PITTSBURGH, August 25, 2021 - BayMark Health Services has announced the acquisition of New Day Recovery, a residential and office-based opioid treatment (OBOT) company based in West Monroe, LA. BayMark has recently focused efforts on growing its footprint in the Residential Treatment space, with New Day being its second acquisition this year. BayMark now operates five residential treatment facilities including Greenstone Centre for Recovery in Bala, Ontario, Liberty Bay Recovery Center in Portland, Maine, Hope for Tomorrow in Point Pleasant, WV and New Day Recovery with facilities in West Monroe and Shreveport, LA. BayMark anticipates acquiring additional residential facilities, as well as centers offering other levels of care, before the end of the year.

The Braff Group originated the transaction and served as the exclusive mergers and acquisitions advisor to Behavioral Learning Center.

In addition to the two residential treatment facilities, New Day has an office-based opioid treatment (OBOT) program in West Monroe and Intensive Outpatient Services in both Shreveport and West Monroe. BayMark now operates more than 20 addiction treatment facilities across Louisiana, a state that has a great need for comprehensive, affordable treatment options.

According to the Louisiana Department of Health, the state has one of the highest per capita overdose rates in the nation, ranking 11th overall. The CDC recorded more than 1,100 overdose deaths, with more than 40% of them involving opioids in 2018. That same year, despite continued efforts to reduce opioid medication prescriptions, Louisianans received 79.4 prescriptions for every 100 people, a rate among the top five in the U.S.

“New Day Recovery offers structured residential treatment, as well as an Intensive Outpatient Program, both supported by evidence-based medication when medically appropriate and a variety of counseling services in its Shreveport and West Monroe facilities. Treatment plans are available for not only opioids, but also alcohol, cocaine, methamphetamine, prescription drugs and other substances. Patients receive a customized treatment plan that may include both group and individual counseling, addiction education, life skills, relapse prevention strategies, MAT when appropriate and around-the-clock supervision and support. In addition to residential services, outpatient, medication-assisted recovery services are provided at New Way Recovery in West Monroe. Utilizing buprenorphine-based medications, such as the well-known brand Suboxone®, and substance use counseling, these outpatient programs offer a more flexible approach to treatment for OUDs. Patients have access to medical providers, counselors and staff who provide addiction education, relapse prevention tools and referrals to the resources they need as they rebuild clearly there. During the pandemic we adapted quickly to offer telehealth and other innovative solutions to ensure access to treatment wasn’t compromised. With the acquisition of New Day, we further broaden our continuum of care to serve those struggling with addiction to a variety of illicit or harmful substances,” shared David K. White, Ph.D., CEO of BayMark Health Services. “We will continue to take the necessary steps in fulfilling our mission to meet each patient where they are at with a treatment option that is right for them. BayMark believes patients deserve choices that are evidence-based. Our patients are able to choose whether they begin their recovery with an abstinence-based model or enter recovery through the use of Medication-Assisted Treatment (MAT) when appropriate. For example, the residential setting can be a great short-term approach when helping to stabilize someone on treatment medications before they continue with MAT on an outpatient basis.”
their lives.

“We are pleased to continue our growth in Louisiana where we now have 2 residential facilities, 9 office-based opioid treatment programs, 4 traditional opioid treatment programs and 7 outpatient and/or inpatient detox facilities,” noted Mike Saul, BayMark Division President. “The team at New Day Recovery and their focus on high quality, compassionate care fit right in with our approach at BayMark. Our Louisiana programs have highly competent medical, clinical and administrative staff members that truly care about our patients, and that makes all the difference.”

Nancy Weisling, The Braff Group Managing Director that headed up the deal team representing Right Path commented, “The M&A activity in the substance use disorder sector has been extraordinary in 2021, especially in residential treatment. Now that companies like BayMark provide the full continuum of care, the demand from buyers and investors has increased significantly. New Day Recovery rounds out the continuum for BayMark in Louisiana while creating additional residential growth opportunities. A win-win.”

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**About The Braff Group**

The Braff Group is the leading mergers and acquisitions advisory firm specializing exclusively in health care services, including behavioral health, home health, home care and hospice, health care staffing, home medical equipment, pharmacy services, urgent care, digital health, and ancillary health care services. The firm provides an array of sell-side only transaction advisory services including representation, debt and equity recapitalization, strategic planning, and valuation. Founded in 1998, The Braff Group has completed more than 360 transactions. According to Refinitiv, The Braff Group has repeatedly been ranked among the top 5 health care mergers & acquisitions advisory firms.