



eGetgoing

Online Live Group Therapy

CRC Health Group

CRC Health Group Cupertino, California



CRC Health Group Company Profile



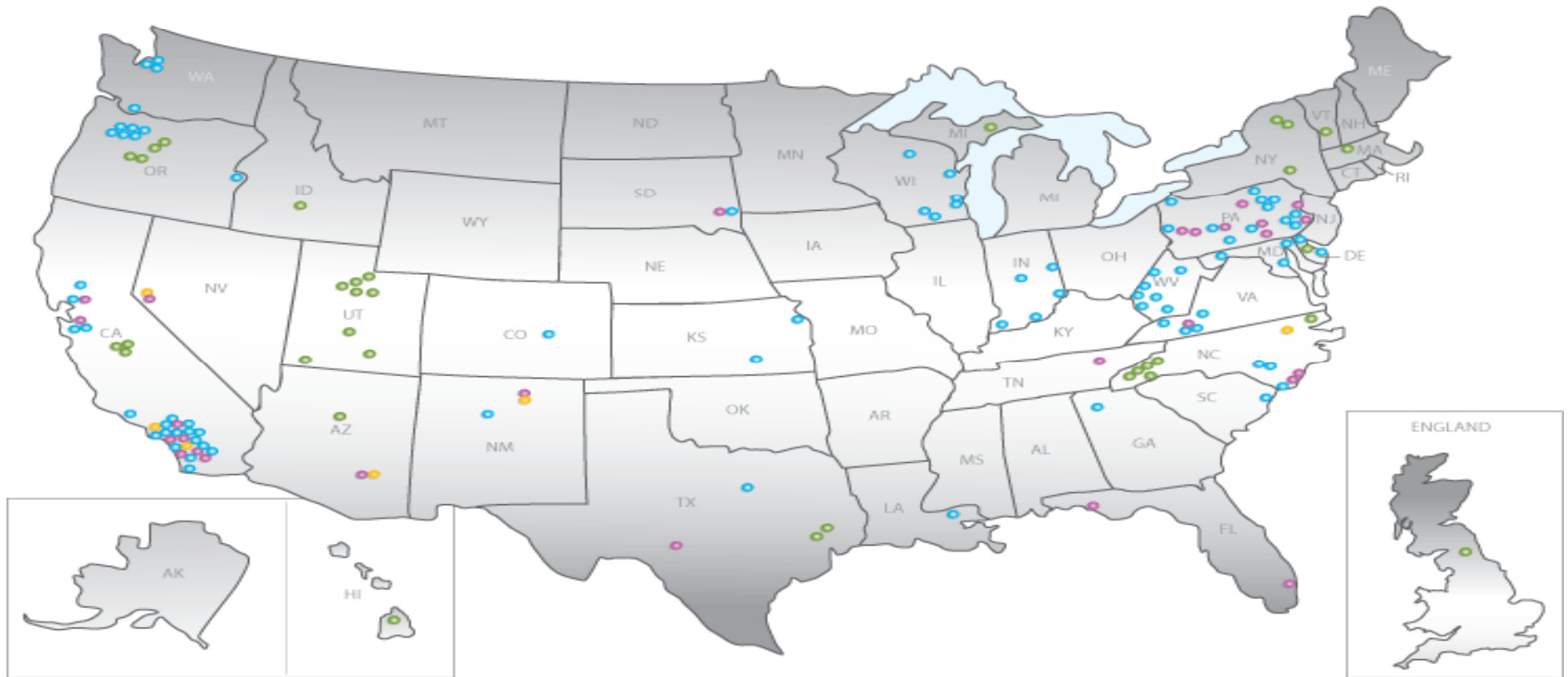
- **#1 provider of a broad array of behavioral & therapeutic educational services in the U.S.**
- **Treating over 30,000 people daily**
- **144 facilities in 30 States, the UK, & Australia**
- **5,600 employees**

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



- Outpatient Treatment Program Facilities
- Residential Treatment Program Facilities
- Residential Eating Disorder Treatment Facilities
- Youth Treatment Program Facilities



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

Treatment

Post-treatment

- **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.

A screenshot of the eGetgoing website interface. The page has a white background with a blue and yellow curved header. On the left, there is a green sidebar with navigation links. The main content area features a large image of a woman's face and a landscape, with a smaller image of a man's face on the right. Text and buttons are scattered across the page, including a sign-in form, a "CLICK HERE FOR treatment demo" button, and a list of scenarios.

member sign in

screen name

password

Forgot Your Password? go

Become a Member!

