

People Powered Digital Health Solutions



KATIE W. ROBINETTE



DISCLOSURE

NO FUNDING AND NO CONFLICT

LEARNING & EVALUATION

LEARNING OBJECTIVES

CAN SPONSOR FINDER HELP
IMPROVE SOBRIETY?

CAN SPONSOR FINDER PREVENT
RELAPSE?

CAN SPONSOR FINDER INCREASE
ENGAGEMENT IN RECOVERY
PROGRAM?

EVALUATION

DAILY OR WEEKLY SOBRIETY CHECK
INS

URGE SURFING / COMMUNICATIONS
WITH SPONSOR / STEP WORK

SERVICE WORK / VOLUNTEER WORK
/ MEETING ATTENDANCE



The dark past is the greatest possession you have - the key to life and happiness for others. With it you can advert misery and death for them."

AA, 2001, p. 124

HEALTH CARE
\$3.3 BILLION

LAW ENFORCEMENT
\$3.1 BILLION

TRAFFIC ACCIDENT DAMAGE
\$757 MILLION

FIRE DAMAGE
\$156 MILLION

ADMINISTRATIVE COSTS
\$66 MILLION

PREVENTION AND RESEARCH
\$53 MILLION

**LOSSES ASSOCIATED WITH
WORKPLACE DAMAGE**
\$17 MILLION

TOTAL
\$14.6
BILLION

LOST PRODUCTIVITY
\$7.1 BILLION





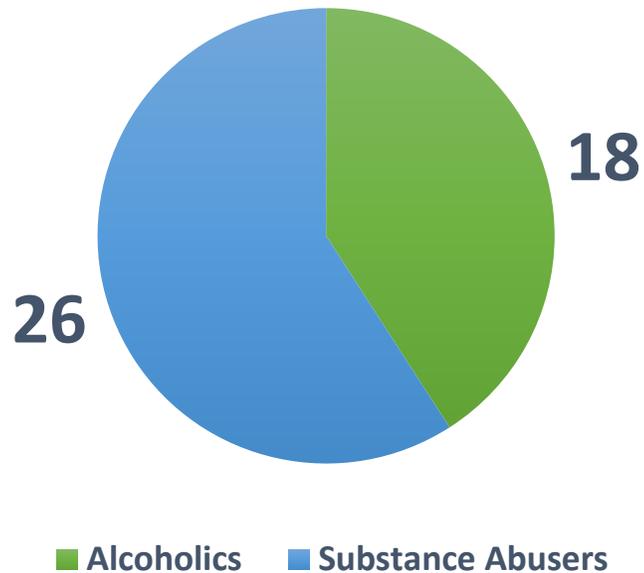
Understanding the problem – North America

Alcohol accounts for **70%** of substance abuse

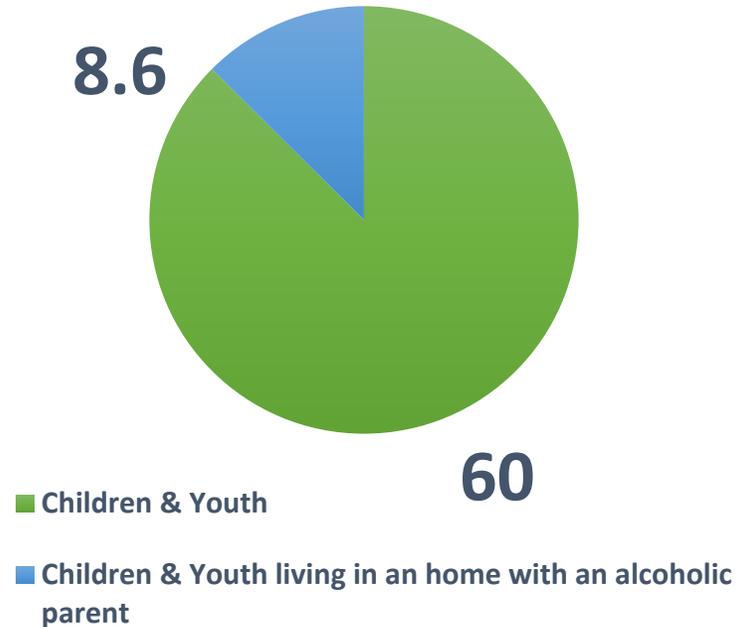
14.3% of Children

8.4% of Alcoholics in AA

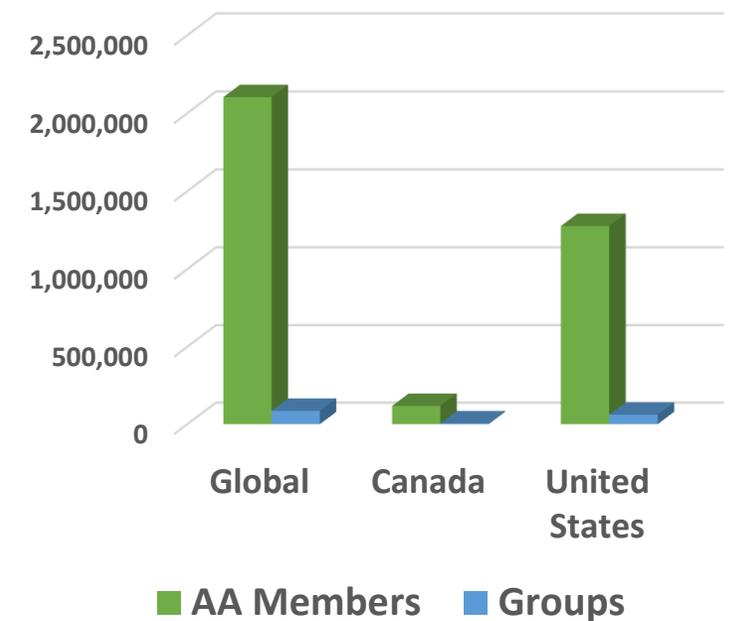
Addiction in North America (millions)



Effects on the Family (Millions)



AA Membership



It's getting worse – the UK

The UK warns that their alcohol treatment sector is in crisis as services continue on a cycle of disinvestment, staff depletion, and reduced capacity.

