

Alta Centers Now In-Network with Curative Health Insurance

The Hollywood Hills treatment center adds Curative to accepted insurers, opening access to a plan built to remove copays and deductibles from in-network care.

LOS ANGELES, CA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Alta Centers, a [luxury drug and alcohol treatment center](#) in the Hollywood Hills, announced today that it is now in-network with Curative, a health insurance company known for a plan that works differently from traditional coverage. The agreement means people covered by Curative can now access Alta Centers' [detox](#) and residential treatment programs as in-network care.

Curative was founded in 2020 and moved into health insurance in 2022 after an earlier chapter running one of the country's largest COVID-19 testing operations. Its plan, offered through employers, is designed so that in-network care carries no copays and no deductibles. Curative built the model on a simple premise: when people are not worrying about the cost of walking through the door, they get help sooner and small problems have less chance to become big ones.

“

Cost is one of the biggest reasons people wait too long to get help, and that hesitation can be dangerous”

Anna Van Koven

For someone facing addiction, that difference can matter a great deal. Cost and confusion are two of the most common reasons people put off treatment, and Alta Centers sees the effect of that delay every day.

“Cost is one of the biggest reasons people wait too long to get help, and that hesitation can be dangerous,” said Anna



Alta Centers, recognized by Newsweek as one of America's Best Addiction Treatment Centers from 2023 to 2025.

Van Kohn, CEO and founder of Alta Centers. "We have always been upfront about our pricing, so families know what to expect before anyone is admitted. Curative fits that same thinking from the insurance side. Their plan takes copays and deductibles off the table for in-network care, so treatment feels reachable instead of out of reach. Being in-network with them means we can say yes to more people who are ready to start."

Alta Centers works with Curative members the same way it does with any client. The team verifies benefits, explains what a person's plan covers, and helps them understand their options before they commit to anything. Insurance verification is free and usually takes only a few minutes.

Curative joins a roster of major insurers already accepted at Alta Centers, including Aetna, Anthem Blue Cross and Blue Shield of California, UnitedHealthcare, Optum, and Caredon.

People who want to check their coverage or ask about treatment can reach Alta Centers at 888-202-2583 or visit altacenters.com.

About Alta Centers

Alta Centers is a luxury drug and [alcohol treatment center](#) in the Hollywood Hills of Los Angeles. The center provides medically supervised detox and residential treatment in a private, comfortable setting, with a team that focuses on compassionate, individualized care for each person who comes through its doors. Alta Centers offers free insurance verification and works with most major insurance plans. To learn more, visit altacenters.com or call 888-202-2583.

Anna Van Kohn
Alta Centers
+1 888-202-2583



Inside Alta Centers, luxury drug and alcohol rehab in Hollywood Hills



Alta Centers Logo

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938809362>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.