



**The Emirates Practice**

Concierge Care

## Welcome to The Emirates Practice

My colleagues and I would like to introduce you to our service and hopefully, with pride and humility, explain why we have created this wonderful concierge service for the UAE and the Middle Eastern region.

For some time, I have worked in and around the Middle East helping families and individuals overcome the difficulties faced whilst dealing with behavioural health, addictive disorders and trauma based addiction.

The support that we offer has over 200 years of collective experience in supporting individuals suffering with challenging behaviours. We are not here to usurp but to work alongside local professionals and to offer support with comprehensive evidence based solutions for those in need.

We aim to provide training in Intervention Strategies and Trauma to professionals working within the field of Mental Health.

Please feel free to contact either myself or any of our team if there is any way we can help.

Warmest regards

*John McCann*

John McCann TIS CTP3  
Executive Director

*The Emirates Practice - t: 8000 184 655 (UAE) • +44 20 8508 7911*

“ The Emirates Practice is dedicated to building partnerships with exceptional services and delivering a unique concierge experience, to ensure the best treatment outcomes for mental wellbeing and recovery from addiction. ”



## Consultation

The Emirates Practice offers a bespoke service tailored to the need of each individual. Although we accept absolutely that the effects of addiction are similar in the way that they damage those suffering from them and their families, we vehemently believe that a 'one size fits all' approach is both outdated and no longer an effective route to longevity and quality of recovery or the most effective way to create inspiring and effective life's, post addiction.

Every individual we work with has a unique story to tell and every individual presents for treatment with a set of highly specific experiences and consequent therapeutic needs. The client may have underlying traumas, co-occurring health issues or a range of multiple addictions along with a myriad of mental health conditions – everyone seeking treatment has a very specific set of experiences that have resulted in addictive behaviour and associated disorders that manifest in various personality traits and behaviours.

We work with clients and their families or their employers in an initial pre-treatment assessment to identify precisely how these behaviours have been shaped before going on to lay the foundation for a genuinely personalised and effective treatment journey.

## Confidentiality

One of the most understandable concerns of people considering treatment for addiction and mental health conditions is confidentiality. We understand how important this is to our clients and contractually guarantee an absolutely confidential service. It is challenging for those suffering to talk openly to their families and clinicians about their condition without having concern for who might find out about their experiences. For some cultures, there is an extraordinary amount of shame and a belief that no one knows because no one speaks about the problem to the family, the sad truth is that most people will know but protect the family by not mentioning or even acknowledging the problem. In our experience this ends in very few ways; legal problems, failed and broken relationships, significant long term mental health problems and in more severe cases, death.

The Emirates Practice has a clearly defined code of practice regarding confidentiality. We have seen too many people avoid treatment and suffer unnecessarily because of their fear of being 'found out'. Every member of our team, whether senior clinician or personal trainer has undergone rigorous security checks and is subject to a strict and binding non-disclosure agreement - Absolute confidentiality is at the core of our ethos.

## The Family

Addiction can, and usually will, destroy families as much, if not more so, than it destroys individuals. We understand how living with an addicted family member is both emotionally devastating and exhausting. Families are torn between how to help the addict and how to avoid being sucked into their world by enabling and effectively condoning their destructive behaviours.

Families can be stretched to breaking point by this form of mental health condition. It can totally disrupt family life and cause harmful effects that often last a lifetime. The Emirates Practice provides a bespoke service to help families of those suffering from behavioural health challenges, trauma based addiction and alcoholism, to overcome these problems and move towards a healthy recovery for all concerned.

We provide a full range of services tailored to the specific needs of individuals and their families allowing everyone to move forward and to re-establish a life free from the anxiety created by the addicted family member. We are dedicated to working with the entire family and strive tirelessly to facilitate a route to recovery for everyone concerned.





## **A Bespoke Service**

The Emirates Practice tailors its treatment Programme and Care Plan to match the specific needs of each individual client. Our approach is the opposite of the standard treatment centre service. The Care Plan we construct is built around our clients rigorously assessed clinical and lifestyle requirements. Following the initial assessment, we tailor a provisional treatment strategy which, again, considers clinical and personal circumstances. On approval, we proceed to full assessment following which a unique Care Plan is finally approved and may include:

Clinical Intervention • Family Intervention • Trauma Intervention  
Transportation • Sober Companions • Legal Services

Ongoing Recovery Enhancement Programme.

