

A Virtual Treatment Program for Behavioral Health, Substance Misuse, and Suicidal Ideation

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Youturn Health

Richard Jones is an experienced therapist, clinician, and health care entrepreneur operating primarily in the behavioral health space. Richard has wide-ranging professional experience across nearly all behavioral health domains, including mental health, substance use disorders, co-occurring disorders, and intellectual disabilities.

He has over 20 years of management experience and has been instrumental in the launch and rebuild of multiple programs nationwide. Richard is passionate about providing quality care and supporting people in need. He has been the founding CEO of 2 non-profit organizations and two for-profit business dedicated to disrupting the behavioral-health space for the betterment of people in need.



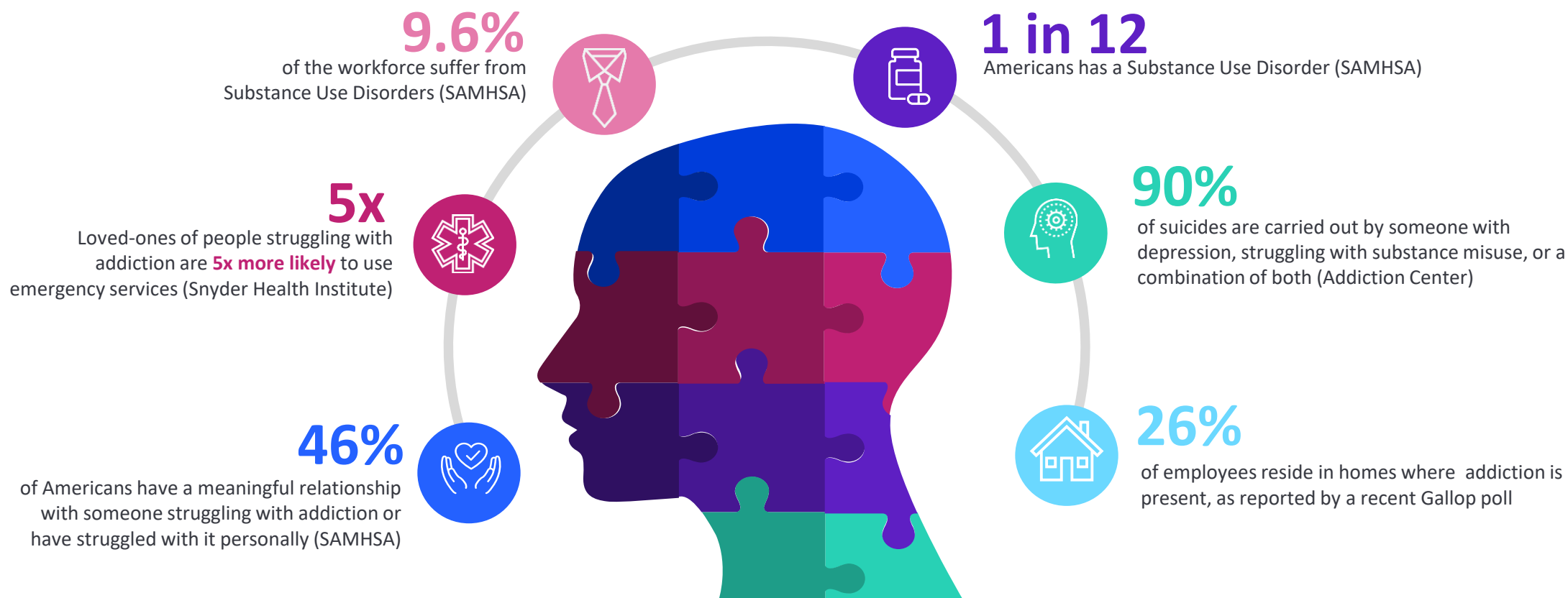
Youturn Health is a virtual solution that bridges the gap between inaction and seeking treatment for employees struggling with behavioral health challenges, substance misuse, or suicidal ideation, providing the help they need before they reach a crisis point.

Youturn Health finds and engages populations suffering with behavioral health disorders, who are currently falling through the cracks

Youturn Health complements an employer group's existing tools, supporting employees and their family members with the right level of care

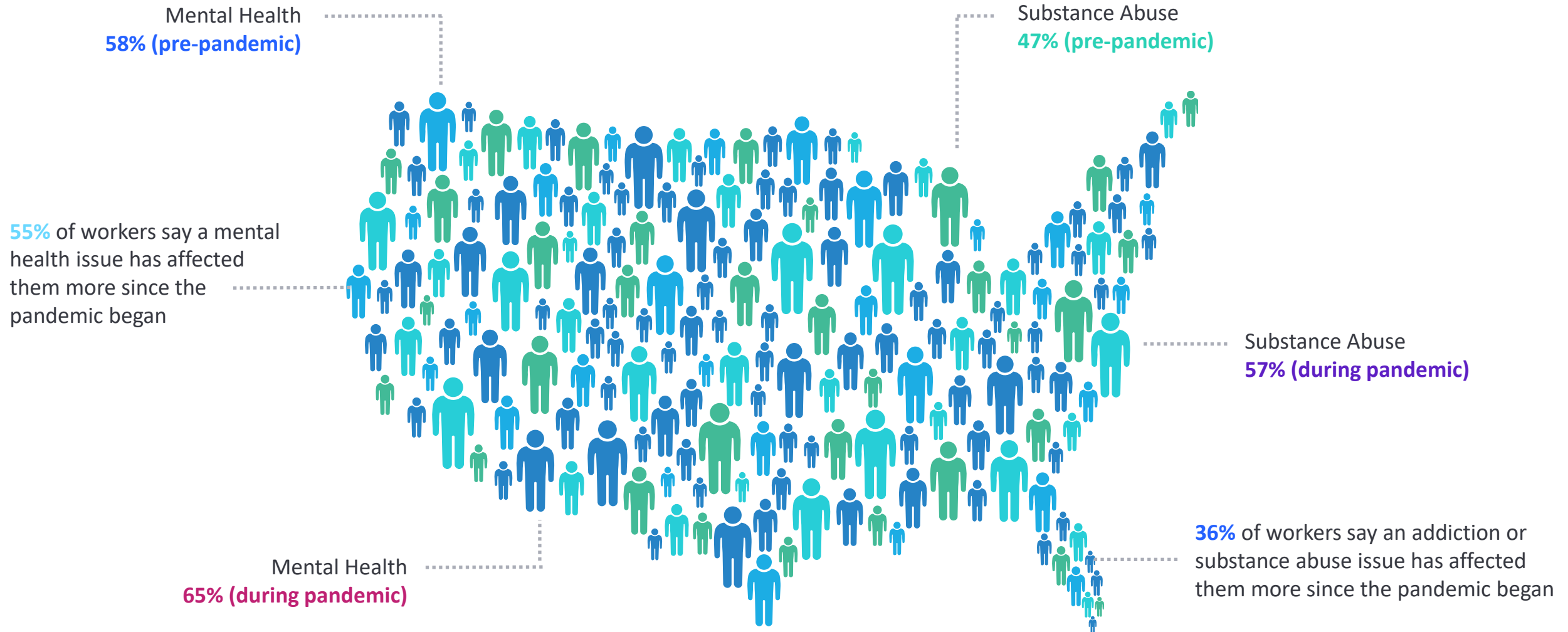
Youturn Health understands the unique challenges of behavioral health and recovery through lived experience across their leadership team and peer coaches

