



SafeHouse
a modern approach to recovery

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Season 05. Episode 04

Podcast Title: Thai Treatment

Hi, this this is Bruno J. and welcome to Episode 4 of season 5 of Busting Addiction and its Myths.

Today I want to talk about what it means when you or your loved seek rehab treatment in Thailand, also known as Thai Treatment for drug addiction and alcohol abuse.

I might as well come out the gate with the results of our research into Thai treatment facilities as to what we offer as a category and what sets SafeHouse Rehab apart from all others in Thailand.

Let's start with our common goals as a category of rehabs in Thailand, and pay our respects to all the professionals who do their best to help suffering addicts, alcoholics and their loved ones recover from a seemingly hopeless condition of mind and body.

Our common goal is to give clients the best possible chance of turning their lives around and begin the journey to a lifetime of clean and sober, joyful and productive living.

The majority of Thai treatment facilities deploy Best Practices as developed in the US and UK over the many years that practices have evolved, and continue to do so, without let-up.

There are many leading-edge techniques and technologies under development but have not yet been adopted for use in rehab settings. There are two major reasons for this.

One, the bigger and well-known rehabs are slow to adopt new approaches, as they tend to stick with the tried and true and don't want to risk their business reputation even if the technology or technique has proof behind it.

Second, many of these new ideas simply haven't been proven by rigorous testing to bring them into the mainstream of practice; so despite the promise of progress in the treatment of addiction in the form of a drug or technology, clinical trials are hard to finance and field. The pipeline may be full, but the treatment advances inside it are moving slowly.

The majority of Thai treatment facilities fall into what we call the Traditional model, which consists of tried and true, well-established practices, such as cognitive behavioural therapy (CBT), mindfulness, healthy dietary practices, fitness, group and one-on-one therapy and usually some form of exposure to a 12-step program, all of which we also support.

At SafeHouse, we believe that these practices serve as the foundation of a successful treatment process.

Some time ago, however, we asked ourselves if this was enough to transcend where treatment is today, and what we could do to

modernise the recovery process and thereby improve the chances of a lifetime of recovery.

The truth is that treatment is just the tip of the iceberg.

We believe that unless the client and his family embrace the idea of a lifetime of recovery, the investment they make in time, emotion and money is more likely than not to be squandered. This truth may be harsh, but it does bust the myth that it's a one and done deal.

People new to recovery are often surprised to learn that the vast majority of addicts who do recover have at least one relapse behind them and most have several before they finally surrender and get it.

That is the underlying reason why SafeHouse Rehab integrates modern, proven ways to approach treatment, designed to reduce the chances of a relapse. We aim to give our clients a better chance at a lifetime of clean and sober living.

SafeHouse Rehab represents the modern approach to recovery, founded on safety as our first priority. We absolutely outperform traditional Thai treatment rehabs with a sophisticated intake protocol, application of proven new techniques, and a more robust after-care program.

Our rehab is integrated into a diverse, modern environment of shops, cafes, massage spas, low-rise condos, small office buildings, a world-class fitness center, and swimming pools plus plenty of room to bike or jog around.

Of all the Thai treatment rehabs in operation, we clearly stand apart, and we did that by design from the start.

Here is an example of how we operate.

We know that, fundamentally, which rehab you choose will essentially become an emotional decision, especially if the investment is close to a tie. One of our clients brought this to light.

She said: "The fact that you never said anything negative about the other rehabs I was looking at in order to steer me to you made me *feel really good* about you".

The decision was made on the basis of *how she felt about us* after interacting with Rysio, our intake coordinator, and with the director of Safehouse, Rob Cook. The vibe plays a more important role than people realise, since clients are in a very tender emotional state when they enter rehab. They long for kindness and understanding more deeply than even they can express easily.

Then there is the whole idea of Thailand as a destination for treatment, also known as Thai treatment, which refers to two things:

1. The way visitors of every stripe have been treated here in Thailand for a full generation and longer, is beyond compare. As a peaceful, Buddhist culture, Thailand long ago also understood that its future would depend on how well they accommodated foreign visitors and retirees. It went on to build the necessary infrastructure (airports, roads and resorts) and it committed to educating their people on the language and service skill requirements, all supported by private enterprise.