## **Treatment Facilities**

The Emirates Practice only works with the world's most respected treatment providers and have committed significant resources into assessing their ability to deliver the outcomes you, our client, should expect. We have worked closely with each of our partners to ensure that they offer our clients cutting edge treatment modalities in every area of behavioural addiction that integrate seamlessly into our overall care plan and mission as a concierge care provider.

## TEP 24

The Emirates Practice Team have a long and successful history of working with high net worth and high profile clients who find themselves in need of our unique and extremely versatile services. TEP 24 is a bespoke and ultra-discrete service that is tailored to fit each clients most demanding and exacting requirements and standards.

At TEP 24 we work around the clock; each team is comprised of a senior leader and at least two others that work seamlessly to ensure the clients best interests are catered for at all times.

It is usual for us to work with people who for many reasons are unable to utilise even the best residential treatment facilities. We have worked around the world bringing treatment to those, who for whatever reason, cannot or prefer not to be exposed as having problems with drugs, alcohol or process addictions (food, shopping, sex, gambling etc).

This is how we succeed at delivering, the perceived, impossible task:

### **Initial Assessment.**

Information from loved ones or colleagues.

### **Intervention.**

A structured process to introduce the identified person into recovery.

### **10 - Day Assessment.**

A full Assessment of the clients life from childhood through to their current difficulties, carried out by the best therapeutic team in the world, including full Psychiatric and Psychological support.

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### **Therapeutic program.**

3 x 7-10 day private intensive workshops over two or three months.  
24/7 on site support and monitoring for as long as is required carried out by an TEP Sober Companion and Support team.

### **Legal issues.**

Access to the best legal advice and the finest Barristers.  
Full court reporting including blood and urine screening.  
Clients can be bailed to TEP care while awaiting trial.  
Full confidentiality with non-disclosure agreements where required.

### **Close protection service.**

Carried out by our own in house fully qualified team, in conjunction with our Sober Companion Team.

### **Sober Escort Team.**

Discrete services to enable all appointments are kept whether they are red carpet appointments or work/medical ones, again carried out in conjunction with Sober Companion Team.

### **Medical Assessments.**

Carried out by our own in house Harley street private practice specialist

Every staff member has been security vetted and trained extensively in the US and UK. Their training covers intervention work, full knowledge of continuum of care, crisis intervention, conflict resolution and most are in personal recovery and members of various 12 step fellowships.

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**John McCann - Executive Director**

John has worked on 5 continents helping families recover from addiction and behavioural health issues. His training under the mentorship of John Southworth both in the UK and the US gives him one of the industries most respected pedigrees. John has progressed to training others in intervention strategies, transportation protocols, client management as well as pre and post treatment support. John specialises in working with some of the most challenging of trauma and psychiatric based addiction interventions. His attention to detail is renown and his tenaciousness "never quit" approach his hallmark. Johns knowledge and counsel is regularly sought by industry professionals and he has often appeared as a defence witness and advocate in legal proceedings.



**Gavin Cooper - Executive Director**

Gavin has joined forces with John, and following a year in planning, they formed The Emirates Practice. Being an advocate of long term recovery and with extensive experience of running treatment facilities in several countries, his skill set brings a broad knowledge base from which to assist the growth of recovery from mental health challenges within the region. Gavin brings a diversity of knowledge, experience and therapeutic training, rarely found in one individual and having spent the major part of recent years as an observer across several continents learning from Industry experts, your clients and family members are safe in his care. Having personally worked with some of the worlds finest practitioners, Gavin is ideally positioned to create the most challenging of Care Plans.