80% of individuals who die by suicide have a Substance Use Disorder (SUD)



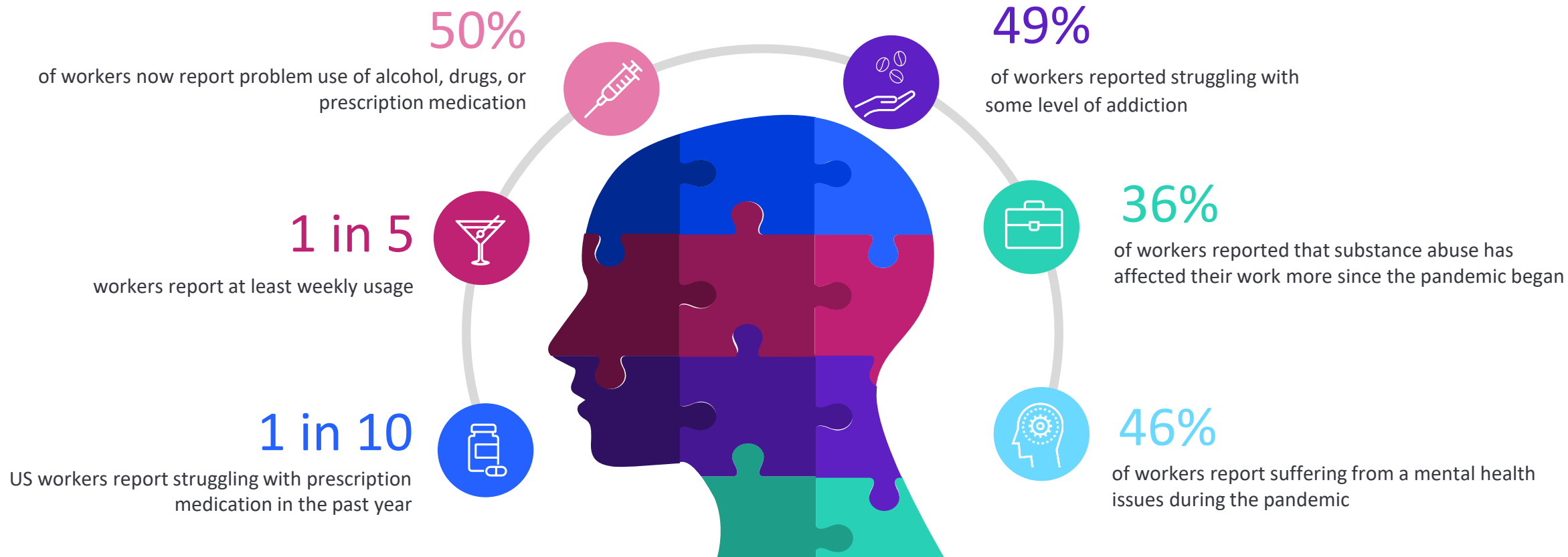
The Impact — Exasperated by the Pandemic

Percentage of employees who lost 10% hours of productivity per week due mental health and substance misuse



Workers Struggling with Substance Abuse

1425 US Workers



“ Only **10%** of individuals
suffering with a Substance
Use Disorder seek help. ”

- SAMHSA

Stigma

There is a real fear of being ostracized by family members and co-workers, passed over for promotions or disciplined on the job that keeps individuals from seeking traditional support.

Individuals struggling with suicidal thoughts may have the perception that they will be perceived as weak and are hesitant to access care.

Abstinence

The thought of immediate removal of alcohol or a drug of choice can be intimidating. This fear stops them from ever taking an initial step towards seeking help or changing behaviors.

Scope

Behavioral health challenges, suicidal ideation, and substance misuse disorders impact millions of people - yet most of that suffering is unseen and unaddressed.



Only 10% of Individuals ever reach out for help

Youturn Health bridges gap between inaction and seeking treatment by making it accessible to users wherever they are in their journey.

Usually, the family is not supported

Our proven strategies including peer coaching, family involvement, referrals, and virtual accessibility. We enable family support and engagement through the recovery process.

Engagement

75% of people who remain engaged (no matter what the treatment is) reach recovery or remission.

Our supplementary peer- and long-term support tools keep people engaged post-treatment — decreasing the probability of catastrophic or fatal relapse.



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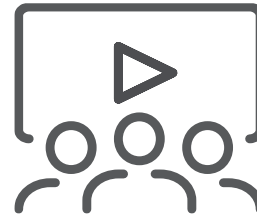
Providing a confidential and evidence-based resource that focuses on providing a safe and anonymous way for employees and their family members to engage on the topic of substance misuse and addiction in a meaningful way.



Learning and Assessment Platform

Youturn Health is an online learning management system with an extensive video library of educational, inspirational, and insightful stories that help employees and their families understand the nature of stress, substance misuse, and suicide.

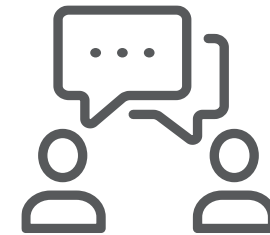
Youturn Health is designed to meet people where they are, delivered in simple, short videos in an easy-to-use, quick-to-consume format.



Family Support

Family members and loved ones are included in the care delivery model at **no additional cost**. This provides supportive care which will result in productive change for the entire family.

The Youturn Health family recovery program consists of dedicated coaches who have lived experience as a family member of a loved one who has struggled with — or lost their lives due to — substance misuse.

