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**For Immediate Release:**

**Substance Abuse/Behavioral Issues on the Rise in NJ; Local Program Answers Public's Need**  
*GenPsych of Lawrenceville Provides Mercer County with Much-Needed Behavioral Health Services*

**Lawrenceville, N.J. (March 12, 2013)** – Caring for the mental health care needs of adolescents and adults is an urgent issue in New Jersey with long-term consequences for individuals and the community. According to the NJ Association of Mental Health Agencies, the cost of untreated mental illness in New Jersey is \$4 billion annually, with the toll found in non-psychiatric medical care, prisons, unemployment, substance abuse, disability, shelters, lack of productivity, school interventions, and broken families. Mental illness is the primary contributing factor in the majority of Mercer County residents battling substance abuse issues, according to the NJ Department of Human Services Division of Mental Health and Addiction Services. With these unsettling statistics in mind, GenPsych PC, provider of top quality outpatient psychiatric and substance abuse services, will open its doors to the public for a free open house event on March 22, 2013 at its Lawrenceville location.

GenPsych of Lawrenceville distinguishes itself from standard mental health and substance abuse service providers by offering the very latest therapy programs and techniques. For example, GenPsych of Lawrenceville incorporates Dialectical Behavior Therapy (DBT) throughout its program structure. DBT is an effective treatment for individuals who have trouble regulating their emotions (self-destructive behaviors such as self-harm, eating disorders, and substance abuse are all examples of this). Both an intensive outpatient and partial care DBT program will be offered in order to provide comprehensive help for individuals of all level of care needs. DBT teaches clients to change self-destructive behaviors by managing stress, regulating emotions, and improving interpersonal relationships. In addition to DBT therapy, GenPsych also runs a highly effective Military Partial Care Program for active duty military members who require a higher-level of care than the traditional outpatient therapy typically available to them on base. The program primarily focuses on recovery from post-deployment PTSD and includes psycho-education groups, cognitive behavioral groups, process therapy groups, individual therapy, and psychiatric medication management.

“GenPsych’s Lawrenceville, NJ has been an important resource to the range of mental health and substance abuse services available to Mercer County residents,” said Dr. Henry Odunlami, Founder and CEO of GenPsych, PC. “We know that treatment works and we’re constantly evolving our therapeutic processes so that they reflect the latest and most cutting-edge therapy techniques. The success rates of treatment surpass those of any other medical conditions. The dysfunction created by untreated mental illness has a multiplier effect, draining society’s resources in numerous, unexpected ways.”

Other GenPsych adult and adolescent services include comprehensive bio-psycho-social assessments, individual psychotherapy, group psychotherapy, and medication management.

The Lawrenceville open house will be held on March 22, 2013 from 12pm-3pm at GenPsych (31 East Darrah Lane, Lawrenceville, NJ 08648). If you're interested in attending to meet the staff and hear about all the programs offered, please call Catherine Wetzell at 609-403-6190 extension 115 to RSVP.

For more information on GenPsych, visit: [www.genpsych.com](http://www.genpsych.com) or [www.facebook.com/GenPsychPC](http://www.facebook.com/GenPsychPC) .

**About GenPsych, P.C.**

Founded in 2005, GenPsych is one of New Jersey's premiere providers of outpatient behavioral health services. GenPsych is dedicated to helping clients regain their emotional and physical health in a safe, supportive environment. With four New Jersey locations in Brick, Bridgewater, Lawrenceville, and most recently Livingston (one additional location is in Sumter, SC) GenPsych's team of elite professionals offer a continuum of high-quality mental health care and life enhancement services for each client's specific needs. For more information on GenPsych please visit: [www.genpsych.com](http://www.genpsych.com).

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