595,000: # of people in England alone are dependent on alcohol and in need of specialist support

200,000: # of children live in a household with an alcohol-dependent carer

1 person in the UK dies every hour as a result of alcohol

Over the past forty years we have seen liver disease rates in the UK increase by around 250%

12: % of respondents felt that resources were sufficient in their area

59: % of respondents felt that aspects of services in their area had worsened in the last three years



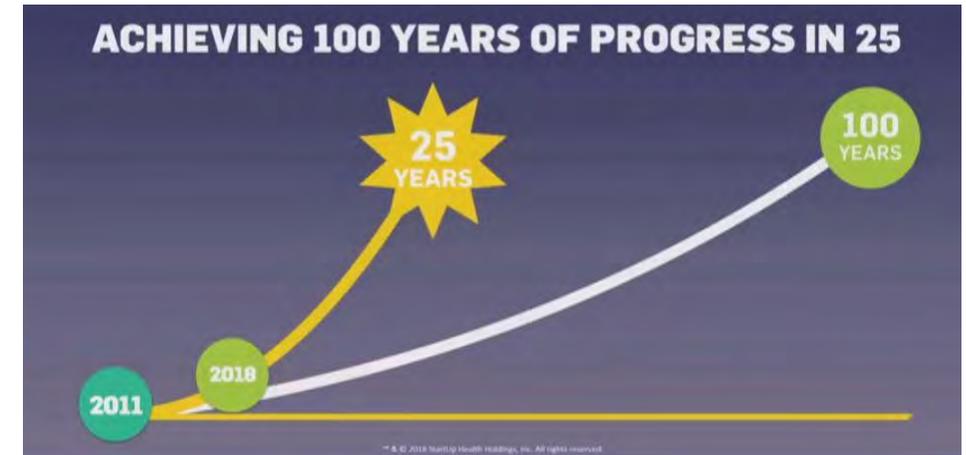
Addiction to drugs and alcohol: It's Worldwide

**SUSTAINABLE
DEVELOPMENT
GOALS**



“Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol”

Global Health Moonshots @ the Vatican



“Investing in a global army of coachable entrepreneurs committed to achieving health moonshots”



Treatment gap: *It is estimated that only 0.9% receives the treatment they need.* , Open Society Institute, 2008

IN PATIENT TREATMENT

\$17,000 or WAIT

Cost of a 40-day treatment program at a private treatment center in Canada (EHN)

3 week – 6 month wait for publicly funding treatment (CAMH)

OUT PATIENT TREATMENT

\$6,200 or WAIT

Cost of a 25 session course of CBT Therapy

Months on a Psychiatrist wait list – if you can find one

RELAPSE

90%

Percentage of alcoholics who are likely to experience at least one relapse over the 4-year period following treatment

