getting prescriptions. Again, while these medications can be useful when used appropriately, they too often have side effects that must be carefully monitored and also have dependency issues associated with them.

The direct marketing of medications is not limited to mood altering drugs. There are a number of commercials for bladder control products, antidepressants as well as erectile dysfunction treatments. While these medications have fewer concerns regarding dependency issues, they still have interactions with other medications and should be used cautiously. Each person's medical history needs to be reviewed and each new

prescription should be written with care to avoid adverse medication interactions.

While direct marketing to patients does increase public awareness of disorders and treatment options – it is important to remember that not every problem requires medical intervention and each individual is unique. Commercials on TV cannot review all of the potential side effects of a particular medication in a thirty second advertisement.

Over the last few years there has been a marked increase in the prescription drug problem in the United States. Recently law enforcement agencies have determined that the problem with prescription drugs has actually become more serious than illegal drug problems. With multiple new medications being available and the surge in the direct marketing to patients, the number of

prescriptions for controlled medications has risen. Along with the increase in use, there has also been a subsequent rise in the abuse of these medications.

Several states recently passed laws to allow medical cannabis use. This drug by nature has a huge abuse potential and a specific set of dependency issues. As practitioners, it will be increasingly important to educate the public regarding cannabis abuse potential. If the direct marketing of controlled medications continues to grow, the marketing of cannabis for medical problems is likely to follow. As with all medications, the prescribers should alert each patient to possible side effects and dependency issues. What is appropriate for some patients may not be appropriate for all. The limited commercial time is not adequate to alert people to all potential adverse issues.

Parting Thought

"I used to think a drug addict was someone who lived on the far edges of society. Wild-eyed, shaven-headed and living in a filthy squat. That was until I became one..."

~ Cathryn Kemp, Painkiller Addict: From Wreckage to Redemption—My True Story

20th Alumni Reunion Celebration

Darren Davis, RPh COO

Palmetto just recently held its annual Alumni Reunion Celebration. This year was very special because we celebrated our 20th anniversary and the turnout certainly was beyond expectations.

Our golf tournament, which was held at Black Bear Golf Course, had a record 51 players who enjoyed the fellowship along with the beautiful fall weather.

Our meet and greet on Friday night ended up with about 90 people and was a very fun time. Everyone visited and told old stories about the staff and when they were in Palmetto.

The largest attendance on record was the Alumni Reunion held at the residential center in Rayville with approximately 350 people in attendance. The alumni and staff were entertained with the band Pocket Change out of Shreveport. They were also fed a steak dinner with all the trimmings.

As for the speakers, Andrew B. of Denver, CO led off our

alumni talks and told a vivid story of how his addiction had taken him to prison and how he got sober and on the right track at Palmetto. Gina W. of Stonewall, LA was our last speaker and she rocked the house with tales of in-house treatment charades. I extend my sincere thanks to both of these people for taking the time to come and share their life stories.

Next year the Alumni Celebration is scheduled for October 10th & 11th and I hope everyone will plan on attending. We certainly enjoy seeing the alumnus and how many people whose lives have changed because of Palmetto.



There was plenty of good fellowship and catching up with each other.



The Golf tournament at Black Bear Golf Club was well attended and enjoyed by all!

Counselor Bio: Steven Maybery, RAC



Steven Maybery, is a Louisiana Addiction Counseling Trainers graduate and completed a three year internship supervised by the Louisiana ADRA. Prior to joining the Palmetto team in March, 2013, he spent five years counseling alcoholics and drug addicts in public sector treatment. He is currently pursuing further education at the University of Louisiana at Monroe.

Steven utilizes a combination of RET, Rogerian, Gestalt, and Existential therapies, motivating the patient to develop internal worth to take the action necessary to sustain meaningful recovery. He also uses his own experience as a recovering alcoholic to identify the struggles of addiction and beginning recovery with the patient.