

T&R Recovery Group is Driving Growth and Innovation in the Mental Health and Addiction Recovery Space

T&R, a family of mental health and addiction recovery facilities, adopts the Entrepreneurial Operating System framework to accelerate its vision for the future.

TUCSON, AZ, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [T&R](#), a family of facilities

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We're committed to our team. By adopting EOS, we're instilling a culture of accountability and intentional growth where every team understands our vision and has the tools to help us achieve it.”

Derek Gwaltney, Chief Marketing Officer, T&R

dedicated to upscale mental health and addiction recovery, announced the successful launch of the Entrepreneurial Operating System (EOS) across its organization today. Implemented at the start of 2026 and powered by Ninety, a leading EOS software platform, this initiative marks a significant milestone in T&R's mission to build a more accountable, aligned, and growth-oriented organization.

Founded by Thomas Isbell and Roy Serpa, T&R has built its reputation on delivering premium care through its portfolio of mental health and addiction recovery services. With the adoption of EOS, the organization takes a deliberate step toward strengthening its internal

infrastructure — ensuring that every team member is aligned around a shared vision and equipped with the tools and clarity needed to execute at the highest level.

Through six core components — Vision, People, Data, Issues, Process, and Traction — EOS helps leadership teams clarify where they are going, who is responsible, and how to get there.

This operational milestone positions T&R for its next phase of growth, enabling leadership to scale its portfolio of recovery and mental health services with the rigor and structure that its clients, partners, and communities deserve.

T&R is actively seeking merger and acquisition opportunities within the mental health and addiction recovery space. Business owners considering a sale or transition of their practice, facility, or organization are encouraged to connect with the T&R team. T&R brings not only the capital and operational expertise to support a seamless transition, but also a shared commitment to delivering exceptional, high-quality care. If you are interested in exploring a

potential partnership or acquisition, please reach out to Alan Goodstat at agoodstat@trrecoverygroup.com.

T&R is a holding company founded by Thomas Isbell and Roy Serpa, focused on building and operating boutique mental health and addiction recovery systems. T&R is committed to redefining standards of care through innovation, operational excellence, and a relentless focus on outcomes. For more information, visit www.trrecoverygroup.com/.

Derek Gwaltney

T&R Recovery Group

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