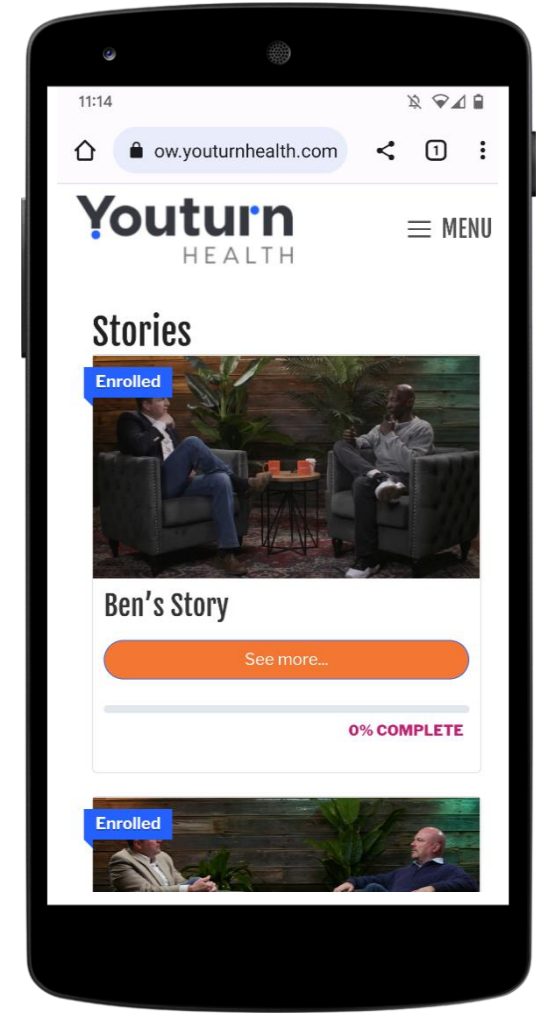
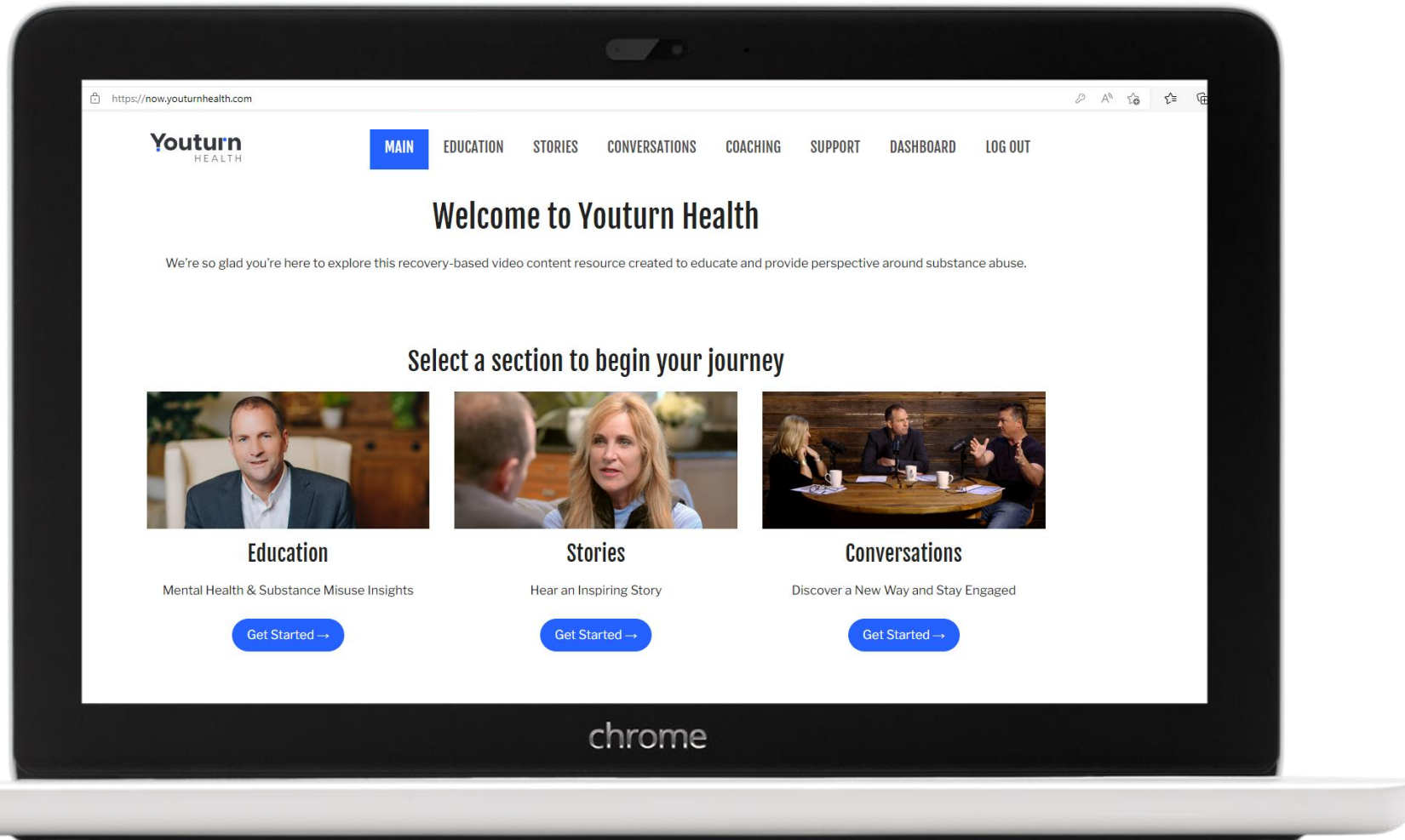


Peer Coaching

Our trained coaches understand what your employees and their families are going through and will help them take meaningful steps toward an improved quality of life.

They can also help participants access clinical care and/or community resources to provide additional support as needed.

Youturn Health peer coaches are all state-certified, NAADAC-credentialed, and specially-trained in Assertive Community Engagement (ACE) principles.



Substance Use Disorders (SUDs) impact EVERY company. It manifests as stress, anxiety, and depression.