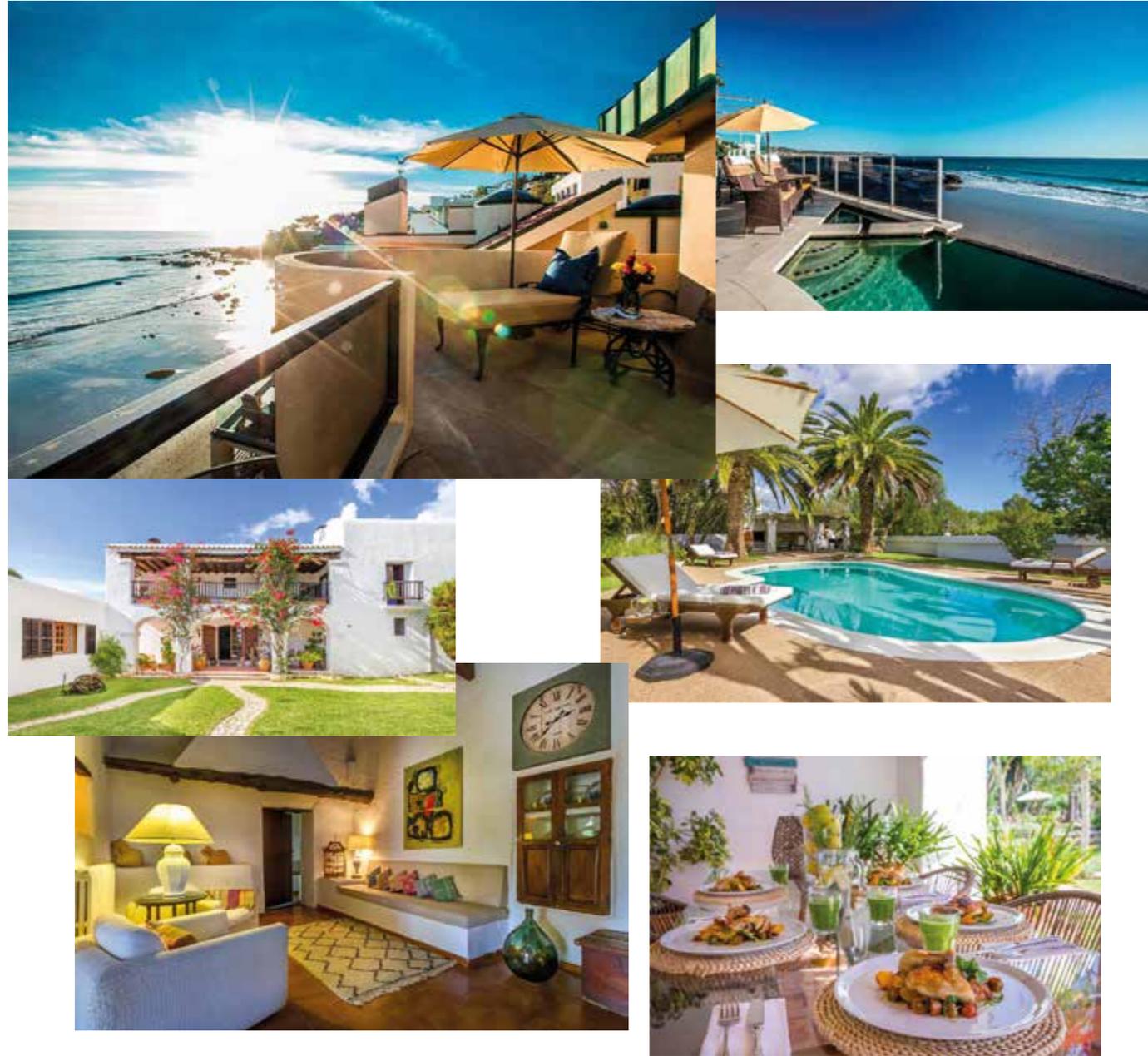
**Sandy Shelton - Director of Operations**

John and Gavin are grateful to have Sandy as a member of their founding and advisory team especially given that she maintains her position as Managing Director of the most respected Intervention organisation within the UK. For many years, Sandy has worked all over the world in the industry in both commercial and therapeutic capacities, her client facing techniques are used by countless professionals and she welcomes every possible opportunity to share her experience of working with both patients and families. In addition to her therapeutic expertise. Sandy boasts extensive logistical knowledge and has never failed in sourcing the most appropriate and efficient way to meet our often, seemingly impossible schedules and needs.



