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HEALTH  
SOLUTIONS

# Fighting the Addiction Epidemic

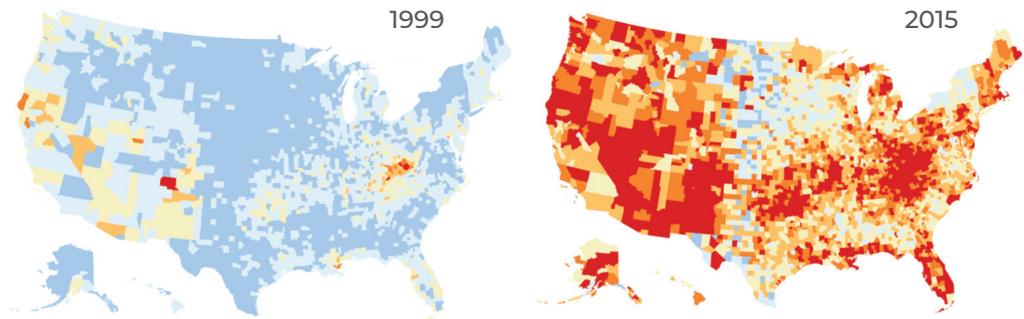
Heritage Turns to Partner, youturn,  
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# FIGHTING THE ADDICTION EPIDEMIC

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## How the Epidemic of Drug Overdose Deaths Rippled Across America

Drug deaths have surged in nearly every U.S. county.



Source: *New York Times*

## OVERVIEW

We seem to be at a tipping point in the United States when it comes to the treatment of substance use disorder (SUD) and addiction. Until now, mental illness, addiction, and other mental health conditions were hidden within individuals and families, only to be dealt with in whispers and behind closed doors. With seemingly nowhere to turn, suffering in silence has been the status quo.

In 2016, the U.S. Surgeon General issued an official report, *Facing Addiction in America*. The paper covers substance use disorders and the wider range of health problems and consequences related to alcohol and drug misuse in the United States. The report was the first of its kind that specifically treated alcohol, drug, and substance use and its impact on individuals, families, and the associated greater societal and economic impacts that come from substance misuse and addiction.

Originally reported in 2016, one in seven people in the United States is expected to develop a substance use disorder at some point, but only

one in 10 will receive treatment. Let's look at that statistic another way: 90 percent of people who are struggling with addiction are not receiving the help and support they need in order to recover.

Life expectancy in the U.S. has dropped for the third year in a row. This has not happened since a century ago, 1915–1918, where deaths were attributed to World War I and a deadly influenza outbreak. Experts agree that the root cause of this recent unprecedented uptick is the number of deaths that comes from addiction, overdose, and suicide. The Economist cites economists Anne Case and Angus Deaton who call these tragic figures, “deaths of despair.”

While the emphasis should stay on the individual impact and tragedy of these lost lives, there are economic effects that are felt on both macro and microeconomic levels. The U.S. Surgeon General's report stated: “It is estimated that the yearly economic impact of substance misuse and substance use disorders is \$249 billion for alcohol misuse and alcohol use disorders and \$193 billion for illicit drug use and drug use disorders.”



These numbers can be felt even more acutely when placed inside an office setting. According to the National Council on Alcoholism and Drug Dependence Inc. (NCADD), 70 percent of the estimated 14.8 million Americans who use illegal drugs are employed. The NCADD estimates the annual cost of lost productivity due to workers dealing with addiction and substance use issues is \$81 billion dollars.

A loss in productivity is not just coming from those that are in the midst of addiction themselves, but also those who have a

meaningful relationship with someone struggling with addiction. Pew Research Center found that nearly half of all Americans — 46 percent — “have a family member or close friend who is addicted to drugs or has been in the past.” This statistic was consistent across identified gender and race.

Whether it is the addict who is struggling or the family member who sits at their desk and cries because their spouse or child is struggling, the reach of addiction spares almost no one. The individual and the employer pay the price.