CLICK HERE FOR treatment demo

eGetgoing™

We bring **live** treatment to you.

Providing **online** alcohol and drug abuse treatment with actual, real-time, **interactive** audio- and video-based group **therapy**.

how online treatment works about us

drug & alcohol addiction information

newsletter

business & professionals

If you, or someone you know, is concerned with an alcohol or drug problem, eGetgoing can help.

Click the scenario that fits you.

- Do I have a problem?
- Someone I care about is in trouble.
- I may need residential treatment or detox.
- I'd like to sign up for online treatment now.
- I may have a problem, but I don't need treatment.
- Treatment has been court ordered.

With our partners, 30,000 treated in 20 years.

CONTACT US
For assistance call 1-800-555-5555

talk with us. right now

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Personalization



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

The screenshot displays a personalized user interface for a member named David. At the top, there are navigation links for "my journal", "my homework", "my assessments", "my homepage", "my profile", and "my persona". A "sign off & exit" link is also present. A welcome message from the system states, "Welcome back, David. You last visited us 7/25/00." and is dated September 22, 2000. A message from the counselor reads, "David, great job with the homework! Recommend reading Claudia Black's book 'it will never happen to me' for more information." Below this is a "Send Message" button. A "my schedule" section indicates the next session is on Tuesday 10/31 at 5 p.m., with "Go to Group" and "Chat Rooms" links. A "my email" section shows 3 new messages. A "My Progress" section features a bar chart showing progress in three areas: Sobriety, Self-esteem, and Attendance over 24 days. A "My Homework" section lists two assignments with their due dates and subjects, each with a "Start Assignment" button. The footer contains copyright information and contact details.

slipped or slipping
tips for staying sober
first aid for anxiety

drug & alcohol addiction information
newsletter
current news
frequently asked questions

VIEW other eGetgoing Programs

talk with us right now

For assistance 1-800-555-5555

My Progress

Day	Sobriety	Self-esteem	Attendance
1	1	1	1
2	1	1	1
3	1	1	1
4	1	1	1
5	1	1	1
6	1	1	1
7	1	1	1
8	1	1	1
9	1	1	1
10	1	1	1
11	1	1	1
12	1	1	1
13	1	1	1
14	1	1	1
15	1	1	1
16	1	1	1
17	1	1	1
18	1	1	1
19	1	1	1
20	1	1	1
21	1	1	1
22	1	1	1
23	1	1	1
24	1	1	1

My Homework

Assigned:	Due By:	Subject:	Action
10/01/00	10/08/00	Begin Timeline - Consequences	Start Assignment
10/04/00	10/11/00	Addiction Checklist	Start Assignment

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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.

The screenshot shows a web browser window titled "eGetgoing -- Alumni Client Home Page - Microsoft Internet Explorer". The address bar shows a local file path. The page content includes a navigation menu with "my profile", "my homepage", "my persona", and "my assessments". A "sign off & exit" link is visible. A welcome message reads "Welcome back, David. You last visited us 7/25/00." with a date of "Sept. 22, 2000" and a "my email" notification for 3 new messages. A "My Progress" section features a bar chart with a legend for "Sobriety", "Self-esteem", and "Attendance". A "My Homework" table lists assignments with dates and subjects. A "talk with us right now" chat button and a "For assistance 1-866-HELP999" number are also present.

Assigned:	Due By:	Subject:
10/01/00	10/08/00	Begin Timeline - Consequences
10/04/00	10/11/00	Addiction Checklist

Completed assignments: start assignment, start assignment

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Reporting & Tracking



- **Clinical Patient Information**

- Homework
- Attendance
- Assessments
- Counselor Feedback

- **Customized Reports**

eGetgoing can deliver customized reports quantifying member progress and outcomes.