**Shatl Malin - Executive Assistant**

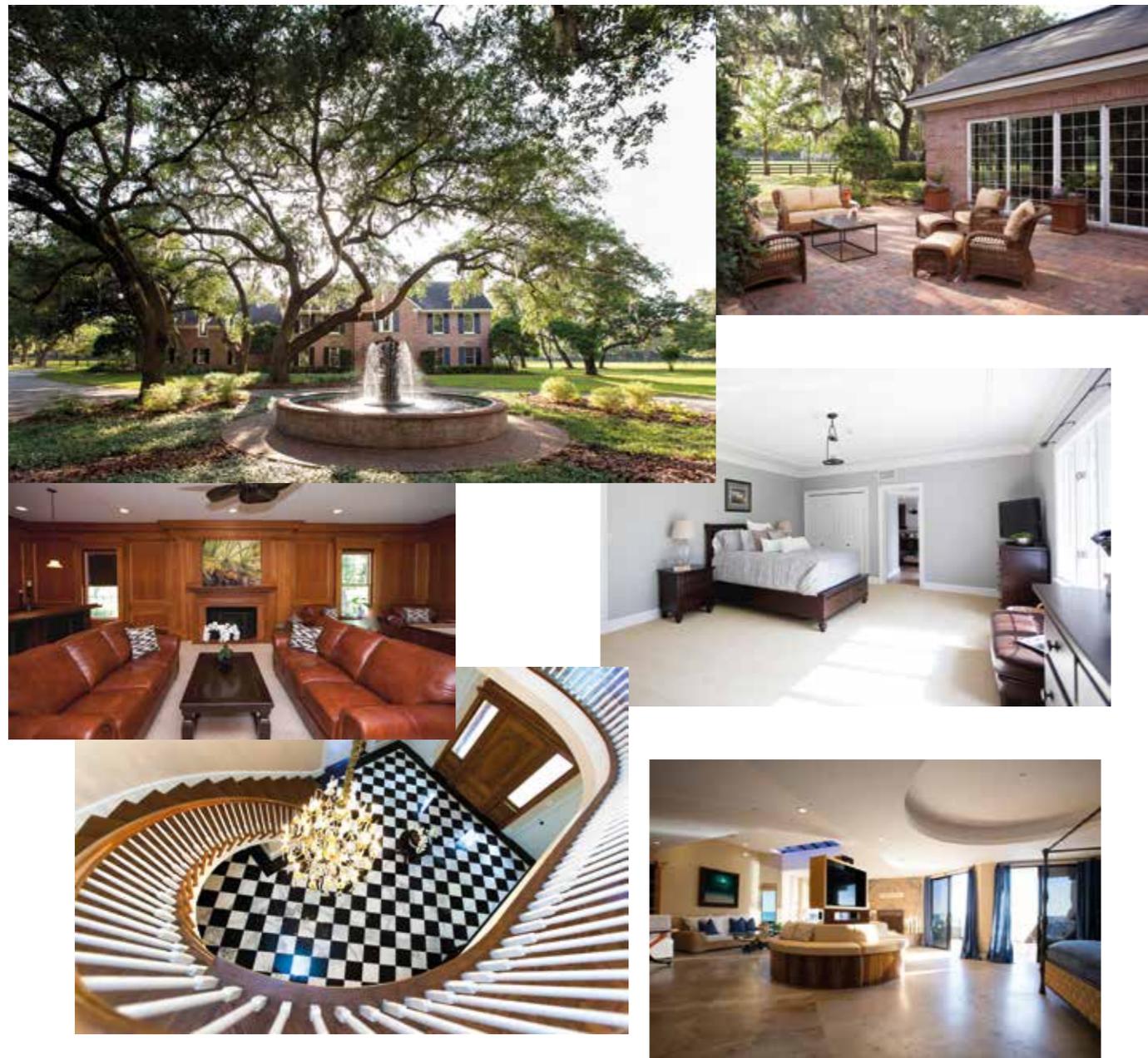
Shatl is a Certified in Life Coaching as well as being a Certified NLP practitioner. With over 10 years' experience working within therapeutic services for the treatment of addiction she brings a wealth of experience and balance to our Senior Team along with an exceptionally well structured range of skills and training. With her experience, commitment and passion for delivering service which exceeds client expectations, John and Gavin were delighted when Shatl agreed to join them to assist with the development of an outstanding service. She brings invaluable support to the entire Emirates Practice team and is the perfect conduit for all matters relating to client services and administration



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## A few of our successful outcomes

Kuwait – crystal meth addict kidnapped 3-year-old daughter. Daughter recovered safe and well, mother and daughter transported to family property in US, and addict followed and was met at San Diego airport, placed in treatment and is now 2 years clean.