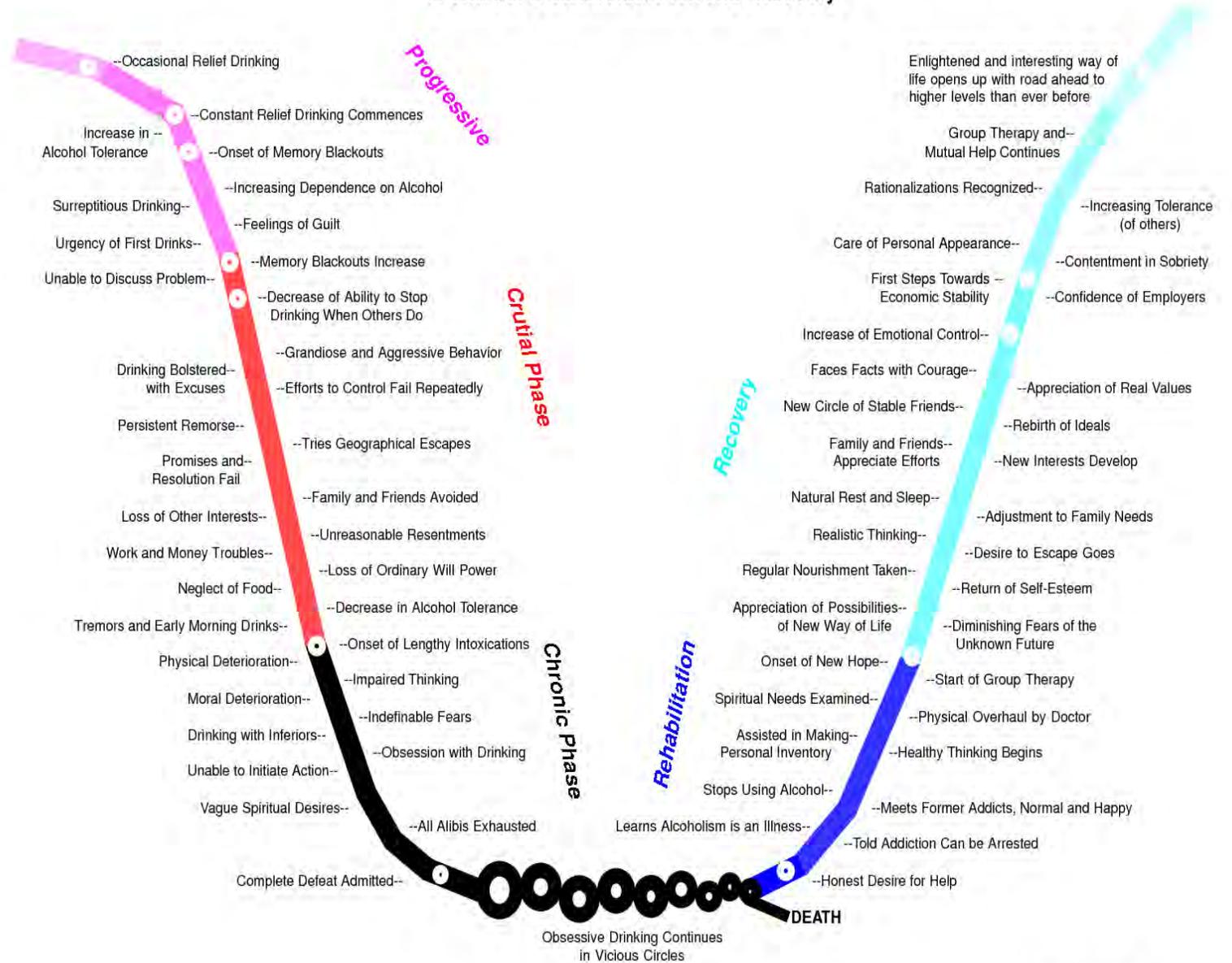
Remove: Recovery takes work: Learning to adjust to a new life can be challenging

JELLINEK CURVE

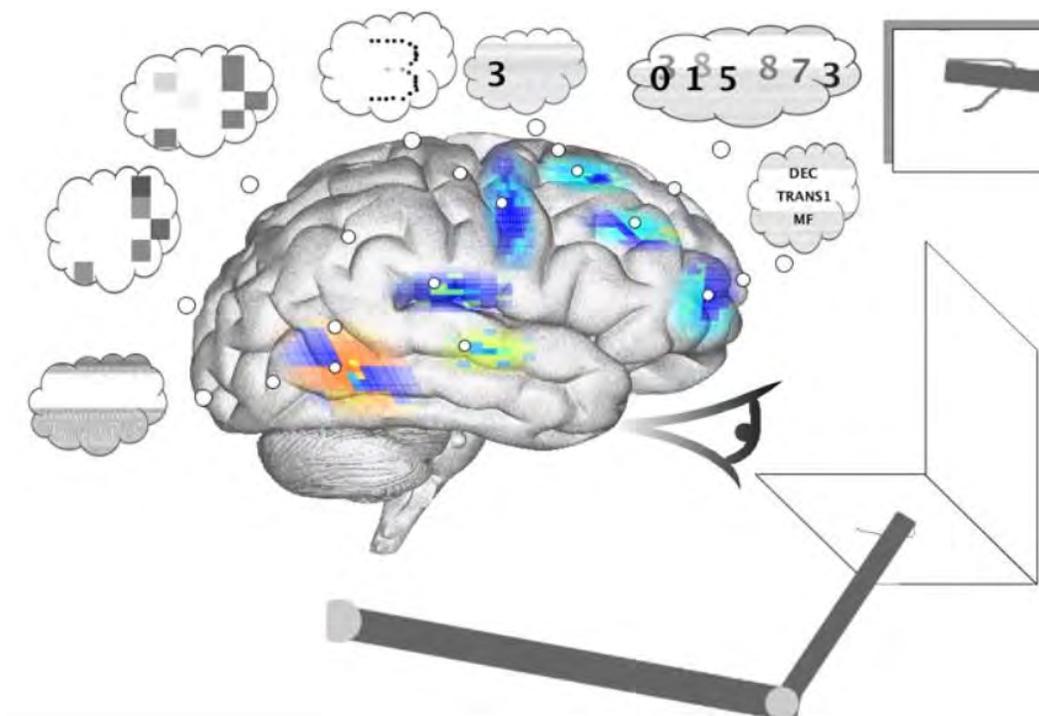
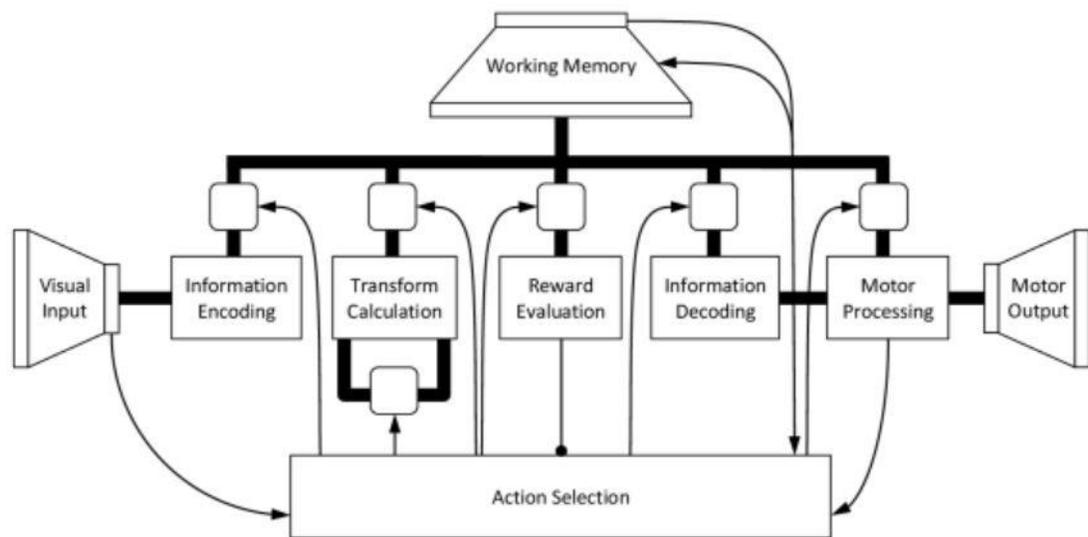
Eventually, addicts will face the following options:

