

# Individual Addiction Treatment Plans Are Hallmark Of Cliffside Malibu



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Industry: [Healthcare](#)

Malibu, CA – February, 2009 – The experienced staff at Cliffside Malibu [drug rehabilitation](#) center all have one thing in common: the treatment and well being of each resident.

Located north of the white sands of Zuma Beach, Cliffside Malibu not only boasts a breathtaking, 180-degree view of the Pacific Ocean, but also a staff of highly experienced and caring individuals whose common goal is to successfully support people with drug and alcohol addictions through rigorous treatment plans and usher them back to their normal lives. At Cliffside Malibu, this means ensuring individually personalized drug treatment, specific to the needs of each resident.



Most of Cliffside Malibu's residents lead normally upscale lives, and can readily manage to pay \$63,000 a month for drug rehabilitation in one of the most lavish treatment centers in the United States. The philosophy at Cliffside Malibu is to treat, not penalize, the

residents they serve.

To this end, the facility has spared no expense in its simple, yet grand style of architecture right down to its tasteful, sophisticated accommodations and amenities present in each resident room, lounging areas, dining room, patios, pool and surrounding grounds of the property.

However, these spectacular outward signs of luxury do not imply any degree of ease when individual [drug treatment](#) plans are administered. The ways in which this is done is the hallmark of Cliffside Malibu's success as a prominent drug treatment center. Meticulous one-on-one care underlines all medical and psychological approaches and treatments.

From the time a potential resident calls to ask questions about the facility, a staff member initiates a "relationship" with this person. This communication may guide specific future care issues based on the caller's personal and individual needs and concerns.

When a resident arrives at Cliffside Malibu to check-in for treatment, they are assessed clinically and psychologically and matched with their own primary therapist who will be their support base throughout their stay.

The doctors, therapists, counselors, resident supervisors, right down to chefs, dieticians and culinary staff, all want an individual in drug treatment to succeed. They know how to do this by crafting amenities and treatment plans to meet the needs, desires and comforts of each individual in attendance.

In many cases, staff professionals treat a resident for more than one addiction and/or psychological issue, or dual diagnose. This occurs in patients with substance abuse/addictions and a concurrent emotional or psychological condition.

Cliffside Malibu is a licensed, dual diagnosis facility that uses traditional and non-traditional types of treatment and therapy including acupuncture, massage and yoga, herbology, equine therapy, and group and family programs. Other treatments can consist of



detoxification, "life assessment", spirituality, behavioral therapy, the 12-step program, art therapy, journal writing and more.

Dual diagnoses are a unique component of a resident's stay at Cliffside Malibu. Assigned therapists are alert to any and every nuance associated with dual diagnoses as they diligently monitor any changes in patient behavior, which may compound the duality of illnesses.

The familiar comforts, which certain patients expect, are generously provided so that a patient's focus on treatment and recovery is prime and immediate.

Before recommending or administering programs for specific addictions, personal details and circumstances of a patient's life are explored. Personal counselors and therapists who specialize in treating a particular addiction will individually work with a patient throughout their stay and adapt treatment components to suit that patient.

Cliffside [drug treatment center](http://www.cliffsidemalibu.com) specializes in interventions, alcohol addiction, cocaine and heroin addiction, pharmaceutical, methamphetamine and opiate addiction, gambling and porn addiction, eating disorders, depression and dual diagnosis.

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