Saudi Arabia – 20 year old with legal high substance abuse issues, including hallucinations with violent tendencies including traumatic entitlement and courageous defiance. He is successfully overcoming his issues.

London/Los Angeles 20 year old arrested in London originally for attempted murder while under the extreme influence of drugs and alcohol. Treatment included a brief stay under section at a world renown facility in Boston. His case involved illegal firearms, death threats to family and to our own team. We removed, with his and his family's agreement, from his \$3m home, \$350k in vehicles and an extensive gun collection. Toady he is married with a young child and enjoying life sober.

London – Well known celebrity arrested on a flight at Heathrow after relapsing and causing chaos on board during which he claimed to be a Doctor as a medical emergency emerged on board. This gentleman was successfully treated by our team and has returned to directing and acting in films and has recently married.

## Our resources

The Emirates Practice currently works exclusively with four renowned Treatment Providers from around the world. We have extensive knowledge of these facilities and have built personal relationships with each of their teams and have worked assiduously with their senior management to ensure compatibility with our own stringent protocols; it is with that primary motivation that we operate to ensure the finest and most appropriate care is delivered to our clients.

Our facilities work tirelessly to uncover the person that each client strives to become; physically fit, mentally sound, emotionally mature, socially responsibly and possibly most importantly, spiritually resilient to the pressures often dictated by modern society.

Every guest at our partner facilities arrives by a different path along with its own challenges and it is with that in mind that our task is to collate enough pre-treatment information to make the most effective recommendation. With prior approval, we maintain contact with every clients treatment team and act as liaison between them and either families or employers and through continual reassessment ensure the most effective outcomes.

Our approach is somewhat unique in that treatment represents a small, albeit significant, part of the overall recovery process and be it at a country retreat in either Florida or the Mediterranean, a beachside villa in Malibu or the beautiful riverbanks of Thailand, every aspect of the recovery program is continually assessed and monitored to shape the desired outcome.

The Emirates team have worked within the industry for a number of years during which we have been fortunate enough to experience clients from every possible socioeconomic, cultural and professional backgrounds and it is with this knowledge we are qualified to set aside the barriers that often block effective results.

Lifestyle plays an integral part of successful results and our facilities are able to cater for every possible request, be it a golf pro, horse riding or an executive assistant to assist with pressing work matters. However, it is imperative that we never lose sight of our long term aims and such facilities, whilst readily available, are always subject to the treatment teams approval who always act in the clients best therapeutic interest.

Our facilities are as unique as our clients and each is respected for their own exceptional strengths and this plays an integral part of our assessment process.

### Guest House, Ocala - USA



Judy Crane  
Co-Founder, CEO,  
Clinical Director



John West  
Co- founder



Audra Walterhouse  
Director of Business  
Development



Dr. Yousef Elyaman,  
Medical Director

### Ibiza Calm - Spain



John McKeown  
Clinical Director



Dr Manuel Rodriguez  
Medical Ibiza



Stephen Clark  
Director of  
Operations



Dr Mark Collins  
Medical UK



Camilla Simpson  
Senior Therapist

### Beach House, Malibu - USA



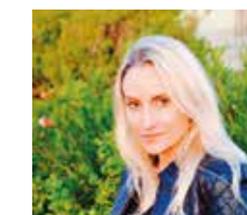
Charlie Bentz  
CFO, Owner



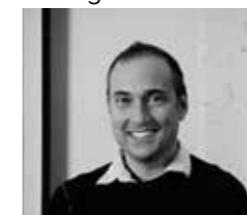
David Cohen, LCSW  
Program Director



Kimberly James  
CEO, Owner



Melissa Simon, LCSW  
Clinical Director



Scott Bienenfeld,  
MD FAPA



Tony Greco, PsyD  
Primary Therapist

### The Dawn - Thailand



Mr. Athiporn Poolsawaddi  
Center Director



Steven Sherwood  
Head Counselor



Mr. Tom Radzienda  
Head MBCT



Dr. Rattanasak Roengtham  
Head Psychiatrist

### Southworth Associates, UK



John Southworth - CEO, Owner

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