

SOUND

Sobriety



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FMMA
FREY MEDICAL MANAGEMENT
F M M A

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EXECUTIVE *Summary*

MISSION

At Sound Sobriety, we redefine rehabilitation by empowering individuals to overcome addiction through personalized, evidence-based care enriched with the healing power of music, arts, and a faith-inspired journey to recovery.

CORE VALUES

At Sound Sobriety, our core values are deeply rooted in our faith in Christ and form the guiding force behind our commitment to serve those in need. We believe that healthcare is not only a service—it's a ministry and a calling. We are inspired by the parable of the lost sheep, where the shepherd leaves the ninety-nine to search for the one who is lost, reminding us that every individual is precious and worthy of hope and renewal. This conviction propels us to reach out, especially to underserved communities and recovering addicts, ensuring that every person receives compassionate care.

The ORGANIZATION

MEET OUR TEAM



MICHAEL FREY

Principal, Sound Sobriety

Michael Frey is a purpose-driven healthcare leader committed to transforming rural hospitals and expanding behavioral health access. A former educator turned CEO, Michael has revitalized struggling hospitals and championed addiction recovery where it's needed most. His work at Sound Sobriety reflects both professional innovation and a deeply personal story of redemption.



NATALIE FREY

Principal, Sound Sobriety

Natalie Frey is a seasoned healthcare executive with a background in clinical care and hospital leadership. With degrees in Child Development and Speech-Language Pathology, she co-founded Frey Medical Management to address mental health and addiction in underserved communities. Natalie brings strategic expertise and a heart for healing, ensuring operational excellence and compassionate care at Sound Sobriety.

Our Comprehensive *Approach to* **RECOVERY**

Sound Sobriety is an innovative, unmatched hospital-based mental health and substance abuse treatment program that integrates music and the arts as powerful tools for healing. Designed to support individuals at various stages of recovery, Sound Sobriety offers medically assisted detox services, a 28 day inpatient program, and a step down Intensive Outpatient Program (IOP)—each to foster long term sobriety and mental wellness.



**A 28 Day
Inpatient
Program**

**Medically
Assisted Detox
Services**

**A Step Down
Intensive
Outpatient
Program (IOP)**

Music as **MEDICINE**

WHAT IS MUSIC THERAPY?

Music therapy involves using a person's responses and connections to music to encourage positive changes in mood and overall well-being. It can decrease anxiety and improve self-esteem.

✓ **REDUCES STRESS & ANXIETY**

✓ **BOOSTS CONFIDENCE & EMOTIONAL EXPRESSION**

✓ **HELPS PATIENTS RECONNECT WITH THEIR STORY**

Our Approach at **SOUND SOBRIETY**



PATIENTS TURN PAIN INTO PURPOSE THROUGH MUSIC WRITING AND ARTISTIC EXPRESSION.



LED BY PROFESSIONAL SONGWRITERS AND ARTISTS WHO UNDERSTAND THE PATH TO RECOVERY.



EACH CREATIVE SESSION DEEPENS EMOTIONAL INSIGHT AND REINFORCES STEPS TOWARD LASTING SOBRIETY.

WHAT SET'S US APART...

**INTENSE
INPATIENT THERAPY**

**SAFE MEDICAL DETOX
ALONGSIDE PROFESSIONALS**

**INDIVIDUAL AND GROUP
THERAPY SESSIONS**

**MUSIC WRITING LESSONS
WITH ARTISTS**

**PROVIDING NEW LIFE SKILLS
& JOB PLACEMENT**

*Music Writing
Lessons*

WITH ARTISTS

A UNIQUE PATH TO HEALING


At Sound Sobriety, we recognize that every person in recovery is not just letting go of something harmful—they're also facing a deep void left behind. As Brantley Gilbert says, "Everyone goes into recovery with a huge hole in their life, and leaves with a huge hole. It's just about how they fill the void." That's why we provide one-of-a-kind music writing lessons, guided by professional songwriters and artists who understand both addiction and artistry. These sessions offer more than creativity—they provide a safe, redemptive outlet for processing pain, reclaiming identity, and turning struggle into song. This approach doesn't just entertain—it transforms, helping individuals fill that void with purpose, expression, and lasting emotional healing.

Storytelling through SONG

TRANSFORMING PAIN INTO PURPOSE

AT SOUND SOBRIETY, STORYTELLING THROUGH SONGWRITING IS A CORE ELEMENT OF OUR THERAPEUTIC MODEL. THIS CREATIVE PROCESS EMPOWERS INDIVIDUALS TO GIVE VOICE TO THEIR STRUGGLES AND TRANSFORM THEM INTO POWERFUL TESTIMONIES OF HOPE AND HEALING.

BY CAPTURING THEIR EXPERIENCES IN SONG, PATIENTS:

- 
- ARTICULATE COMPLEX EMOTIONS IN A SAFE, EXPRESSIVE WAY
 - CULTIVATE EMOTIONAL RESILIENCE AND DEEPEN SELF-AWARENESS
 - BRIDGE THE GAP BETWEEN PAST ADVERSITY AND FUTURE RECOVERY

