

eGetgoing[™]

eGetgoing
Online Live Group Therapy
CRC Health Group

CRC Health Group
Cupertino, California

eGetgoing[™]



CRC Health Group
Company Profile

eGetgoing[™]

- #1 provider of a broad array of behavioral & therapeutic educational services in the U.S.
- Treating over 30,000 people daily
- 144 facilities in 30 States, the UK, & Australia
- 5,600 employees

CRC Health Group Company Profile



- **Recovery Division** ("RD"): Comprehensive residential and outpatient substance abuse and related behavioral disorder treatment
- **Youth Division** [Aspen] ("YTD"): Therapeutic educational residential programs, therapeutic boarding schools, and outdoor programs for troubled youth
- **Healthy Living Division** ("HLD"): Adult and adolescent eating disorder residential programs, and weight loss camps, therapeutic boarding schools, and residential programs
- **Online Services**: eGetgoing provides comprehensive live online outpatient chemical dependency groups

CRC Health Group Operates 144 Facilities and Clinics in 30 States, the UK, & Australia





Providing real-time, **interactive** audio- and **video**-based **group** alcohol and drug abuse and other specialty behavioral treatment via the **Internet**.

Clinical Experience



eGetgoing is the natural complement and extension of traditional treatment programs

The Problem



- 16 million Americans in need of substance abuse treatment. *
- 3 million getting help.
- Barriers to treatment are significant:
 - ▶ Availability
 - ▶ Affordability
 - ▶ Convenience
 - ▶ Privacy

*HHS Substance Abuse and Mental Health Administration
November 2000

The Solution



eGetgoing's solution overcomes barriers to treatment:

- **Availability**
 - No limit to the number of clients.
 - Never a waiting list.
- **Affordability**
 - One tenth the cost of traditional treatment.
- **Convenience**
 - On your time.
 - From your location.
- **Privacy**
 - Completely anonymous.
 - Protection from social stigma

A New Option



eGetgoing is an option in the range of treatment services:

- Inpatient residential
- Partial/day treatment
- Intensive outpatient
- Outpatient medication management
- ★ Internet-based outpatient group treatment

It offers seamless integration with traditional programs, with easy transitions to more intensive levels of care.

The Continuum



eGetgoing adds breadth and depth to all stages of the treatment continuum:



- **Pre-treatment**
Self assessments; ability to engage clients; prepare for next steps.
- **Treatment**
A convenient, private and affordable solution.
- **Post-treatment**
Aftercare, extended follow up and relapse prevention.

Our Programs



eGetgoing offers both adult and adolescent group treatment and aftercare programs.

- **Treatment**
 - Primary Group – 24 sessions over 12 weeks
- **Aftercare**
 - One year free counselor-moderated chat
 - Interactive group aftercare
- **JCAHO & CARF accredited since 2001**

An Online Resource



At egetgoing.com, visitors can click the scenario that fits them to be instantly connected to the content tailored to their needs.



Personalization



Registered members are welcomed with a personalized home page that tracks their progress, presents personal feedback and links them to individualized content.



Connecting Globally



Clients from any location around the nation are able to participate in online group treatment sessions, moderated by a credentialed eGetgoing counselor.



Credentialed counselors use mobile broadcast studios.

Continuing Care



A personal connection is maintained during eGetgoing's Continuing Care programs.



Reporting & Tracking



- **Clinical Patient Information**
 - Homework
 - Attendance
 - Assessments
 - Counselor Feedback
- **Customized Reports**

eGetgoing can deliver customized reports quantifying member progress and outcomes.
- **Research**

Tracking mechanisms simplify research.

