

Who Is Betsy Dieujuste?

By Betsy Dieujuste

The South Florida sober living and addiction treatment industry has been in the news in recent years and for good reasons. Many unscrupulous sober home and treatment center operators are being targeted and a cleanup of the industry was needed. However, men and women that provide genuine and much needed addiction services are also caught in the crossfire. As laws are constantly being changed and the sober home task force is cracking down, it's hard to know who is legitimate and who is not. One person you might of seen in the news in recent months is Betsy Dieujuste.

As an addiction treatment consultant and provider of substance abuse resources in South Florida, her company A WAY AND MEANS is a leader in drug rehab consulting, addiction treatment marketing, and sober home management. She works with treatment center owners, sober home operators, and drug rehab investors throughout Palm Beach County that want to provide quality care to patients while increasing their

bottom line. Being in the financial industry as a financial growth strategist also gives Betsy a unique outlook and perspective into making addiction treatment programs highly profitable while providing quality care to all clients.

A WAY AND MEANS

What makes A WAY AND MEANS different from other “addiction treatment service” companies in Palm Beach County? It starts with the business model that Betsy Dieujuste created on day one. At its core, AWAM is a comprehensive addiction resources center in Delray Beach, Florida, with a variety of services catering to addicts and alcoholics in search of assistance.

On the flipside, a blueprint of marketing, management, and consulting aimed at addiction professionals is also at the core of her and her team. A team effort drives the success of A WAY AND MEANS forward because of the many services offered by this unique company. Backed up by S. 429.195(2), a Florida patient brokering state statute in effect

that regulates the treatment industry, her company fully complies with all of the anti-patient brokering requirements within this statute. For Betsy it's not about circumventing

any laws to make an extra buck on the expense of the lives of addicts and alcoholics. She has a genuine passion for helping those that are sick and suffering as a result of addiction. Betsy is often one of the last resources when people hit rock bottom and have nowhere else to turn.

She understands that to reach the most people possible there needs to be a financial incentive to put in the work. The training that Betsy provides to treatment centers and sober homes throughout Palm Beach County helps these facilities in keeping their clients sober. A WAY AND MEANS has the tools and resources in place to make sure recovering addicts attend meetings, stay clean through random drug testing and breathalyzer screening, random residence searches, job placement assistance, community service and so much more. This is all part of the management component that fills an important piece that so many sober homes are searching for and have been missing.

The marketing piece is something that Betsy is truly proud of. She's been assisting treatment providers and sober home operations for years, helping fill beds and increase leads through a strong internet marketing component. She has a team at AWAM that specializes in search engine optimization (SEO) and online marketing efforts that generate leads and increase phone calls for treatment center owners. Her track record



of proven results through online marketing and boots on the ground is a formula for success for any facility looking to increase their census.

It's Betsy's strong belief that the clients under the roof of a sober home operator or treatment center are their responsibility 24/7 and if they want to turn a profit, the client must be safe and sober. A WAY AND MEANS does not discriminate and offers addiction resources and recommendations along with placement for any level of care that's needed.

SOLUTIONS

The A WAY AND MEANS approach to marketing, management, and consulting in the treatment industry started in 2014 while since July 1st, 2017, the sober home task force recommendations have been passed into laws that follow the same concept Betsy Dieujuste pioneered years ahead of these recent developments.

1. The AWAM network consists of a resource center for addicts looking for help, addiction professionals looking for proper business structure along with marketing and management services.

2. Full spectrum of intervention planning, relapse prevention services, sober coaching, and recommendations for levels of care.

3. Management and marketing services for sober homes and treatment providers.

Betsy is an extremely organized person that dots her i's and crosses her t's when it comes to every single detail. As an example, every client that is managed by AWAM has a confidential chart with weekly review notes, progress reports, and extensive documentation that is noted by staff members and reviewed by managers.

COMPASSION

Recovery in South Florida is thriving despite what some people may say. The bad actors are being weeded out, leaving reputable treatment providers that have the best interest of each client at heart. One of those service providers is Betsy Dieujuste. She is determined to weather the storm and looks to the future to continue providing a proper model and business structure for success in the addiction treatment industry while saving lives at the same time. She puts in heart, sweat, and sleepless nights into truly making sure that the addicts she works with can

have the opportunity for a better tomorrow. She understands that when parents entrust the lives of their children in her hands, this is a responsibility not to be taken lightly or taken advantage of in any way. Betsy Dieujuste wants to be part of the solution, not the problem, when it comes to the South Florida recovery scene. Many have come through A WAY AND MEANS and are a testament to her success in offering legitimate and reputable addiction resources and treatment services.

With so much happening in the addiction treatment industry, it's important to filter out the noise and focus on the facts. The core mission of most addiction professionals is to be of service, save lives, and make a decent living at the same time. Yes, there are bad apples in the industry, especially when it comes to the

Florida recovery scene, but those have been dealt with by the sober home task force. However, not everyone agrees that the government went after all the right people. Besty Dieujuste is fully committed to be a part of the recovery community in Palm Beach County and across the United States and wants to be a solution for those in need of help. Her goal to be of service to others in the community ignites a fiery passion because if she doesn't do it, then who will? Betsy is willing to do whatever it takes to build the trust of those that are affected by the disease of addiction, one day at a time.