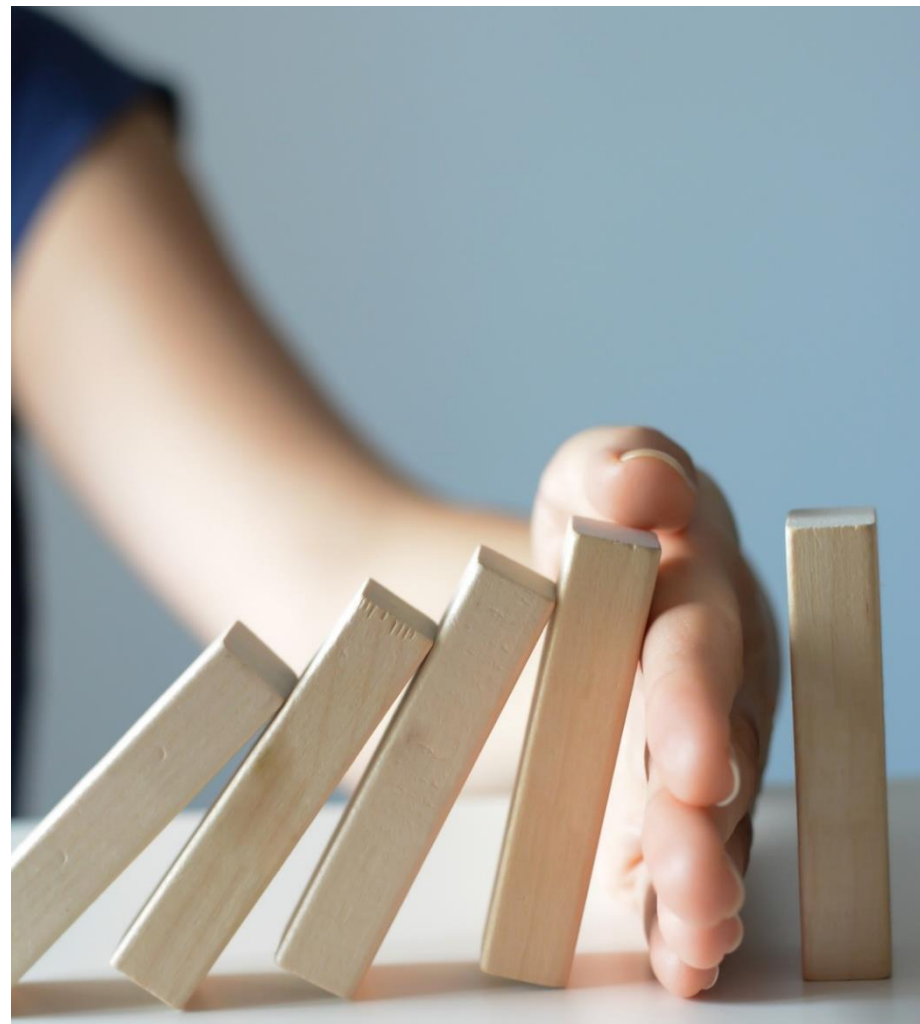
Organizations need employ risk mitigation strategies to reduce the chance of an incident.



Most sexual harassment, sexual assault, and workers' comp claims are tied to drugs and alcohol



Employment Practices Liability deductibles are triggered in settlements



Our proprietary informative curricula provide managers with tools needed to identify, confront, and de-escalate substance use in the workplace.

Employers can learn firsthand from former misusers about skills used to hide addiction in the workplace.

Employee certification skills assessments will be provided.

Employers will learn unique skills for saving employees prior to hitting rock bottom.

Education, Assessment, and Liability Protection



Certified Professionals

State-certified ACE coaches are NAADAC-trained and understand maintaining a high level of engagement will achieve recovery goals, while leveraging their own lived experience to deliver effective, compassionate support.

Accomplish Recovery Goals

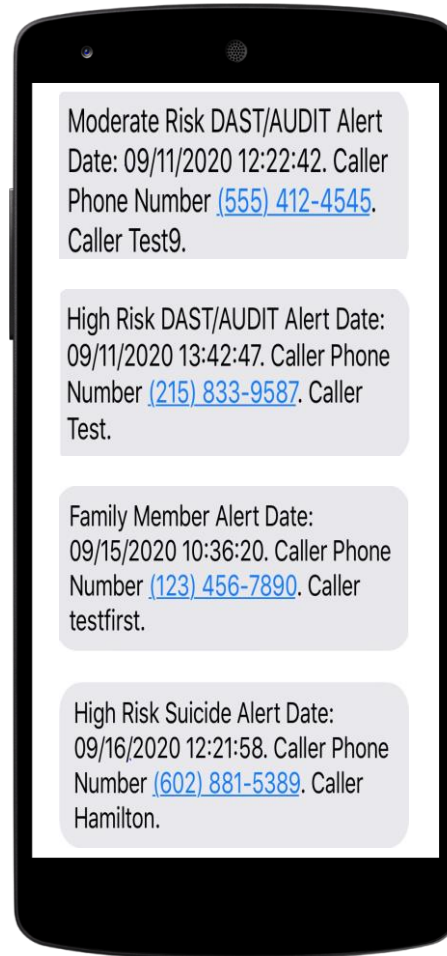
Harm reduction and motivational interviewing are the foundation for all coaching activities. Integration of family and community programs into the recovery planning process is provided to clients and their families.