The nation's investment in developing at a world-class level has led to Thailand becoming the #1 destination in the world for medical tourism. This is the practice of coming to a foreign country for medical treatment that is the equal to, or in some cases, superior to the level of medical treatment one could receive in one's home country.

Entirely consistent with building Thai treatment rehab facilities to serve a foreign clientele, as all the infrastructure for the mission is already in place and the people are well-trained and eager to serve.

Thailand is also one of the most amazing places on earth: it has incredible scenery from the hills in the North to the world-class city

of Bangkok on the Gulf of Thailand. It has endless beaches and superb diving in the South, a warm climate year-round, and people whose smiles will light up your day. No wonder it is called Amazing Thailand. So, if your loved one needs a safe and welcoming sanctuary in which to recover, Thailand rises to the top of the list.

2. The benefits to the client for experiencing the *best in Thai treatment* become clear when one considers that we offer 4-star amenities and world-class treatment for less than \$10,000 a month. Compare that to the rate of the big-name rehab in Minneapolis which comes in at a minimum of \$36,000 a month, just for the basics. Some charge upwards of \$50,000 for a month's stay.

We get the benefit of comparatively less expensive real estate, local labour, food and other necessities. We offer our professional staff a great value where they get to live in a great climate, spend a whole lot less and still maintain a comfortable lifestyle. Our English - speaking staff are trained in the UK at first-rate institutions and are fully licensed to apply their skills here in Thailand.

Our Thai staff, including our helpers, nurses and physician on call are not only superbly qualified by world standards, but they bring a genuine warmth to our atmosphere that resonates deeply with our clients.

Bottom line, why would you choose SafeHouse Rehab among the several Thai treatment centers operating here?

We make our case on four pillars:

1. A new generation of drugs is emerging along with addicts who are now commonly addicted to multiple substances. We chose to develop a *more sophisticated intake process* that takes into account the diagnostic and detox needs of the new generation of substances like fentanyl, ketamine and various forms of synthetic addictives.

2. We are committed to being the first to integrate proven, *advanced technologies and treatment protocols* designed to enhance the progress of our clients toward their goals. New developments proven at the university level and/or in clinical trials have applications in treatment, whether it helps the detox process, enables better sleep, improves mindfulness or enhances mind/body balance.
3. What makes us stand out among Thai treatment centers is being integrated *into an environment that allows clients to experience being part of a living, modern Thai community* as opposed to being isolated from the outside world. We believe that our approach better prepares clients to transition back to their life in their home environment, albeit in a safe and supervised context.
4. We firmly believe that the *after-care program must be embedded into treatment*, for without the client taking on the responsibility for recovery after he or she leaves, the odds of a successful, sober lifetime of recovery are slim.

Clients need a head start on the right path; they need the structure that will give them freedom from their obsessions and fears. They will come to realise that freedom comes from the adoption of compassion for themselves and from discipline and order.

We are the only Thai treatment center that offers the 'We Care' program: it contains a robust arsenal of recovery tools, connection to 12-step groups in their home towns, and the ability to stay connected via Zoom, Skype, What's App, whatever works best to connect on a scheduled basis or as needed.

We stand with our clients as long as they need us.

What have we learned today about SafeHouse Rehab as one of the premiere rehab Thai treatment clinics?

1. We stand apart from other rehabs in Thailand because we are dedicated to *advancing the art and science of recovery* in a clinical setting.
2. We asked ourselves, at the moment of our founding, what we could do differently, and better, to transcend where treatment is today, modernise the recovery process and thereby *improve the chances of a lifetime of recovery*.
3. That's why, today, *SafeHouse Rehab* represents the modern approach to recovery, founded on safety as our first priority. We *absolutely outperform traditional Thai treatment rehabs* with a sophisticated intake protocol, application of proven new techniques, and a more robust after-care program.
4. The bottom-line benefits to our clients and their families for choosing SafeHouse Rehab Thailand become evident when they see how much further their investment in recovery goes in comparison to any other facility in their home countries.