Death
Incarceration
Recovery

A Chart of Alcohol Addiction and Recovery



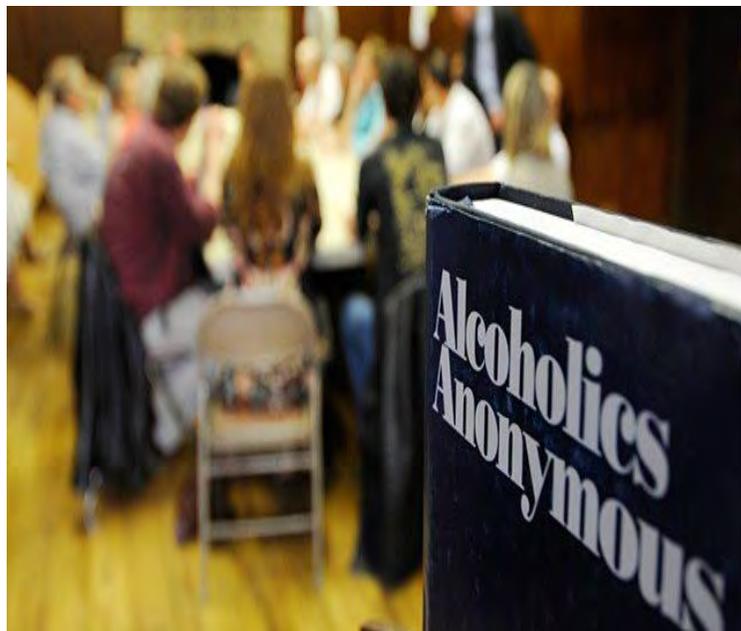
SPAUN –The world’s largest functional brain model



Recovery: You only have to change one thing: EVERYTHING



Meetings



**Alcoholics
Anonymous**

**Refuge
Recovery**



**Smart
Recovery**

Recovery takes work: Learning to adjust to a new life can be challenging



In every other walk of life we seek out support from our friends and our relationships to get anything difficult done, for moral and emotional support.

The NHS is a long way behind on this, it treats people as isolated individuals, and it's missing a trick."

Ajay Khandelwal, People Powered Health programme team, Nesta



Peer Support in Health: Evidence to Action report

The evidence attributes tangible benefits to peer support, principally through **reduced hospital admissions, emergency admissions** in particular. These are important indicators because they point to:

- improved self-management by patients of their condition, resulting in **fewer critical incidents** requiring medical attention; and
- **lower costs to the NHS**, resulting from reduced demand for services.

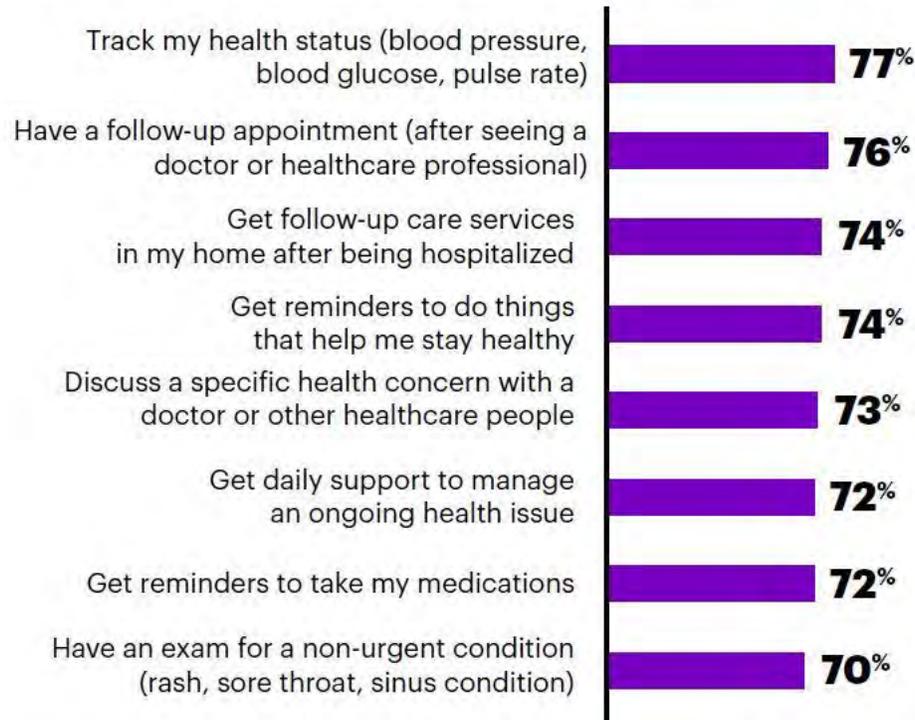
Other benefits identified include **increases in patients' medication adherence** and other treatment likely to improve their health.”