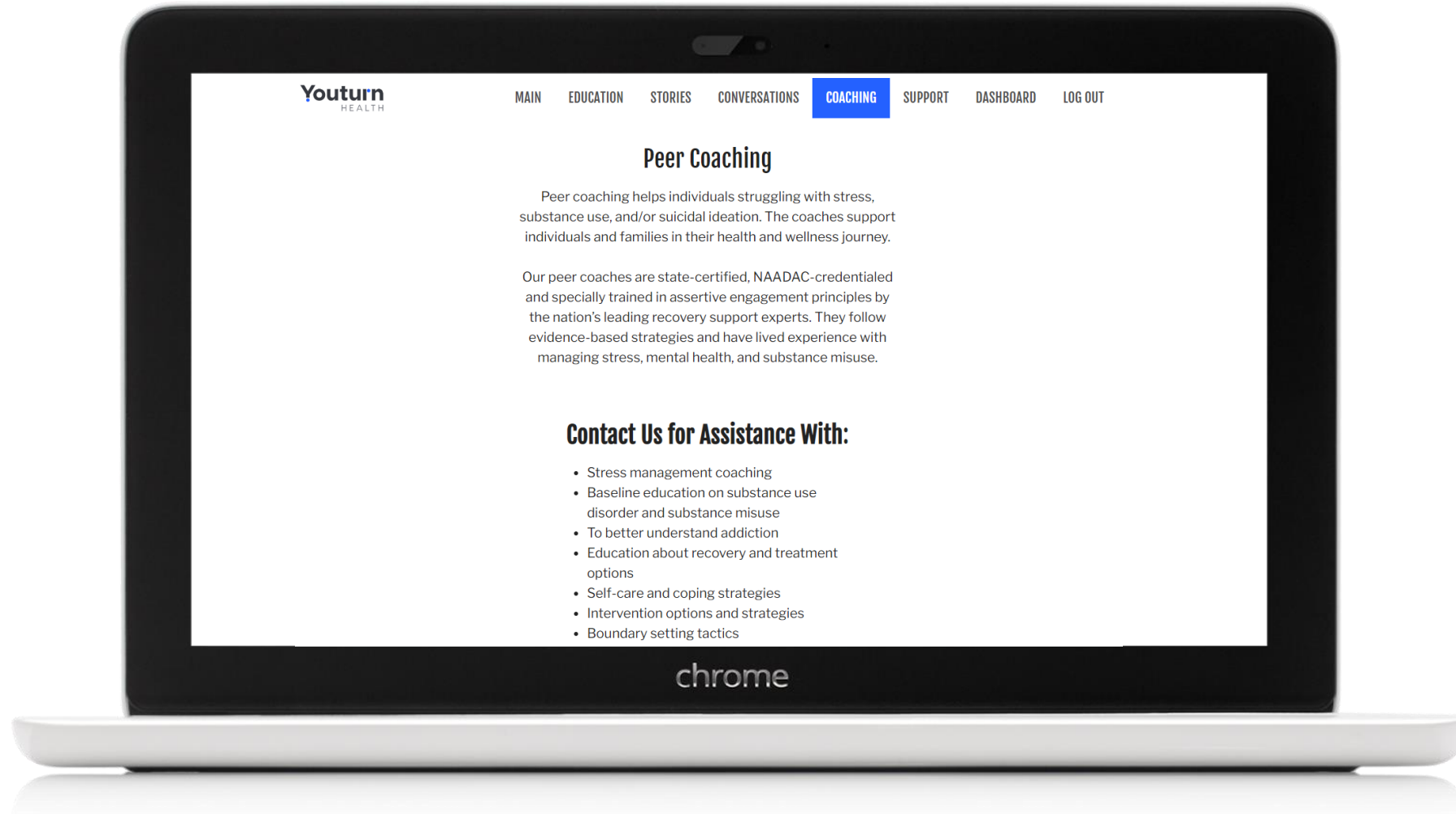
Develop New Behaviors

Proactive coach outreach helps maintain a positive outlook on the recovery journey by developing new behaviors and increasing social support which will sustain accountability.



Assessment Alert





Overview

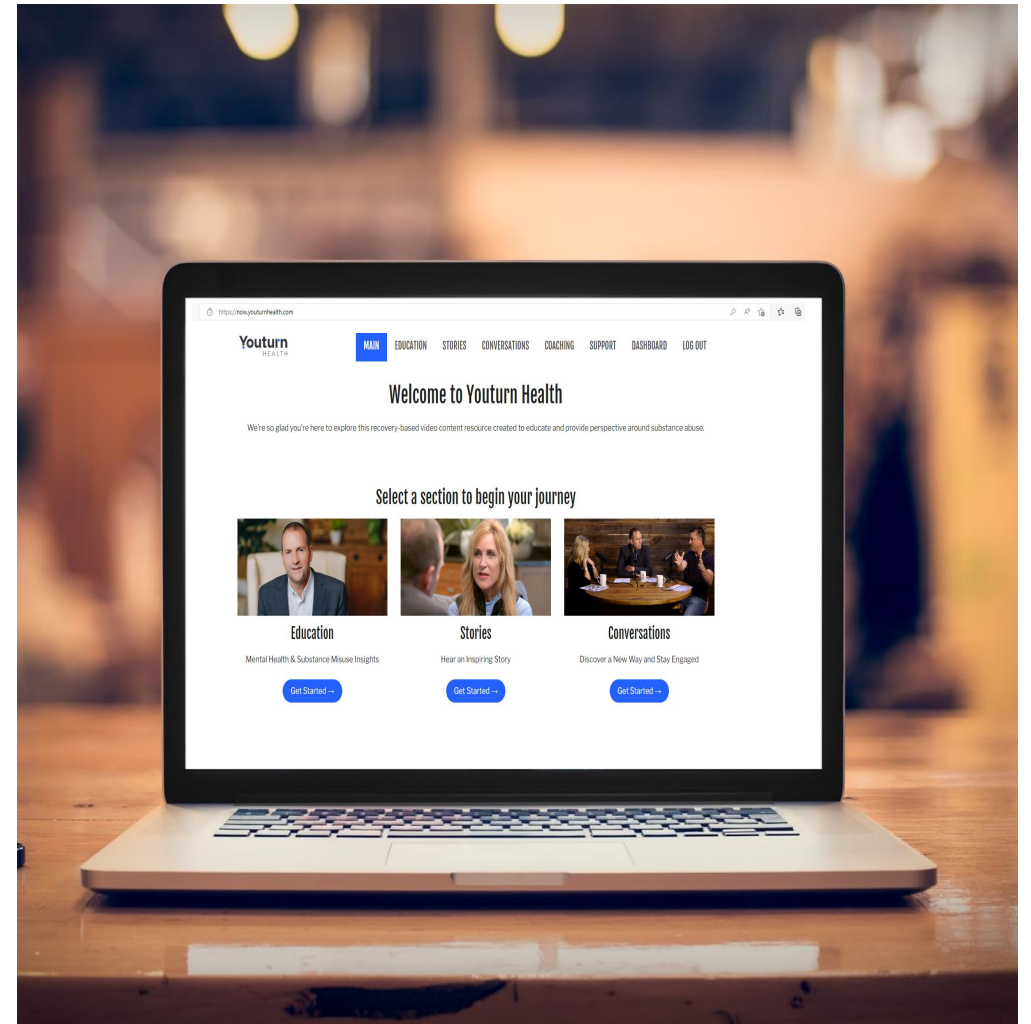
Youturn Health is a virtual solution that bridges the gap between inaction and seeking treatment by making support accessible to users wherever they are in their journey.

Purpose

We find and engage populations suffering with behavioral health challenges, suicidal ideation, and substance misuse disorders, who are currently falling through the cracks.

Value

We work with your existing programs and amplify their impact through strategies including peer coaching, family involvement, referrals, and virtual accessibility.



Screening, Brief Intervention, and Referral to Treatment Approach for early detection of substance use risk

Screening

Quickly assesses the severity of substance use and identifies the appropriate level of treatment through an online questionnaire. Platform clients also have the option of completing the screening with help from a certified health care professional via phone.

Brief Intervention

Focuses on increasing insight and awareness regarding substance use and motivation toward behavioral change.

Referral to Treatment

Provides clients with an action plan towards recovery that may include *Youturn* videos and access to a certified peer coach.

ACE Coaches initiate all engagement with medium and high-risk platform clients.



Low Risk

A **Low Risk** analysis will receive targeted video series content and has the option to reach out to a Youturn Health Nurse if behavior changes



Moderate Risk

A **Moderate Risk** analysis will receive a brief intervention by a Youturn Health Nurse followed up with peer coaching and targeted video content



High Risk

A **High Risk** analysis will immediately receive peer coaching and targeted video content

Meet the participant **wherever they are** in this journey

Refer for **clinical support**

Stick and Stay

Paradigm shift: **The professional is responsible** for the engagement of the participant