***Drug abuse costs employers \$81B a year, according to the National Council on Alcoholism and Drug Dependence.***

## THE COST OF ADDICTION IN THE WORKPLACE

American Addiction Centers reports that unhealthy workplace culture, with factors like long hours and on-site drinking, can lead to addiction and substance misuse and abuse. Sexual harassment and abuse can fester in these environments. “Increasing levels of job stress and long working hours are borne out from figures tallied by the Substance Abuse and Mental Health Services Administration, which show that between 2008 and 2012, ‘an annual average of 8.7 percent of full-time workers aged 18 to 64 used alcohol heavily in the past month.’ As many as 8.6 percent of employees had used illegal drugs in that same timeframe, and 9.5 percent of America’s workforce was ‘dependent on, or

abused, alcohol or illegal drugs in the past year.’ ”

According to the same American Addiction Centers article, in 2016 the International Foundation of Employee Benefit Plans conducted a survey about how businesses and organizations could provide assistance in terms of mental health and addiction. The survey found that of the surveyed American and Canadian companies, around 50 percent said that there was a prevalence of alcohol abuse among their employees; 32 percent said that workers were addicted to prescription drugs, and 29 percent said their workers were addicted to recreational substances.

Two out of three companies that responded to the survey said that addiction and mental health problems had a negative impact on their employees in terms of absenteeism or tardiness, overall job performance, and physical health.

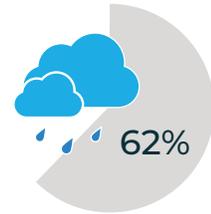
Self-funded employers who offer health benefits to their employees especially take hits to their bottom-line when employees take off work for addiction-related illnesses or conditions, or when they are caring for a loved one with a SUD. Additionally, there are the actual health care costs that come from the treatment of these SUD illnesses and closely related illnesses.

Despite the costs to individuals, businesses, and the economy, there seems to be a void when it comes to knowledge, resources, and cost-effective, practical solutions that can begin to combat these issues and give relief to those suffering under the weight of addiction and substance abuse. Heritage Health Solutions has partnered with the innovative knowledge platform, youturn, to offer valuable knowledge resources to fight the fear of the unknown and to open up a path to recovery.

As an add-on to the comprehensive health solutions that Heritage provides, youturn opens up a safe and secure dialogue through its unique proprietary learning platform where individuals can learn more about substance abuse and addiction through confidential, personal testimonials of others and the recovery coaching of highly trained professionals.

Unlike any other program, youturn is a learning management system that acts as an employee health and wellness benefit. It also works as an educational platform that teaches managers how to identify addiction in their employees and deescalate the situation. "It allows companies to address the addiction epidemic." Says Shay Houser, CEO and Co-founder of youturn. "Productivity goes up, sick days go down, hospital stays go down." The partnership between Heritage and youturn allows for those suffering from addiction — whether

In late 2016, a survey of 344 companies across the US and Canada revealed:



felt depression is "somewhat to very prevalent" in their offices



says there was a prevalence of alcohol abuse among employees



says workers were addicted to prescription drugs



reported workers were addicted to recreational substances

Source: [AmericanAddictionCenter.org](http://AmericanAddictionCenter.org)

it be themselves or loved ones — to take the first steps to recovery through an empathetic, realistic approach to healing.

A central problem with the community — and business — of addiction recovery is that it is built on the premise that a person suffering from

# youturn



Source: [youturn.net](http://youturn.net)

addiction has to hit rock bottom before they can begin to get help. This traditional model relies on the idea that once at the bottom, there's an intervention, and then they are sent to rehab, willingly or unwillingly, with the hope that they will recover quickly.

Then there is the added problem of the collateral damage that happens on the path down to that rock-bottom point. Individuals and families are also made to deal with the real-world consequences of addiction, including often

devastating financial mistakes, even before the devastatingly high costs of addiction recovery facilities.

Although there is a real place in the recovery process for rehabilitation centers, only a small percentage of those who enter rehab actually recover the first time or at all. Statistics that track the success of rehabilitation programs are difficult to find because "success" or "recovery" are often defined by an individual or specific treatment center.