Digital health – by the numbers

FIGURE 1. The vast majority of consumers are ready to receive healthcare virtually

Probably or would definitely do virtually...



\$1.40B: The global mobile medical apps market in 2016; **\$11.22B:** 2025 estimate

259,000: # of medical apps (62.4% are wellness & fitness); **635,000:** 2025 estimate

41,552: # of MD/care team medical apps in the market in 2016; **158,750:** 2025 estimate

1 in 3 have used their phone for healthcare info

"Global Mobile Medical Apps Market - Analysis and Forecast, 2017-2025" - BIS Research

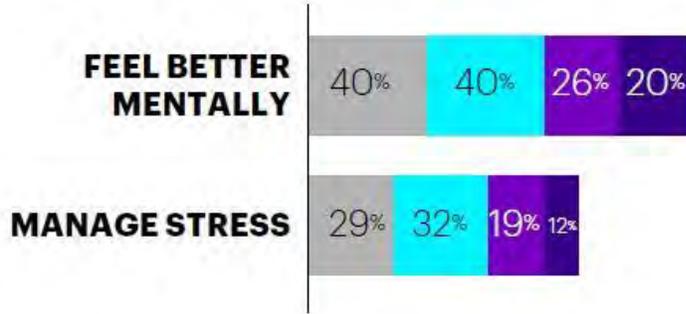


Digital health – self management snapshot

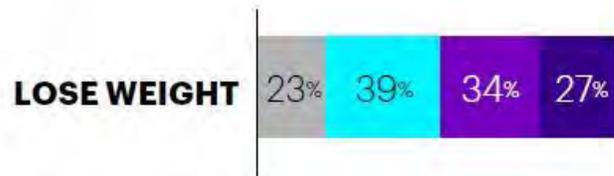
FIGURE 5. Reasons consumers are motivated to manage their own healthcare (by age group)



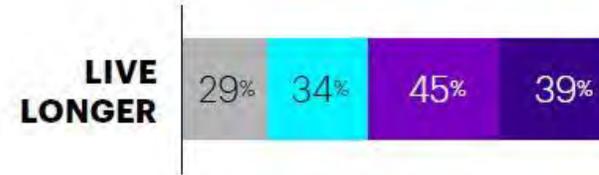
18-34 and **35-49** year-olds are more likely to be motivated by mental factors



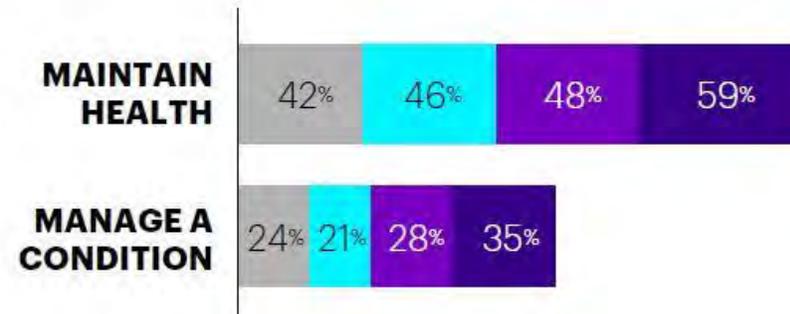
35-49 are more likely to cite weight loss as a motivator



At age **50-64**, wanting to live longer becomes more of a motivator

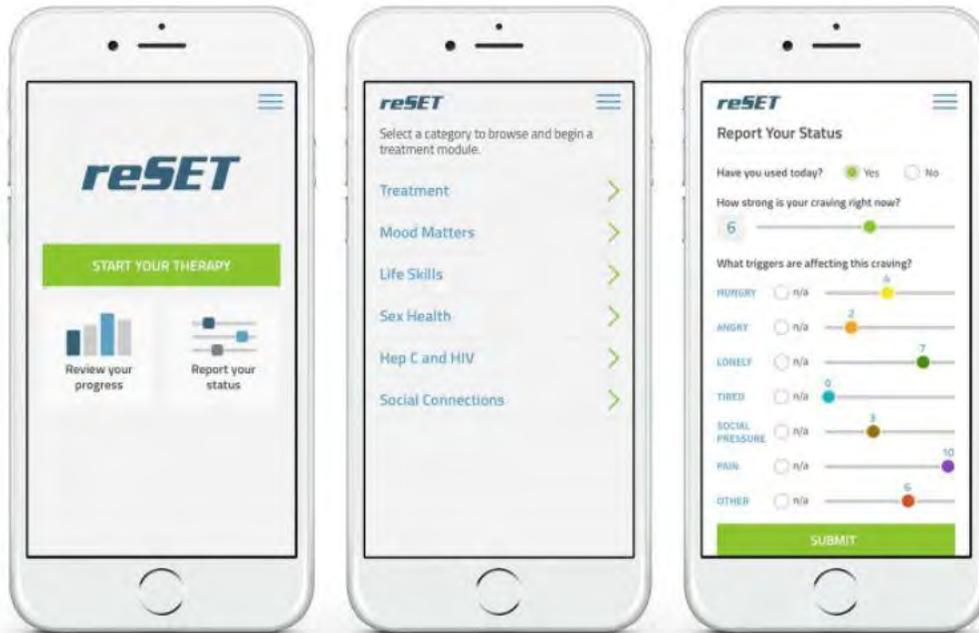


Overall health maintenance and condition management motivate those age **65+**



● 18-34 ● 35-49 ● 50-64 ● 65+

reSET – the 1st FDA approved digital therapeutic treatment – it's for addictions!