Results

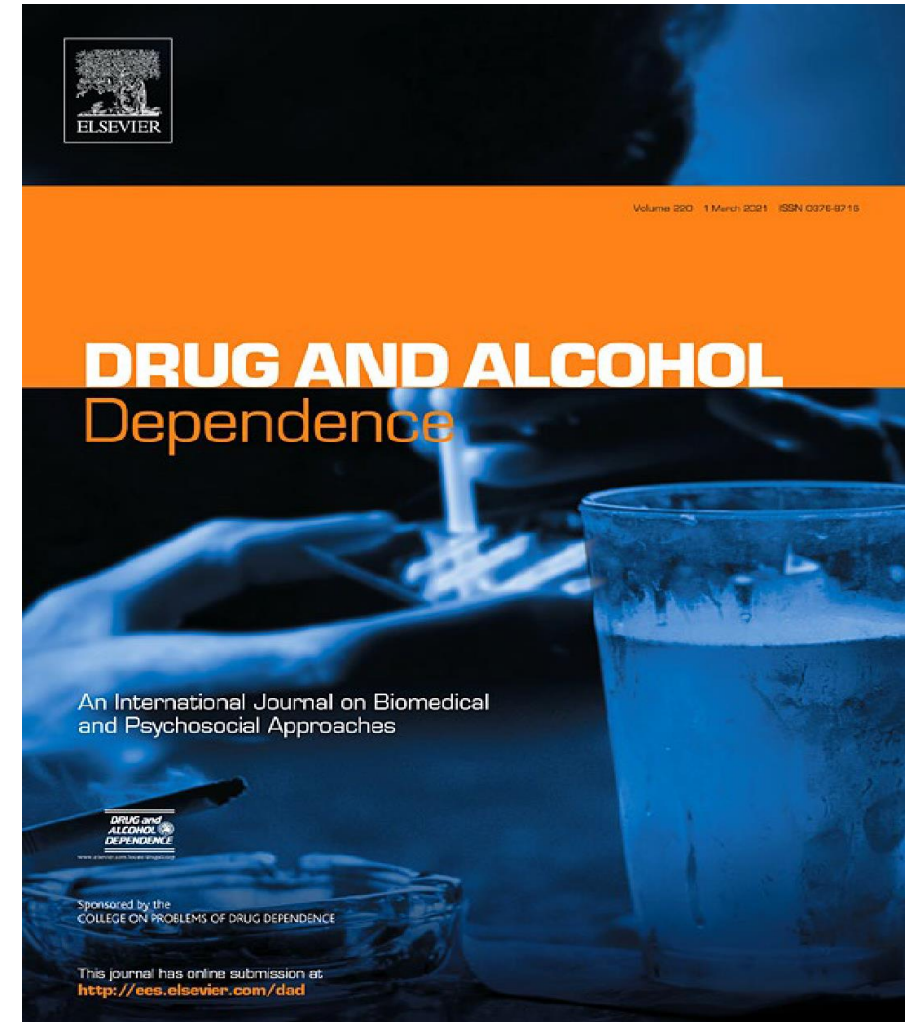
Engagement rate over the six-month post-discharge time period was higher for participants in the recovery coaching intervention (84%, 95% CI: 78% to 91%) compared to the standard of care control condition (34%, 95% CI: 25% to 44%), log OR = 28.95, $p < .001$.

Conclusion

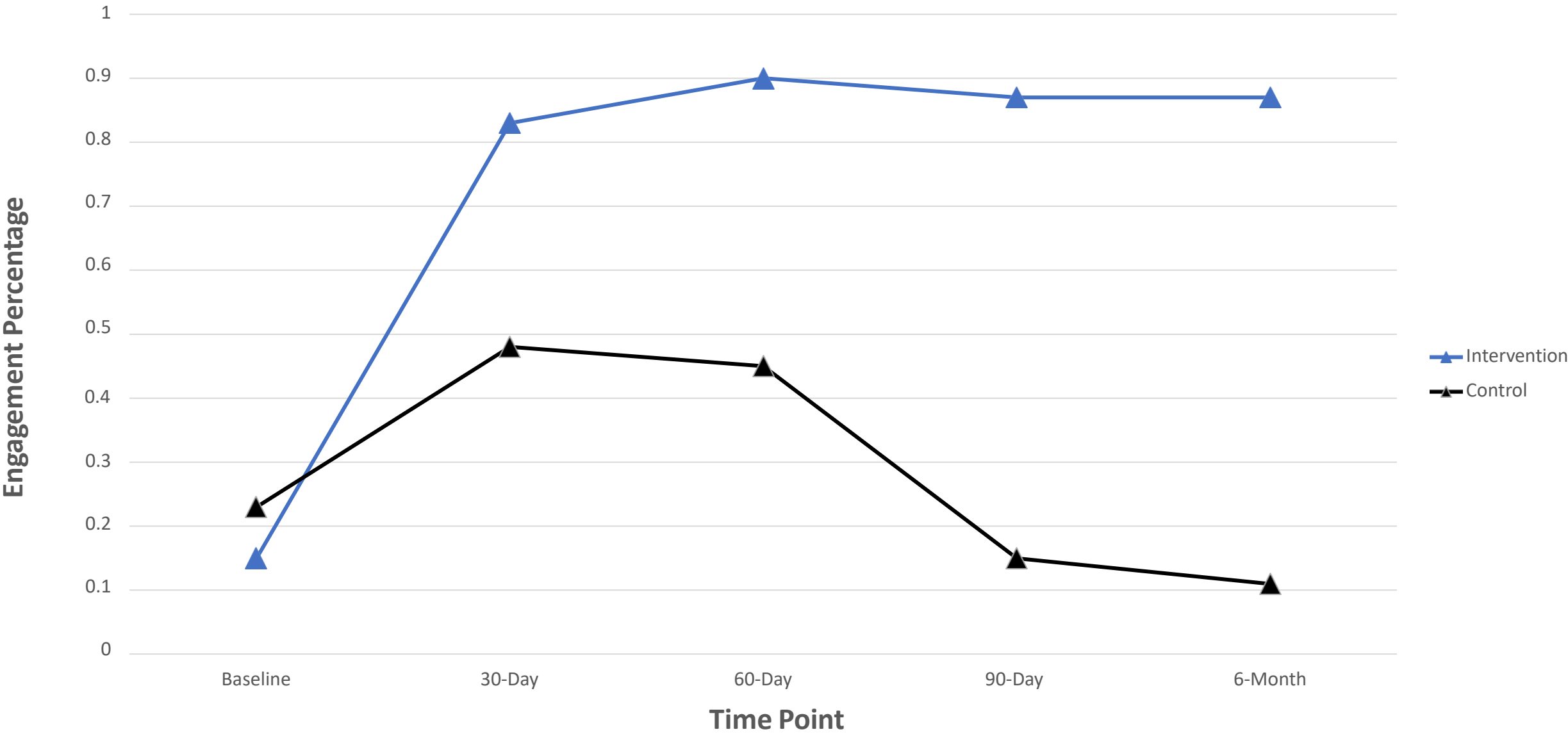
SUD is a chronic, relapse-prone disease, and the most important factor for predicting improvement at five years post-discharge is on-going engagement (Weisner et al, 2003). This study demonstrates that inpatient linkage to recover coaching services improves engagement rates and can feasibly be implemented in a single large hospital system. This intervention is promising for both short-term and long-term engagement in recovery support services.