In a New York Magazine piece, author Maia Szalavitz, talks about her book, *Unbroken Brain: A Revolutionary New Way of Understanding Addiction*. The article says: “Fully buying into [a] program requires desperation, in other words, and to ‘help’ addicts get to that desperate point is to help them recover: ‘From this perspective,’ writes Szalavitz, ‘the more punitively addicts are treated, the more likely they will be to recover; the lower they are made to fall, the more likely they will be to wake up and quit.’”

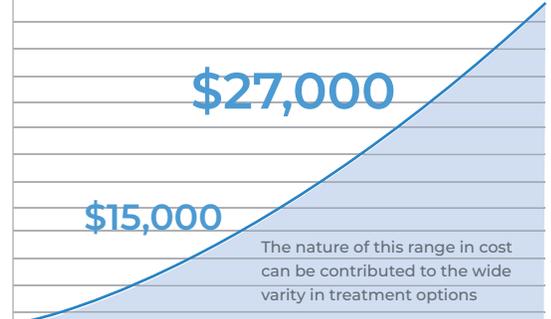
We do not believe you should have to hit rock bottom to get help. youturn allows for autonomy and ownership of the education and recovery process, which can aid healing before more drastic steps are needed. Research has shown, “in addition to early intervention to curtail heroin addiction, increasing self-efficacy and addressing psychological problems are likely to enhance the odds of maintaining long-term stable recovery.”

youturn takes an early intervention approach to addiction recovery, filled with empathy and hope. youturn is the first-ever online video learning platform purpose-built to help your employees deal with addiction. Using an employee-personalized secure login, the platform offers hundreds of high-quality testimonials and educational videos to help protect your business and your employees. By giving employers and employees the tools to educate themselves, recovery and fulfillment can be within reach. Your workplace can be a safe place where employees thrive.

## What Does it Cost?

The Cost Breakdown of Addiction Treatment

### The Typical Cost of Treatment



### Breakdown in Options

- Intervention: \$2,500 Plus Expenses
- Supervised Medical Detox: \$500-650/Day (Private Pay Rate)
- Partial Hospitalization: \$350-450/Day (Private Pay Rate)
- Inpatient Care In a Facility: \$500-650/Day (Private Pay Rate)
- Intensive Outpatient Care: \$250-350/Day
- Sober Living: \$1,500-2,500/Month

Source: [AmericanAddictionCenters.org](http://AmericanAddictionCenters.org)

## AN EVIDENCE-BASED APPROACH THAT FACILITATES HEALING AND SAFETY

youturn is an affordable health care add-on and mental wellness solution that helps employers protect themselves and their employees from the impact of addiction in the workplace. An early intervention tool, this style of program is known more generally as family recovery coaching.

Effective interventions are built on evidenced-based practices; youturn is founded on sound clinical theory and practice. Universally accepted as the gold standard for supporting behavior change across all health conditions, our youturn video facilitators and educators have over 15 years of experience in delivering Motivational Interviewing (MI) interventions.

### Five general principles of Motivation

#### Interviewing:

1. Express empathy through reflective listening.
2. Develop discrepancy between clients' goals or values and their current behavior.
3. Avoid argument and direct confrontation.
4. Adjust to client resistance rather than opposing it directly.
5. Support self-efficacy and optimism.

MI interventions are based on strengths messaging — what's right, rather than what's wrong. It incorporates harm-reduction principles including medication assisted treatment, moderation management, and competent coaching.

What makes youturn so powerful is that its interventions are delivered by experienced practitioners with histories of success in utilizing evidence-based practices. youturn is a digital adaptation of the ground-breaking recovery work being done at FAVOR Greenville (South Carolina) non-profit recovery community centers and outreach locations. FAVOR Greenville is the country's premier recovery community organization. Recognized nationally as a model program by both SAMHSA (2017) and the Department of Justice (2018).

FAVOR Greenville has developed an engagement and support model that has produced stunning results. Over the past six years, 35,000 people have been served with over 90,000 hours of recovery coaching. There is a 60 percent active retention recovery programming at 12 months, where the comparable average for community-based retention is 20 percent.

youturn's effectiveness is best illustrated through the FAVOR Greenville hospital-based programs. These programs are designed to support patients with the most complex SUD issues. These programs are most aligned with youturn because of the high level of asynchronous communication and digitized support utilized in the hospital programs. Around 75 percent of communication, interaction, and education is done via text messaging, emailing, and content delivery with these patients, as well as ongoing digital support.