Patient-Facing Smartphone Application



Clinician-Facing Web Interface

reSET: 1st prescription digital therapeutic for substance use disorder (SUD)



Abstinence

58.1% of patients receiving reSET® were abstinent in study weeks 9-12 vs. 29.8% of patients receiving face-to-face therapy alone



Retention

At the end of 12 weeks of treatment 67% of patients receiving reSET® vs. 59% of patients receiving face-to-face therapy showed statistically significant improvement in retention



Engagement

Patients that were abstinent completed more modules per week



Aftercare & Relapse Prevention



Triggers Decreased

67% of participants reported that triggers decreased while using Wagon



Isolation Decreased

47% of participants reported a decrease in isolation while using Wagon



Happiness Increased

64% of participants reported an increased in happiness while using Wagon



Personalized Recovery Plan Tracking



Aftercare & Relapse Prevention



Maintained Abstinence

54% of participants reported that Wagon helped them maintain abstinence



Supported a Recovery Plan

86% of participants reported that Wagon helped them follow their recovery plan



Recommended by Patients

73% of participants reported that they would recommend Wagon to others struggling with substance use disorders



Personalized Recovery Plan Tracking



Digital health in recovery



Search Results for:

Filter by: Fellowships... Gender... Location... Distance... Refine

- People**
- Groups
- Discussions
- Meetings
- Speaker Tapes

 chaddemory Online Now! Send IM	 erinicole17 Known as: ErinNicole AA Philadelphia, Pennsylvania Online Now! Send IM
 Chris_Connor Online Now! Send IM	 partingey Known as: part New York, New York
 loneranger17 Jarrod AA Mentor, Ohio	 patil WS Gorka, Dolnoslaskie

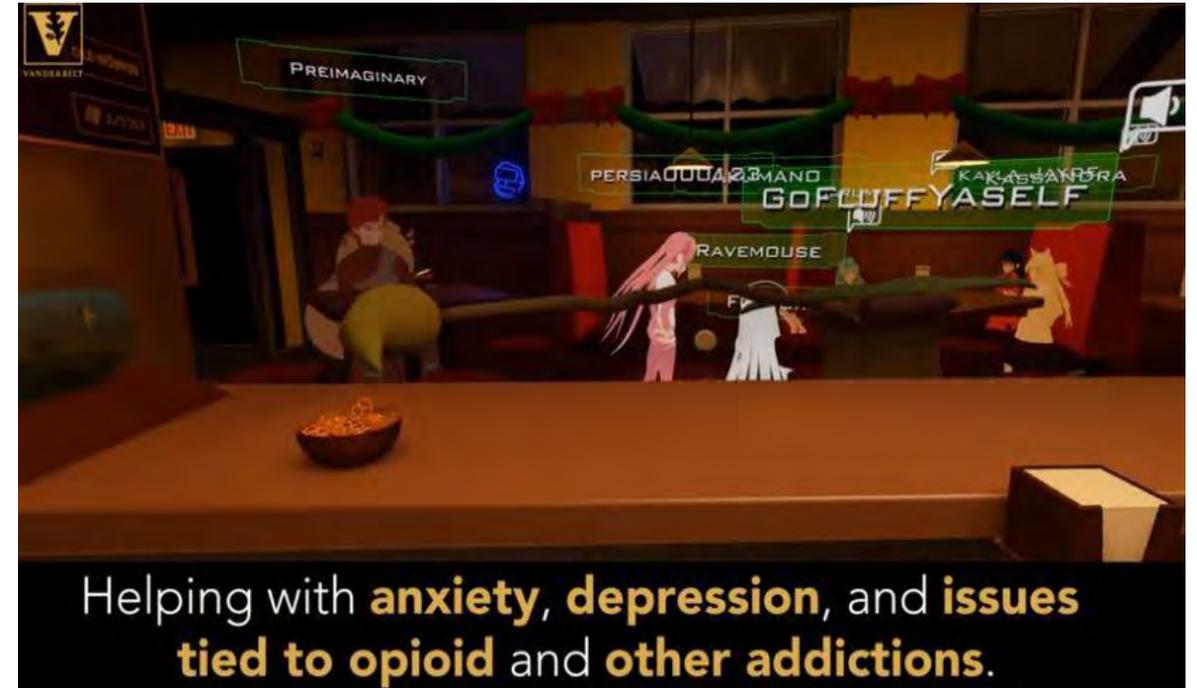
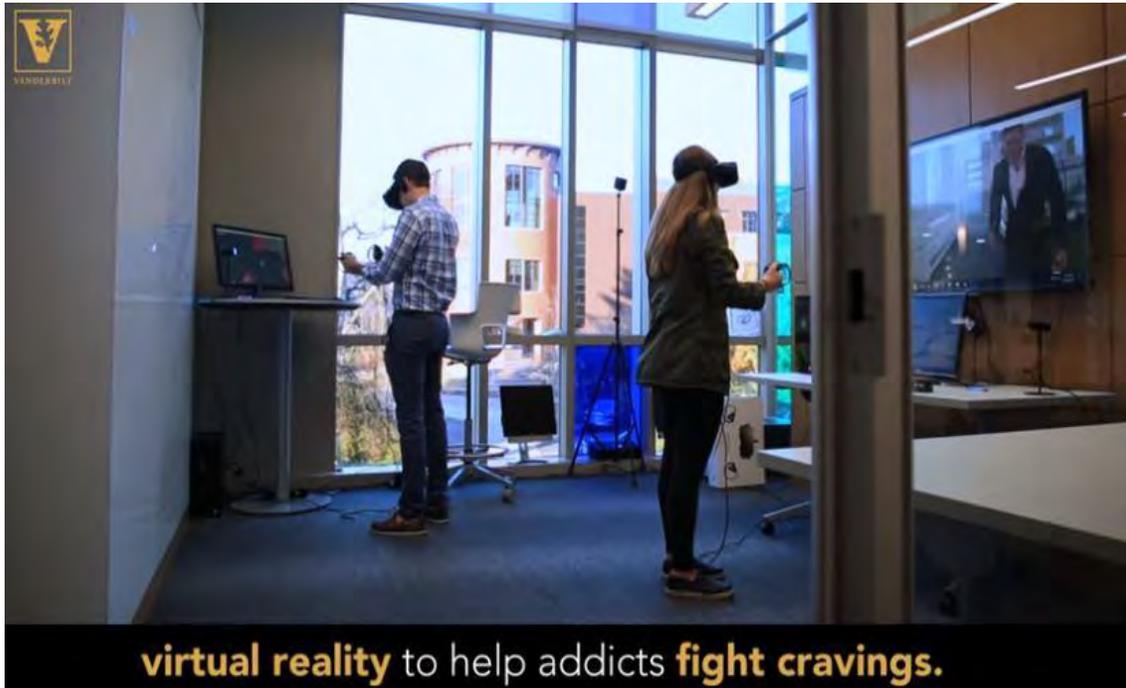