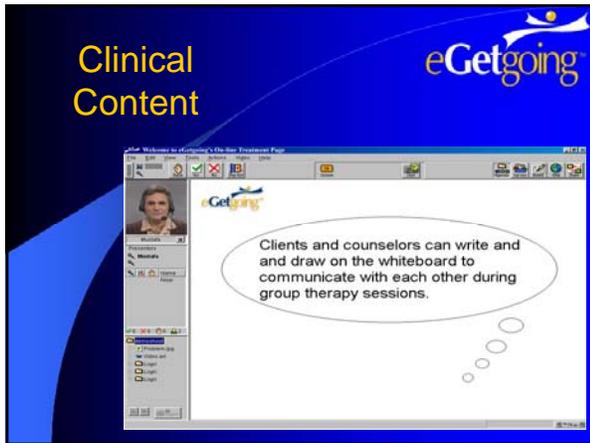
Clinical Content



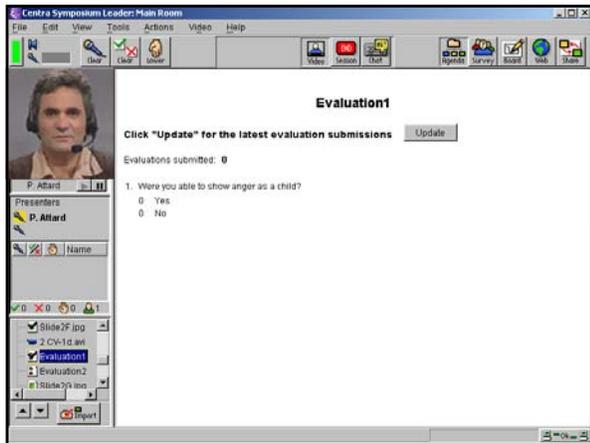
As in traditional group sessions, the counselor uses slides to enhance the discussion and clarify important learnings.

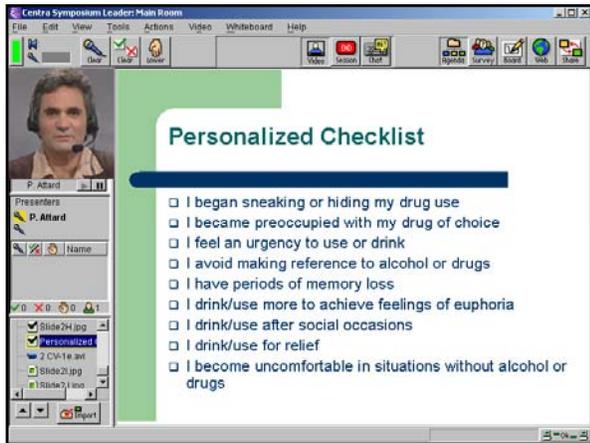


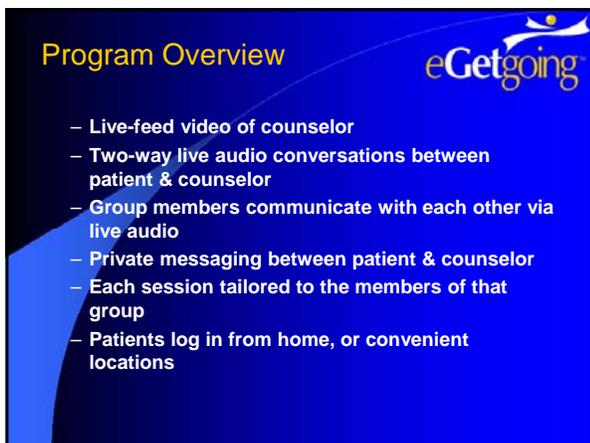












Program Overview



- Confidential and anonymous
- Groups are held in secure online environment
- Phone sessions with counselor (as needed)
- Private homepage
- Private internal email
- 1:1 treatment planning sessions with counselor
- Homework assignments sent to private homepage
- 24 semi-structured group sessions, held twice per week for 12 weeks

Group Session Themes



Why Are You Here?	Why we are seeking treatment Expectations of treatment	Recognize Emotions	Addicted moods vs. normal moods Learning to recognize feelings Responding appropriately to anger
Relapse Paths: Permission Thoughts	People, places and things associated with using Identifying risks	Anger in Addiction	Early experiences with anger Anger and shutting down Dealing with anger
Relapse Paths: Giving-up Thinking	Negative self-talk and it's impact on addiction Dealing with negative self-talk Developing positive self-talk	Coping with Guilt and Shame	Differences between guilt and shame Learned behaviors Impacting self-esteem Positive coping strategies
Cravings	Identifying cravings Coping with cravings	Grief and Loss	Grief and loss in addiction Dealing with grief and loss