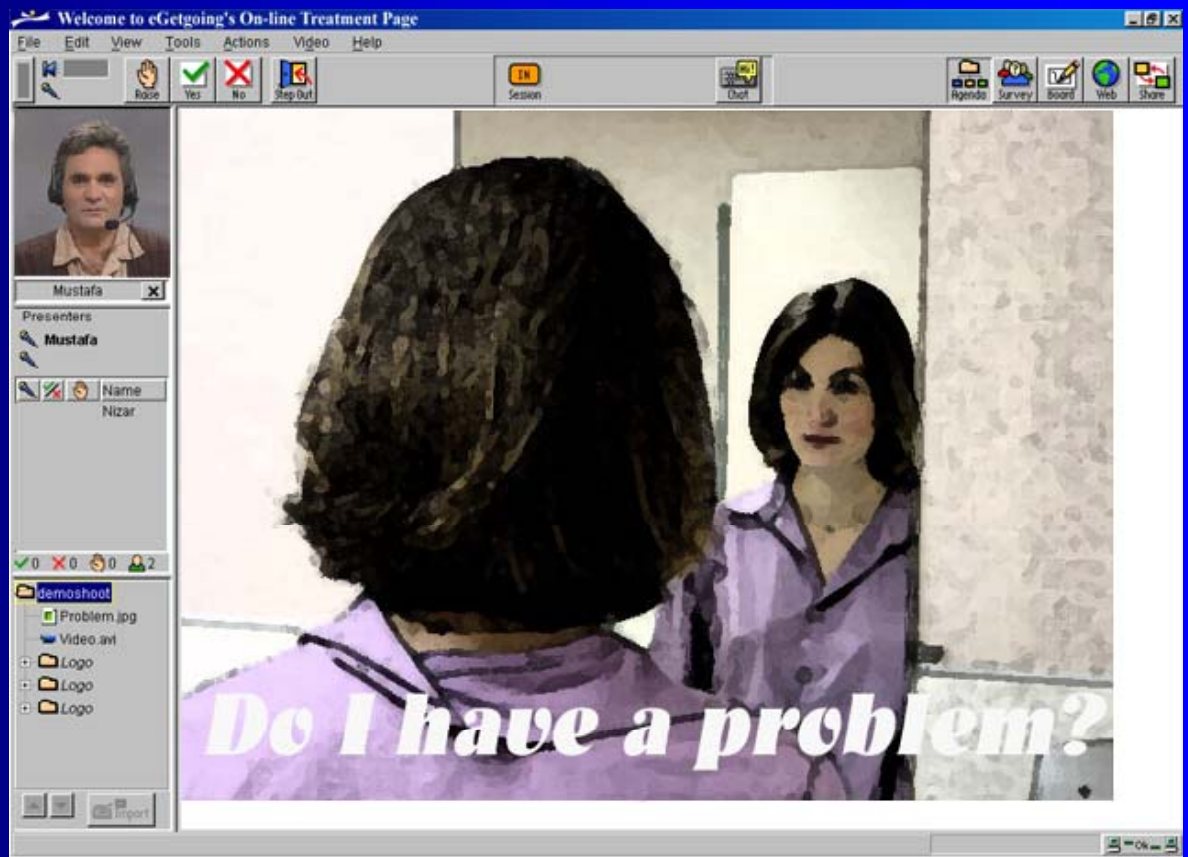
- **Research**

Tracking mechanisms simplify research.

Clinical Content



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



Centra Symposium Leader: Main Room

File Edit View Tools Actions Whiteboard Video Help

Clear Lower Video Session Chat Agenda Survey Board Web Share

Your Counselor Steve

Welcome!

eGetgoing™

Welcome
Check Audio System
Check Video System
Clicking "Yes" and "No"
Raising Hands
Using Chat