SOBERNATION

 The Jump Start Recovery Course Every day we aren't working for our recovery we are working against it. Whether you have thirty days or thirty years sober, there is always room to grow. Tim Stoddart \$24	 7 Days to a More Spiritual Life A course for beginners to spiritual gangsters. Stop being influenced by the negative self-talk of a crazy world. Find happiness, contentment & a Higher Tim Stoddart \$15	 The Ultimate Relapse Toolkit Relapsed? Me too. The good news is, you don't have to go back there again. Toi Skene \$15
---	--	---



Virtual Reality & Addiction



Promena VR, EARL (the Emotion and Anxiety Research Lab) at Vanderbilt University, and others create virtual reality systems and software for behavioral health and addictions treatment



Harnessing the renewable energy of people and communities



For an alcoholic, a sponsor can serve as inspiration and offer hope – hope for how things might be in the future.

And start to work on the journey of recovery.

Recovery takes work: Learning to adjust to a new life can be challenging



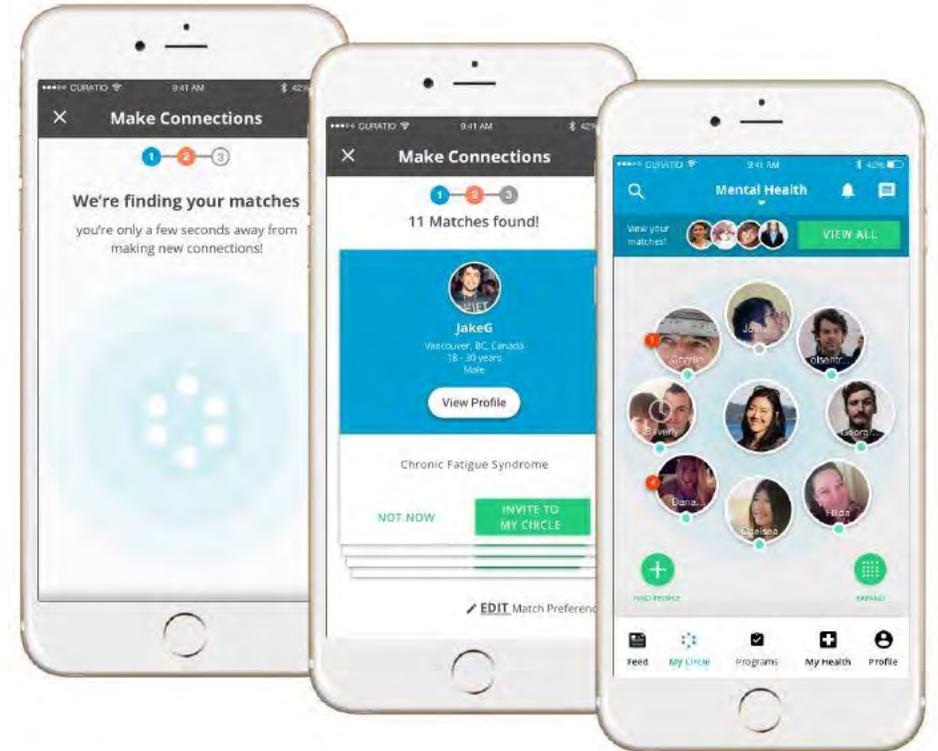
Digital health in recovery

When people choose to attend meetings, they're encouraged to choose a sponsor. And if members stay involved with AA for a long period of time, they might be asked to sponsor someone else.

