Furthering The Reach With Technology

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Quick Survey: Who in the room has a smart phone?
Who has ever ordered something online?
The evolution of technology adoption and usage

% of U.S. adults who ...

Source: Surveys conducted 2000-2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER
This is our new normal

With the likes of Amazon Prime, Uber and other on-demand services, there’s a quick fix for all of life’s little problems

We’ve grown accustomed to having our needs and wants met immediately.
Experiment

Problem Size

20.8M
Americans meet the diagnostic criteria for a substance use disorder

182.3M
Americans struggle with risky drinking or illicit drug use

That’s 2 in 3 people in the United States.

20,800,000 Americans meet criteria for a Substance Use Disorder
9 out of 10 people aren’t getting the help they need

SAHMSA 2014
Party girl gone wrong
What is the current standard of care?
They go to Alcoholics Anonymous.*

*90% of medical rehabilitation programs will recommend AA as a course of treatment.
The problem: AA doesn’t work for 95% of people.

*SAHMSA 2014
This is what I have seen.

Our team consists of people who have lived the status quo, and have lost loved ones along the way.
Technology + Traditional Care

We can do things with technology that we can’t do with traditional care models.

We can do things with traditional care models that we can’t do with technology.
Where do technology and online treatment fall short?

- 12 step only supplements
- Offer solutions that don’t speak to the addict.
- Use too much “therapy speak.”
- Are clunky to the user.
What I am not
MEET LILA
Age: early 50s
Goal: to moderate alcohol use
Success: self reporting more control over addictive behaviors
“It has been a godsend for me. Dealing with a painful divorce, one glass of wine after work became a whole a bottle. It slowly started taking control of my life. The Workit program and encouragement from my coach have been invaluable in helping me regain control. The exercises are fun and can be completed as I have time, but they're not fluff. They're well thought-out and helped me work through my issues. Workit tools are easy to incorporate into my life and really work. I practice meditation and loving self-talk daily! I'm a work in progress, but I'm getting there with Workit.”
MEET TIM
Age: early 50s
Goal: to quit drinking
Success: 2 months of sobriety
I have plenty of mental blocks that keep me from getting better, and controlling my drinking. The program has really opened a door for me into my psyche. Because of the exercises and talking with my coach, I am better able to recognize my triggers and manage my cravings.
MEET SANDRA
Age: early 30s
Goal: to quit drug use
Success: reduction in drug use, and progress toward quitting entirely
I love my counselor. She is so knowledgable, and I know she understands what I’m dealing with. Working with her and doing the exercises has helped me figure out what kinds of situations, thoughts and feelings fuel my cravings and lead me to drink or use other drugs. I’m learning new ways to handle those kinds of things. I’m using less frequently, and for me that’s a HUGE step in the right direction that I’ve been struggling to make for a long time.
9 out of 10 people aren’t getting the help they need.

SAHMSA 2014

Pennsylvania couple found dead from suspected drug overdoses after 7-year-old daughter alerts school

Heroin addict’s fatal oxycodone overdose prompts hospital investigation

74 overdoses in 72 hours, heroin to blame

In one day, 7 fatal drug overdoses in Cleveland area

19 overdoses prompt warning on super-potent pain drug cartentanil

These graphic photos of an Ohio couple overdosing with child in SUV have gone viral

An Eastern Ohio city made national headlines when it shared graphic Facebook photos of a couple they say overdosed from heroin with a child in the backseat of a SUV.

The photos, posted by the East Liverpool police department, show a couple, James Acord and Priscilla Pavek, passed out and a 4-year-old child right behind them.

Police say the couple was swelling when they were told to pull over. It was after police confronted Acord, who said he was rushing to get an already passed out Pavek to a hospital, that he then passed out.

In the photos, the woman is passed out being held by the child and the man is at the driver's seat. Both the woman and child were later released.
We as professionals know how real this epidemic is.

1.9M Americans meet the criteria for Opioid Use Disorder

These numbers are not getting smaller.
But We Have The Data 2000 Waiver

40% of physicians with the waiver do not prescribe

Studies have shown that prescribers would be more willing if they knew of counseling services
How Can Technology Help?
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