Group Session Themes



Triggers	Identifying triggers How triggers can lead to using Alternative coping strategies	Stress Reduction	Identifying ways to relax Alternative coping strategies
Negative Thinking	How we set ourselves up Expecting the worse "Sinking Thinking"	Have you Experienced...	Stability / Support Powerlessness / Spiritual connection
Relapse Prevention	Relapse warning signs Types of relapse-emotional, behavioral	Self-esteem	Spiritual and emotional bankruptcy Path of building self-esteem
Refusal Skills	Learning to say "no" the right way Passive refusing / Aggressive refusing Assertive refusing	Decision Making	Decision chains leading to using Thought distortions Learning to monitor everyday decisions Identifying risky thoughts, feelings and actions

Group Session Themes



Boundaries	Setting appropriate boundaries Physical and emotional boundaries Boundaries and refusal skills	Relationships in Recovery	Protecting recovery in relationships Getting support Assertiveness in relationships
Communication Skills	Honesty in relationships Communication is styles Assertiveness in communication	Problem Solving Skills	Basic problem solving strategies New challenges in recovery
Self Care	Staying healthy Getting organized Lifestyle changes	Finding Balance	Recovery / Self-care Family / Friends Internal changes
Defense Mechanisms	Masks / Protection Costs / Benefits Hiding the true self	Committing to Recovery	Setting realistic goals Aiming for abstinence Recovery plans

- ## Additional Features
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- Communication with referral sources
 - Coordination with other treatment (medication management, individual therapy, PCP)
 - Established emergency protocols
 - Referrals to 12-step peer groups and sponsor
 - Referrals to higher level of care (as needed)
 - Benefits Utilization Review provided for patient (as needed)
 - Missed group follow up phone calls to patients
 - Appointment reminder calls

- ## Treatment Services Not Provided
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- Medication Management
 - Psychiatric care
 - Medical care
 - Vocational assessment or guidance
 - Legal assistance

Treatment Outcome Research 

- Johns Hopkins University Institute for Behavioral Research (2007)
 - MMT patients testing positive for illicit drugs were randomly assigned to study group (eGetgoing) or control group (live group therapy). N = 37
 - Equal treatment outcome
 - Equal (highest) patient satisfaction
 - eGetgoing participant comments: “Convenient,” “fun,” “more productive.”
 - When eGetgoing participants were asked: “If you were to do this again, would you choose eGetgoing or live group therapy?” 100% answered “eGetgoing.”
 - Study submitted to peer reviewed journal for publication (December 08)

Treatment Outcome Research 

- CRC Health Group internal study I (2005)
 - N = 70
 - Telephone check-in at 1 week, 3 months, 6 months, 9 months post-treatment.
 - 80% of patients completed the 24-session program.
 - All 20% dropped out at or before their second group session.
 - Drop out reasons:
 - 40% work-related
 - 30% legal issues
 - 15% to a higher level of care
 - 15% no reason given

Treatment Outcome Research 

- CRC Health Group internal study I (2005) - continued
 - Relapse
 - 12% after 1 week (for ~3 days)
 - 16% after 3 months (for ~1.5 days)
 - 20% after 6 months (for ~2 days)
 - 20% after 9 months (for ~2 days)
 - Patient satisfaction
 - All 70 patients reported overall satisfaction of the online program as either *excellent* (68%) or *very good* (30%).
 - Usefulness to recovery was either *excellent* (58%), *very good* (37%), or *good* (5%).
 - Convenience was either *excellent* (85%) or *very good* (15%).
 - Privacy was either *excellent* (81%) or *very good* (19%).

Treatment Outcome Research



- CRC Health Group internal study II (2007)
 - N = 200
 - Telephone check-in at 1 week, 3 months, 6 months, 9 months post-treatment.
 - 87% of patients completed the 24-session program.
 - All 13% dropped out at or before their second group session.
 - Drop out reasons:
 - 49% work-related
 - 23% legal issues
 - 6% to a higher level of care
 - 22% no reason given

Treatment Outcome Research



- CRC Health Group internal study II (2007) - continued
 - Relapse
 - 20% after 1 week (for ~3 days)
 - 19% after 3 months (for ~4 days)
 - 18% after 6 months (for ~2 days)
 - 15% after 9 months (for ~2 days)
 - Patient satisfaction
 - All 200 patients reported overall satisfaction of the online program as either *excellent* (68%) or *very good* (32%).
 - Usefulness to recovery was either *excellent* (55%), *very good* (39%), or *good* (6%).
 - Convenience was either *excellent* (80%) or *very good* (20%).
 - Privacy was either *excellent* (78%) or *very good* (22%).