BUT what if...

their meetings are online?
meetings are hard to get to?
they are afraid to even go to their first meeting?

SPONSOR FINDER





Digital health in recovery

SPONSOR MATCHING

EASY TO USE

- Enter basic info, select user name, & upload image
- Set goals & expectations
- View personalized matches

SAFE

- Request to unlock profile with personalize message
- Ability to re-lock profiles at anytime





Digital health in recovery

SELF HELP TOOLS

TRACKING

- Daily abstinence tracking
- 12-step Progress tracking
- Meeting reminders and local meeting finder

MOTIVATION

- Badges and emojis
- Daily reflection





Digital health in recovery

AND MORE...

COMMUNITY

- Videos/podcasts
- Group chats
- Sobriety birthday recognition
- Online meetings

RESOURCES

- Step work
- Readings
- External resources (MDs, Therapists, etc)





Rewards of sponsorship



**Improve
likelihood of long-
term abstinence**

Working with a sponsor
can improve abstinence
rates by 33-50%



**Reduce strain on
public health
system**

“People Powered” health
approaches have
demonstrated potential
savings the UK public
health system £4.4billion



Prevent crime

Connect the “winners”
who can relate
7/10 offenders in
Canada’s jails are
substance abusers



**Empower the
recovery
community**

Those who sponsor have
a 91% level of
abstinence over 7 yr
periods



Treating Alcoholism: People Powered Help



**Facilitate connections
between sponsees and
sponsors**

**Algorithms that recommends
suitable matches for sponsors
or sponsees**



**Create communities of
support networks**

**Helps users find others in
recovery via chat rooms and
geo-locators**



**Offer resources and
sober living coping
strategies**

**Resource Hubs; check ins;
reminders**

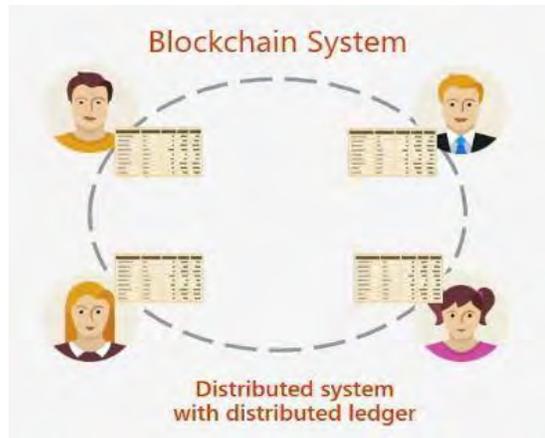
“Peer support can improve quality of life and help to keep people living with mental health problems and illnesses out of hospitals and out of the criminal justice system” - MHCC



Can we make a Chat Application by using Blockchain?



PRIVACY – Leveraging Blockchain



BENEFITS OF BLOCKCHAIN - PRIVACY

TRADITIONAL: Uses 3rd parties to approve/record transactions

BLOCKCHAIN: Distributes ledgers across network or participating node –no centralized authority

SIMILAR TO PEER-TO-PEER TORRENT SHARING

Each message in a healthcare blockchain system could be characterized by special permissions so that access is allowed only to those who have proper permission

**TIMED AUTO-DELETION OF MESSENGER TRANSFERS
ALONG WITH NO METADATA COLLECTION**



PRIVACY – Leveraging Blockchain

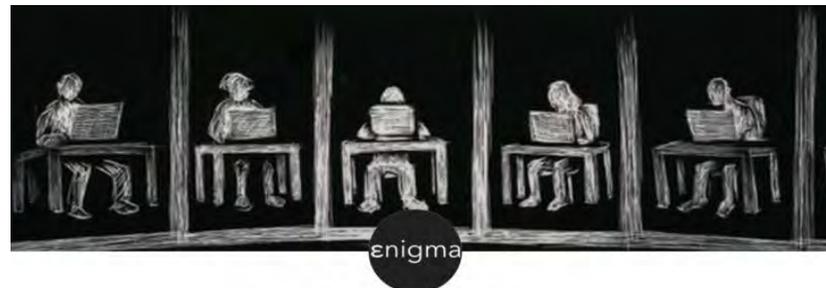
**TIMED AUTO-DELETION OF MESSENGER TRANSFERS
ALONG WITH NO METADATA COLLECTION**

But if our data is stored everywhere, how can it be private?

MIT's Enigma project: Researchers are testing a protocol that sits on top of existing blockchains.

Enigma promises "secret contracts", as opposed to existing "smart contracts", with nodes on the blockchain able to compute data without ever "seeing" it.

This will allow users to maintain control over personal data, particularly through preventing its monetisation or analysis by platforms.



Enigma Project



"Nothing impacts a still-suffering alcoholic more than hearing the language of the heart from another alcoholic in recovery."

51st Annual Meeting of the General Service Conference of AA, 2001



YourSponsorFinder.com

People Powered Digital Health Solutions

KATIE W. ROBINETTE



THANK YOU



www.YourSponsorFinder.com

@SponsorFindr