Since the FAVOR Greenville Hospital Based Program launched in January 2018, enrollees have maintained a 98 percent enrollment rate, a

61 percent retention rate, and 68 percent of participants have been linked to another treatment or support program. Only eight patients have returned to the hospital for any reason, and 1.4% have died from subsequent overdose. (The national average for patients who overdose then die of another overdose within the next year is 15%.)

Adapting FAVOR Greenville's program to a digestible, cost-effective health solution is possible by offering a platform that addresses several aspects of SUD and its effects:

- **Risk Mitigation:** Having a wellness tool in place to support employees struggling with addiction can help employers address substance use-related issues before a more serious problem arises.
- **Training:** Employers and managers are taught how to identify the signs of addiction in the workplace and effectively discuss substance misuse with their employees.
- **Certification:** Our innovative video intervention module enables struggling employees to earn certifications showing they are taking steps to address their issue.
- **Support:** Employees and managers can learn more about addiction with confidential access to over 160 videos led by a licensed, nationally recognized clinician.

Not only do these programs support those suffering under the weight of addiction in their homes and lives outside of work, but they offer support for workplace managers and coworkers who may or may not notice the signs of drug and alcohol misuse affecting other employees. The engagement aspect of youturn represents the future of recovery support.

youturn's **Recovery First Aid** program is designed to help businesses identify the complex substance misuse signs in employees. It also provides helpful information to managers,



### Cost containment

Waiting until people hit bottom costs companies tens of thousands of dollars



### Increased productivity

A struggling family member can reduce workforce productivity by 40%



### Risk mitigation

Unintentional workplace overdose deaths have increased by at least 25% in each of the last five years



### Positive workforce

Taking action against these stressors can help change the conversation about addiction

Source: [youturn.net](http://youturn.net)

executives, and HR professionals in order to better understand how to recognize addiction and how it impacts friends, family, and coworkers.

The **Employee Discussion** videos present real-life scenarios that give you the knowledge, skills, and confidence to approach someone with an issue. It empowers your team to start a conversation that can lead to real help, and even risk-mitigation.

**Employee Support** is an intervention series designed to help struggling individuals find hope and answers. It provides vital information about the destructive nature of addiction. Once an employee completes this series, they will take a quiz and can receive a certificate demonstrating they have taken steps to address their issue.

youturn is a complete solution, which is why it's a natural addition to Heritage's selection of physical and mental health solutions. youturn puts the emphasis on you, granting agency through turning to a problem and facing it head on with knowledge, resources and the support of a workplace community.

Recovery First Aid



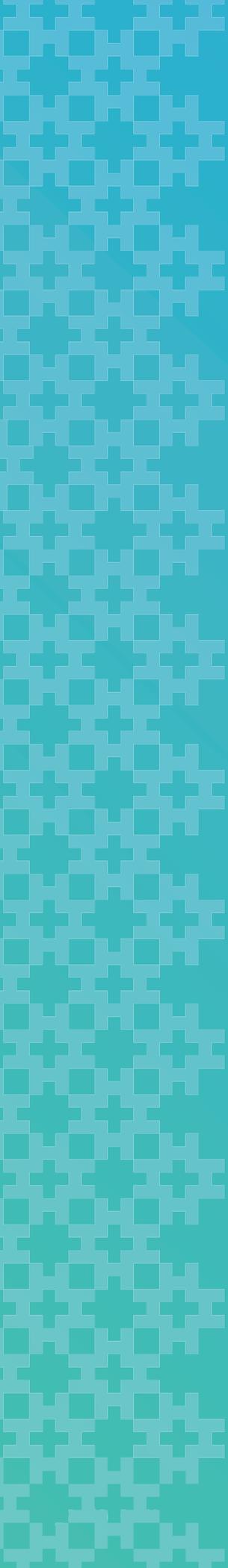
Employee Discussion



Employee Support



Source: [youturn.net](http://youturn.net)



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