Kaileigh A. Byrne, Prerana J. Roth, Krupa Merchant, Bryana Baginski, Katie Robinson, Katy Dumas, James Collie, Benjamin Ramsey, Jen Cull, Leah Cooper, Matthew Churitch, Lior Rennert, Moonseong Heo, & Richard Jones

Clemson University, Prisma Health-Upstate, University of South Carolina School of Medicine Greenville



Percentage of Participants Engaged in Recovery Care Services by Condition: All Participants



Peer Intervention to Link Overdose Survivors to Treatment

Project Overview

Summary: This project is a 3-site, randomized controlled trial using Peer Recovery Coaches trained in FORCE (FAVOR Overdose Recovery Coaching Evaluation).

Engagement Plan: Coaches will engage with opioid overdose survivors in the emergency department and follow a modified FORCE manual using a tiered approach of engagement, utilizing motivational interviewing and a strengths-based care management approach to engage participants in care and develop a patient-centered recovery plan.

Intervention Duration: The FORCE intervention will be tailored to the participant's needs and will continue for 12 months after enrollment.

Integration and Referral: This intervention will be compared to Treatment as Usual (TAU) in which overdose survivors receive referral to treatment.

Anticipated Results: Outcomes include engagement in formal OUD treatment between groups, retention in treatment, and number of overdoses after enrollment.



- The ACE model has been adopted by the National Institute of Drug Abuse (NIDA) Clinical Trial Network (CTN)
- The NIDA CTN is the federal government's program to identify and promote evidence-based programs
- The first peer recovery model to be included in the Clinical Trial Network

Family Recovery Contributes to Individual Recovery

Engage

Engage the family as a trusted resource and advocate. Family members should have a qualified expert consultant to help them navigate the system.

Education

Educate the family on the basics of behavioral health, substance misuse, boundary setting and self-care. Family members need objective information.

Empowerment

Empower the family to respond to behavioral health and substance misuse issues. Family members can influence outcomes and positively impact the process.

Encourage

Encourage the family to practice self-care. Family members must practice stress management and pursue their own wellbeing.

Traditional Support Meets Technology

Quality of Care

Effective support programs are built on [evidence-based practices](#). Youturn Health is founded on sound clinical theory and practices such as motivational Interviewing, harm reduction principles, and family systems theories.

Family Inclusive

Family members and loved ones are included in our care delivery model at [no additional cost](#). This provides supportive care which will help bring about productive change for the entire family.

End-to-End Engagement

Our supplementary peer- and long-term support tools reduce readmission rates, drive [high engagement](#) and satisfaction scores, and increase the probability of long-term recovery.

Employer Impact and Program Implementation

Employer Impact

Employers spend, on average, over \$15,000 more a year on employees who experience mental distress.

**EACH MENTALLY
DISTRESSED WORKER
COSTS an employer
OVER \$4,700
a year in extra days of
work missed**

**Mentally distressed
workers cost employers
over \$2,800
more in health care
services per year than
their peers.**

**EACH MENTALLY
DISTRESSED WORKER
COSTS an employer
OVER \$5,700
a year in costs related to
TURNOVER**

*Statistics According to the National Safety Council

Mental Health Conditions

Many individuals may be experiencing more than one type of mental distress

Depression

Group Size	Employees Impacted	Family Members Impacted
50	4	4
100	8	9
200	15	18

Anxiety

Group Size	Employees Impacted	Family Members Impacted
50	2	3
100	4	7
200	9	14

Suicidal Ideation

Group Size	Employees Impacted	Family Members Impacted
50	3	3
100	6	7
200	13	14

Substance Use Comorbidity

Group Size	Employees Impacted	Family Members Impacted
50	1	2
100	2	5
200	5	9

*National Safety Council Mental Health Calculator

Annual Cost of Program

For every \$1 invested in mental health treatment there is a \$4 return in improved health and productivity.

Employer Size	Lost Time	Job Turnover & Re-training	Health Care	Total Annual Cost	ROI <i>Based off of \$1:\$4</i>
50	\$15,672	\$18,789	\$21,904	\$56,365	\$225,460
100	\$36,568	\$43,841	\$46,620	\$127,029	\$508,116
200	\$73,136	\$87,682	\$93,240	\$254,058	\$1,016,232

*National Safety Council Mental Health Calculator

Contributing Factors to Employer Cost:

- Missed Days Due to Illness
- Days of Work Skipped
- Employees Who Will Cause a Safety Incident
- Excess Annual Turnover
- Days in Hospital
- ER Visits
- Outpatient Visits

Annual Cost of Program

For every \$1 invested in mental health treatment there is a \$4 return in improved health and productivity.

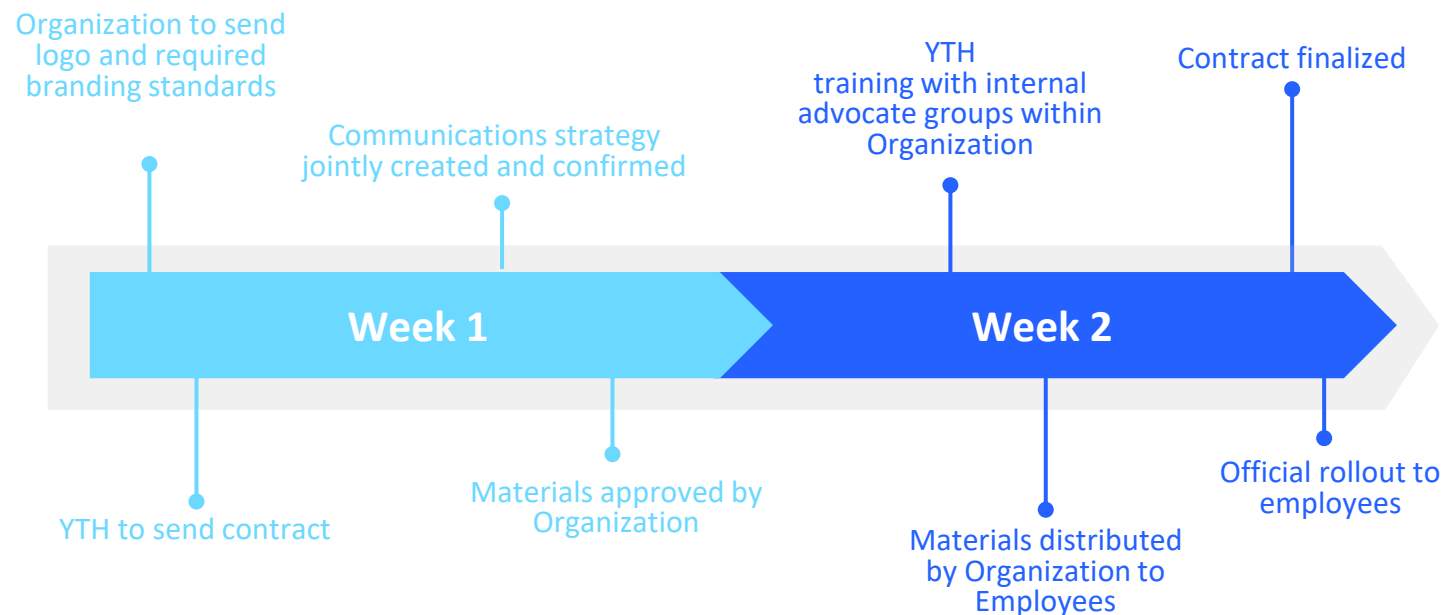
Employer Size	PEPM Covered by Pilot	Coaching Fee* \$175 / Family / Month	Total Annual Cost	ROI Based off of \$1:\$4
50	\$0	\$1,313	\$1,313	\$5,252
100	\$0	\$2,625	\$2,625	\$10,500
200	\$0	\$5,250	\$5,250	\$21,000

