



FOR IMMEDIATE RELEASE

Morning Star Behavioral Associates announces new Kirkwood office

Contact:

Jamie Phillips

Phone: 573-388-3867

Email: jphillips@rustmedia.com

CAPE GIRARDEAU, MO. – Morning Star Behavioral Associates, an innovative provider of behavioral services for clients with development disabilities in Cape Girardeau, MO is pleased to announce the opening of its second Missouri location in the former Kirkwood Cinema building at 338 South Kirkwood Road Suite 103.

“At Morning Star, one of our key beliefs is that we are not nearly important as who we serve,” said Lindsey Radcliffe, co-founder and CEO of Morning Star Behavioral Associates. “All of the work we do is focused on the good of our patients and we are so excited to bring that work to the Kirkwood community.”

Conveniently located in the heart of the community, Morning Star’s new location offers clients and staff access to the many amenities Kirkwood has to offer including the Magic House, the farmers’ market and downtown businesses.

“Our community-based approach is focused on building skill sets that will provide a meaningful improvement in our clients’ lives and we feel that Kirkwood is a natural fit for us,” says Radcliffe. “It’s important for our clinics to be a place that everyone wants to be and for us to be models for our learners on what community can look like by giving back to the city more than we take from it.”

Using the science of Applied Behavior Analysis, Morning Star merges complex technology and compassionate care to help individuals with developmental and intellectual disabilities, mental illness and autism through both community and clinic based services as well as in-home services as medically needed.

“Each client is different, and we take a very tailored approach to our care plans,” says Radcliffe. “Having the ability to offer services in our clinic expands on the activities we can help our clients learn and improve. We’re very excited to begin serving our clients in our new Kirkwood location.”

Morning Star offers custom programs designed by a Board Certified Behavior Analyst that accentuates the gifts and personality of each individual while also providing tools to help them succeed in the future.

Areas of focus at Morning Star include reduction of problem behavior, communication via verbal language or a communication device, and social and life skills.

“Our company was born out of a discomfort for just meeting expectations,” said Lindsey Radcliffe, co-founder and CEO of Morning Star Behavioral Associates. “We are a small, but mighty, team that follows the principles, ‘the person is always right’ and that our clients’ limits are their own; not limits imposed on them.”

Currently Morning Star can serve 45 clients per day and there is no waiting list.

If you are a parent, a medical professional or an educator who is interested in more information about the services Morning Star Behavioral Associates, please visit morningstarbx.com or call 573-225-6678.