THIS APPROACH NOT ONLY SUPPORTS REHABILITATION—
IT INSPIRES *Transformation.*

Voices of REDEMPTION



"NOBODY WAKES UP ONE DAY AND SAYS 'I WANNA BE AN ALCOHOLIC, OR A DRUG ADDICT.' I DEFINITELY DIDN'T. ADDICTION DOESN'T CARE WHO WE ARE, WHO WE KNOW, WHAT WE DO FOR A LIVING, WHAT COLOR OR CREED WE ARE, OR WHAT TAX BRACKET WE'RE IN. THE WAY IT COMES TO INDISCRIMINATELY STEAL, KILL, AND DESTROY LEAVES NO DOUBT AS TO WHERE ITS ROOTS LIE, AND AS A RECOVERING ADDICT MYSELF, I'VE SEEN FIRST HAND THE POWER OF ADDICTION. WE'VE ALL SEEN ITS WRATH ON OUR COMMUNITIES, IF NOT OUR FAMILIES, OR EVEN OUR HOMES. BUT... I THANK GOD EVERY DAY THAT I'VE ALSO SEEN THE POWER OF FAITH... THE POWER OF RECOVERY, AND THE POWER OF REDEMPTION... AS A SONGWRITER AND MUSICIAN, I'VE WITNESSED THE POWER OF MUSIC. I'VE WITNESSED THE POWER OF EXPRESSION, CREATIVITY, STORYTELLING, AND THROUGH COWRITING I'VE BEEN IN ROOMS WITH COUNTLESS OTHER WRITERS WITH STORIES I COULD RELATE TO OR LEARN FROM AND I TAKE IT ALL INTO THE FOXHOLE EVERY DAY. IT'S A WAR, BUT WE'RE WINNING ONE DAY AT A TIME."

BRANTLEY GILBERT | PRINCIPAL, SOUND SOBRIETY

"I'VE ALWAYS BEEN TRANSPARENT AND HONEST IN WRITING MY MUSIC. I WRITE ABOUT WHAT I GO THROUGH AND WHAT I'VE BEEN THROUGH IN HOPES THAT OTHER PEOPLE WHO HAVE BEEN THROUGH THE SAME THING OR ARE GOING THROUGH SIMILAR THINGS CAN GRAB A HOLD AND SEE THAT THEY'RE NOT ALONE AND GET SOME INSPIRATION FROM WHAT I'VE MADE IT THROUGH. "HEY, STRUGGLE DID IT. I CAN DO IT TOO." MY UPBRINGING HAS REALLY JUST BEEN THE FOCAL POINT OF WHAT I WRITE ABOUT BECAUSE I WRITE ABOUT REAL LIFE. "



STRUGGLE JENNINGS | PRINCIPAL, SOUND SOBRIETY



A Message from our **FOUNDER**

:OUR JOURNEY OF REDEMPTION, FAITH, AND HEALING.

I DIDN'T SET OUT TO BUILD A PROGRAM—I SET OUT TO SURVIVE. IN THE GRIP OF ADDICTION, I FOUND MYSELF DESPERATE FOR SOMEONE WHO TRULY UNDERSTOOD THE CRUSHING WEIGHT OF SHAME AND THE QUIET DESPERATION OF HOPELESS NIGHTS. I NEEDED SOMEONE WHO HAD WALKED THE SAME HARD ROAD, WHO HAD FACED THE DARKNESS AND FOUND A FLICKER OF FAITH.

MY WIFE, NATALIE, AND I DEVELOPED SOUND SOBRIETY TOGETHER. BORN FROM MY ROCK BOTTOM, THIS PROGRAM EMERGED FROM THE TRENCHES OF REAL-LIFE BATTLE AND THE DEEP CONVICTION THAT GOD'S GRACE CAN RESCUE EVEN OUR MOST SHATTERED PARTS. ADDICTION DOESN'T DISCRIMINATE—IT ROBS NOT ONLY INDIVIDUALS BUT ALSO FRACTURES FAMILIES, OFTEN LEAVING OUR LOVED ONES AS SILENT VICTIMS WHOSE BURDENS GO UNSPOKEN.

I'VE WALKED THROUGH ADDICTION. MUCH OF OUR TEAM HAS TOO. WE KNOW FIRSTHAND HOW IT DISTORTS IDENTITY, SEVERS RELATIONSHIPS, AND CONVINCES YOU THAT YOU'RE BEYOND HOPE. YET, WE'VE ALSO SEEN HOW GOD'S GRACE CAN TRANSFORM DESPAIR INTO RESILIENCE WHEN HONESTY MEETS FAITH AND COMMUNITY STEPS IN. IN OUR JOURNEY, WE'VE WITNESSED THE PROFOUND IMPACT ADDICTION CAN HAVE ON THOSE CLOSEST TO US. THAT'S WHY WE LOVE ON NOT JUST THE PATIENT, BUT THEIR FAMILY AS WELL—BECAUSE HEALING TOUCHES EVERY HEART AFFECTED BY THIS EPIDEMIC.

AT SOUND SOBRIETY, WE DON'T CARE ABOUT YOUR PAST—WHETHER MEASURED IN DEGREES, INCOME, OR MISTAKES. WHAT MATTERS IS YOUR WILLINGNESS TO FIGHT FOR A NEW CHAPTER. THIS PROGRAM ISN'T POLISHED OR FOR SHOW; IT'S BUILT ON BRUISES AND BREAKTHROUGHS, HARD CONVERSATIONS AND HOLY GROUND. WE SPEAK TRUTH, SHED SHAME, AND COMMIT TO STARTING ANEW—TOGETHER.

WE LEAN INTO OUR FAITH BECAUSE WE KNOW RECOVERY ISN'T JUST ABOUT CHANGING BEHAVIORS—IT'S ABOUT SOUL TRANSFORMATION. JESUS DIDN'T TURN AWAY THE BROKEN; HE EMBRACED THEM, AND THAT'S THE HEART OF WHAT WE STRIVE TO DO.

IF YOU'RE READING THIS AND WONDERING IF THERE'S STILL HOPE, KNOW THAT THERE IS. I'M LIVING PROOF OF THAT HOPE, AND WITH MY WIFE, NATALIE, BY MY SIDE, I STAND READY TO HELP YOU FIND IT TOO. YOU ARE NOT ALONE ANYMORE.

Michael Frey
Chief Executive
Officer