

Addiction Recovery Care Announces Leadership Transition; Randy Hunter Named CEO

Hunter will continue in his role as CEO at Frontier Behavioral Health and draw on the management best practices he implemented there to improve ARC.

ASHLAND, KY, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [Addiction Recovery Care](#) (ARC) today announced that Randy Hunter, CEO of [Frontier Behavioral Health](#) and a leader in substance use disorder treatment services, has been named CEO of ARC, effective immediately. His appointment is focused on bringing financial and management stability to the organization while maintaining the care that ARC has provided thousands of Kentuckians.

Hunter brings extensive experience in the development, implementation and operation of substance use disorder (SUD) treatment services across Kentucky. Throughout his career, he has demonstrated a commitment to expanding access to care, strengthening operational performance, and supporting high-quality clinical outcomes for individuals and families affected by substance use disorders. He founded the residential

treatment centers of Prestonsburg-based Frontier Behavioral Health, a network of SUD treatment facilities in Eastern Kentucky that has helped hundreds of people by empowering holistic recovery through comprehensive care. A retired Kentucky State Police trooper, Hunter also served as an investigator in the Kentucky attorney general's Medicaid Fraud Control Unit.



Randy Hunter has been named CEO of Addiction Recovery Care.



arcTM
Addiction
Recovery Care



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Randy Hunter, CEO

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"I am looking forward to leading ARC and guiding it into the future," Hunter said. "As we navigate this transition, our commitment to the people of Kentucky is unchanged. We are dedicated to providing evidence-based treatment services that are clinically appropriate, medically necessary, and tailored to the unique needs of each person who entrusts us with their care."

Hunter succeeds Cassandra Webb, who served as interim CEO. Webb will continue in her role as president and chief operating officer of ARC.

"We are incredibly grateful to Cassandra for her exceptional leadership, agility and dedication as interim CEO," Hunter said. "I look forward to working closely with her as we lead ARC into its next chapter."

About Addiction Recovery Care (ARC)

Addiction Recovery Care (ARC), headquartered in Ashland, Ky., operates a network of licensed addiction treatment centers across Kentucky. Its mission is to create opportunities for people to discover hope and live their God-given destiny. For full details about ARC's full array of services, visit ARCcenters.com and follow ARC on Facebook, LinkedIn and YouTube. If you need help for addiction or substance use disorder, contact ARC at 1-888-351-1761 or ARCcenters.com.

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