P. Attard

Presenters
P. Attard

Name

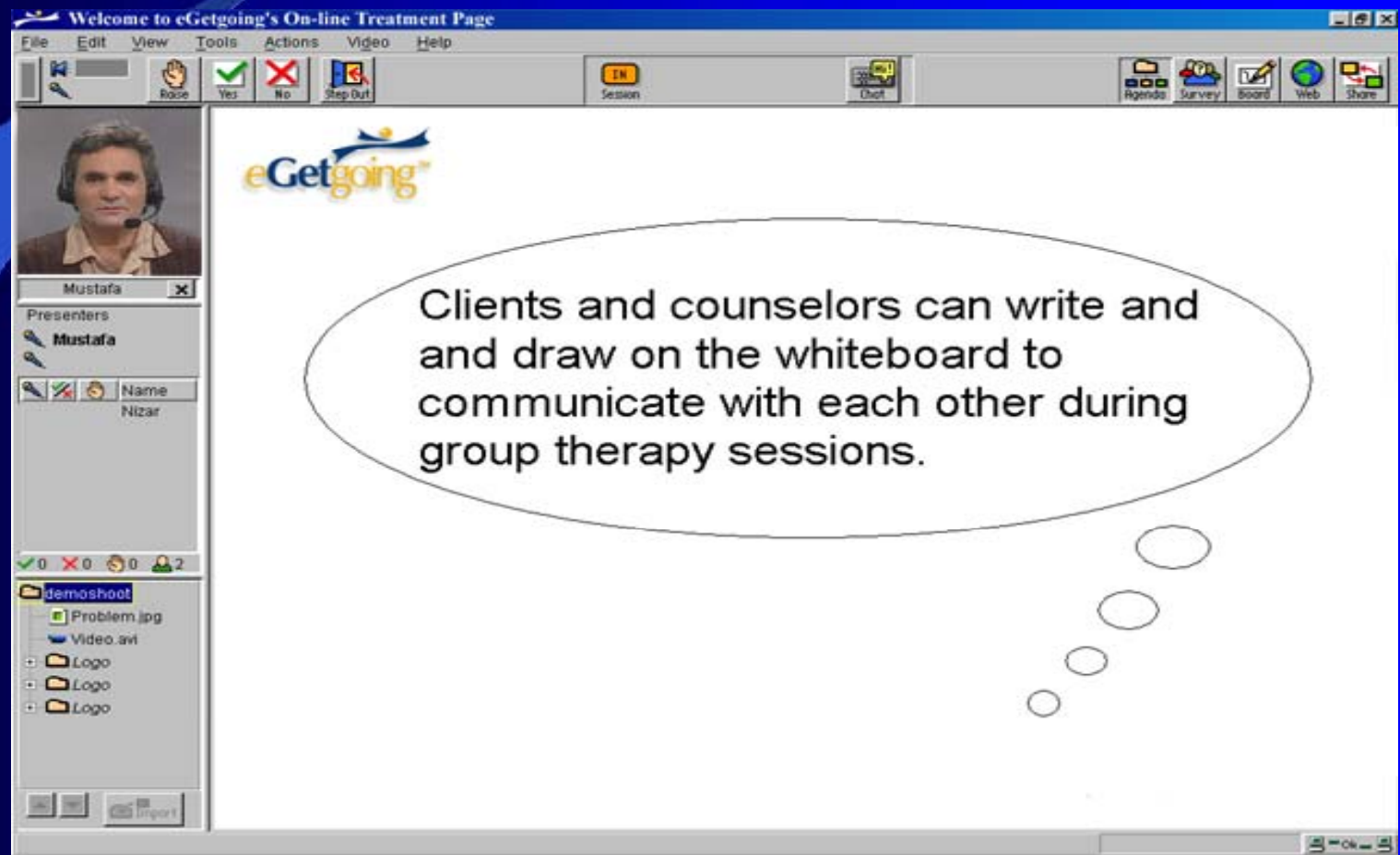
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Demo 11-27
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Import

Ok

Clinical Content



Centra Symposium Leader: Main Room

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Neck Pain

Spacey Head

Shoulder Tension

Upset Stomach

Sweaty Palms

P. Attard

Presenters

P. Attard

Name

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Slide2D.jpg

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Slide2E.jpg

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Import

Ok

Centra Symposium Leader: Main Room

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Evaluation1

Click "Update" for the latest evaluation submissions

Evaluations submitted: 0

1. Were you able to show anger as a child?

- 0 Yes
- 0 No

P. Attard

Presenters

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Name

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- Slide2F.jpg
- 2 CV-1d.avi
- Evaluation1**
- Evaluation2
- Slide2G.inn


Import

Ok

Centra Symposium Leader: Main Room

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P. Attard

Presenters

P. Attard

Name

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Personalized 0
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Import

Personalized Checklist

- I began sneaking or hiding my drug use
- I became preoccupied with my drug of choice
- I feel an urgency to use or drink
- I avoid making reference to alcohol or drugs
- I have periods of memory loss
- I drink/use more to achieve feelings of euphoria
- I drink/use after social occasions
- I drink/use for relief
- I become uncomfortable in situations without alcohol or drugs

Ok

Program Overview



- **Live-feed video of counselor**
- **Two-way live audio conversations between patient & counselor**
- **Group members communicate with each other via live audio**
- **Private messaging between patient & counselor**
- **Each session tailored to the members of that group**
- **Patients log in from home, or convenient locations**

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



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

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 “Stinking 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



- **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



- **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%).