*Based off 5% engagement with an average engagement of 3 months

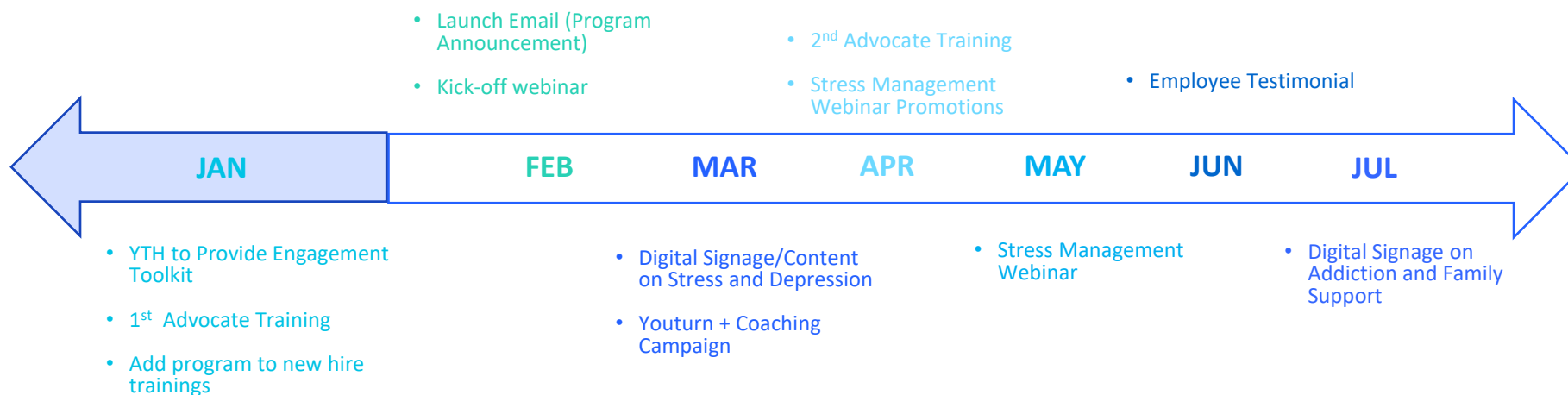
Points of Comparison:

- Cost of EAP Program
- Cost of employee visits to traditional therapy
- Cost of Safety Programs and Trainings

Implementation Timeline



Engagement Strategy



- **Engagement Toolkit:** Includes Digital Signage, One Pager, FAQs, Brochure, Content Overview, Email Content
- **Advocate Trainings:** Either stand alone trainings or can be part of another standing meeting with key internal advocates (i.e. HR leads, team leads, safety leads)
- **Webinars:** Put on by YTH for all Organizations
- **Campaigns:** Text and/or email based campaigns sent by YTH or Organization



73% of Today's Workforce Experiences Stress that Affects Their Mental Health

Trust Youturn Health to understand your unique challenges.

Youturn Health is a confidential, virtual program that can help you identify — and support you through — challenges associated with behavioral health (stress, anxiety, grief).

We provide accessible, end-to-end support for you and your family, with tools including peer coaching, resources, and an online learning library.

FAMILY SUPPORT
Studies have shown individuals are more likely to succeed in support programs when their family is involved in the journey. We provide your family members a baseline education on stress management and substance misuse, including recovery options.

ONLINE LEARNING & ASSESSMENT PLATFORM
We provide access to an extensive virtual library of educational, inspirational, and insightful videos that help you understand the nature of addressing behavioral health challenges, substance misuse, and suicidal ideation.

Our evidence-based program will help you better understand:

- Stress Management
- Addictive Habits
- Boundary Setting
- Self-Care & Coping Strategies
- Intervention & Coping Strategies
- Mindfulness

IS YOUTURN HEALTH RIGHT FOR YOU AND YOUR FAMILY? REACH OUT TO LEARN MORE:

Youturn HEALTH

CALL: 888-520-1868
EMAIL: Admissions@YouturnHealth.com


ENROLL: YouturnHealth.com
REGISTRATION CODE: XXXXX

CAWP MBA

YouturnHealth.com We focus on helping you maintain long-term success.

STRESSED OUT?

73% of Today's Workforce Experiences Stress that Affects Their Mental Health



Trust Youturn Health to understand your unique challenges.

Youturn Health offers a confidential, virtual program that can help you identify — and support you through — challenges associated with behavioral health (stress, anxiety, grief). And Youturn Health is available at no cost to you and your family members.

Your journey to improved wellbeing can start wherever you are.

Youturn HEALTH

CALL: 888-520-1868
EMAIL: Admissions@YouturnHealth.com

ENROLL: YouturnHealth.com
REGISTRATION CODE: XXXX

CAWP MBA

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xxxxxx is partnering with Youturn Health to offer a new program that provides resources to help address stress management, anxiety, compression fatigue, substance misuse and addiction.

We as an organization recognize how stressful life can be, especially this past year, so we wanted to provide a program to specifically support the overall mental health of you and your loved ones.

Youturn Health is available at **no cost to you and all your family members**. The program provides **confidential** access to a virtual support program with online education and Peer Support Specialists.

Evidence shows that active engagement in support services, like this one, has been identified as critical in improving mental health and achieving greater overall wellbeing, so we strongly encourage the use of this program.

The Youturn Health program is easy to access and free to use for all employees and your families. The program gives you access to unlimited coaching AND an online learning management system with the largest video library of education, inspiring stories, and insights about substance abuse and suicide prevention to support you through your own journey.

To enroll, you can call directly at 888-520-1868 or sign up through the Youturn Health intake team via: Admissions@youturnhealth.com

Call a Peer Support Specialist if you want:

- Stress Management coaching
- Self-Care & Coping Strategies
- Addictive Habits
- Boundary Setting
- To better understand addiction
- Education about recovery and treatment options
- Mindfulness
- Intervention options