

The Turn Recovery Launches Premier Residential Treatment Center With Golf-Integrated Approach to Addiction Recovery

Highly Individualized model combines evidence-based clinical care with experiential programming to support long-term recovery

HEALDSBURG, CA, UNITED STATES, September 23, 2026 / EINPresswire.com/ -- [The Turn Recovery](#) announced the launch of its premier residential treatment center in Sonoma County, California, introducing a highly individualized approach to addiction treatment that combines evidence-based clinical care with experiential programming, wellness and a distinctive integration of golf.



Mayacama Golf-Integrated Approach to Addiction Recovery

The opening comes as substance use disorders continue to affect tens of millions of Americans.

“

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According to the Substance Abuse and Mental Health Services Administration, among the 52.6 million people classified as needing substance use treatment, only 19.3% — roughly one in five — received treatment. Provisional data from the Centers for Disease Control and Prevention estimate that nearly 70,000 Americans died from drug overdoses in 2025.

“There are nearly 50 million Americans living with a substance use disorder and millions who need treatment

and are not receiving it,” said COO, Robert Tomasiello, who leads programming and operations at The Turn. “Our approach looks at the whole person and builds an individualized program designed to support long-term recovery.”

Located on a private estate in Healdsburg, The Turn Recovery was created around a simple premise: addiction treatment should be designed around the individual rather than asking the

individual to fit into a predetermined program.

Each guest begins with comprehensive medical, clinical and dietary assessments that inform an individualized treatment plan based on the person's substance use history, mental and physical health, trauma, nutrition, personal circumstances and long-term recovery goals. Treatment incorporates individual and group therapy along with experiential therapies, nutrition, movement, outdoor activities and restorative experiences.

The model is designed to address substance use disorders, trauma and co-occurring mental health concerns while providing the privacy and discretion that can be particularly important for executives, entrepreneurs, professionals, athletes and others whose lives may appear highly functional even while they are struggling privately.

One of The Turn's most distinctive elements is its integration of golf into the recovery experience.

Through its alliance with [Mayacama](#), the private golf club co-developed by The Turn co-founder [Jonathan Wilhelm](#) and his family, golf becomes an experiential extension of treatment for clients who choose to participate.

Golf is one component of a wider experiential model. Depending on the individual, programming may also incorporate fitness, yoga, pickleball, equine experiences, hiking, pottery, culinary activities and other interests intended to keep clients engaged while helping them develop practices and perspectives they can carry into life beyond residential treatment.

For Wilhelm, the mission behind The Turn is deeply personal. His mother struggled with substance use and entered multiple treatment facilities during her efforts to live a sober life, giving Wilhelm and his family firsthand experience with the challenges addiction creates not only for the individual, but for everyone who loves them.

"My mother went through multiple treatment programs during her journey toward sobriety, so our family saw these challenges firsthand," said Wilhelm. "We created The Turn because recovery is different for everyone."

The concept for The Turn took shape after addiction treatment executive Keith Greenberg met Wilhelm and his brother, Patrick, while golfing at Mayacama. The Wilhelms owned a nearby property originally developed as a bed-and-breakfast and explored its future when conversations led them to transform it into a residential treatment center.

Greenberg brings an impressive background developing and operating premier wellness programs, while the Wilhelms bring decades of experience creating high-level hospitality and golf experiences. The partnership created a model that brings those disciplines together while keeping clinical care at the center.

The Turn's clinical approach begins with assessment rather than a standardized curriculum. Treatment plans are customized and may address family dynamics, career pressures, trauma, behavioral patterns, physical health and other factors contributing to substance use.

The center also plans to track clinical outcomes following residential treatment, maintaining contact with clients at 30, 60 and 90 days and beyond to better understand how they are progressing after leaving The Turn.

The Turn Recovery is licensed by the California Department of Health Care Services and opened in August, 2026.

About The Turn Recovery

The Turn Recovery is a premier residential treatment center providing individualized care for substance use disorders, trauma, and co-occurring mental health concerns. Its approach combines evidence-based clinical care with wellness, experiential therapies, and golf programming. The Turn is licensed in California (License No. 490051AP). Learn more at TheTurnRecovery.com.

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