

Special Webcast

# Strategies to Combat Addiction in the Workplace, Post-Pandemic

August 31, 2021

THE CONFERENCE BOARD 

**Quit Genius**



# Today we will discuss:

- Addiction is a chronic disease
- The cost of addiction
- How has COVID influenced addictive behavior?
- Evidence-based strategies to fight addiction in the workplace
- How to move your organization forward
- Q&A



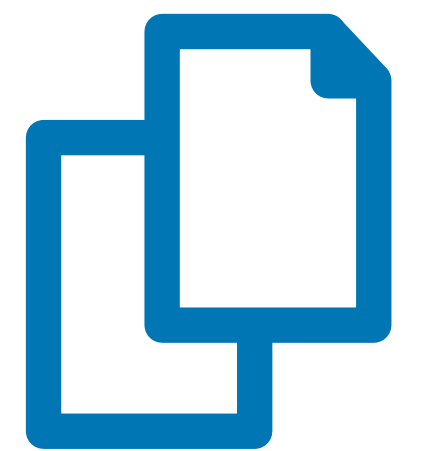
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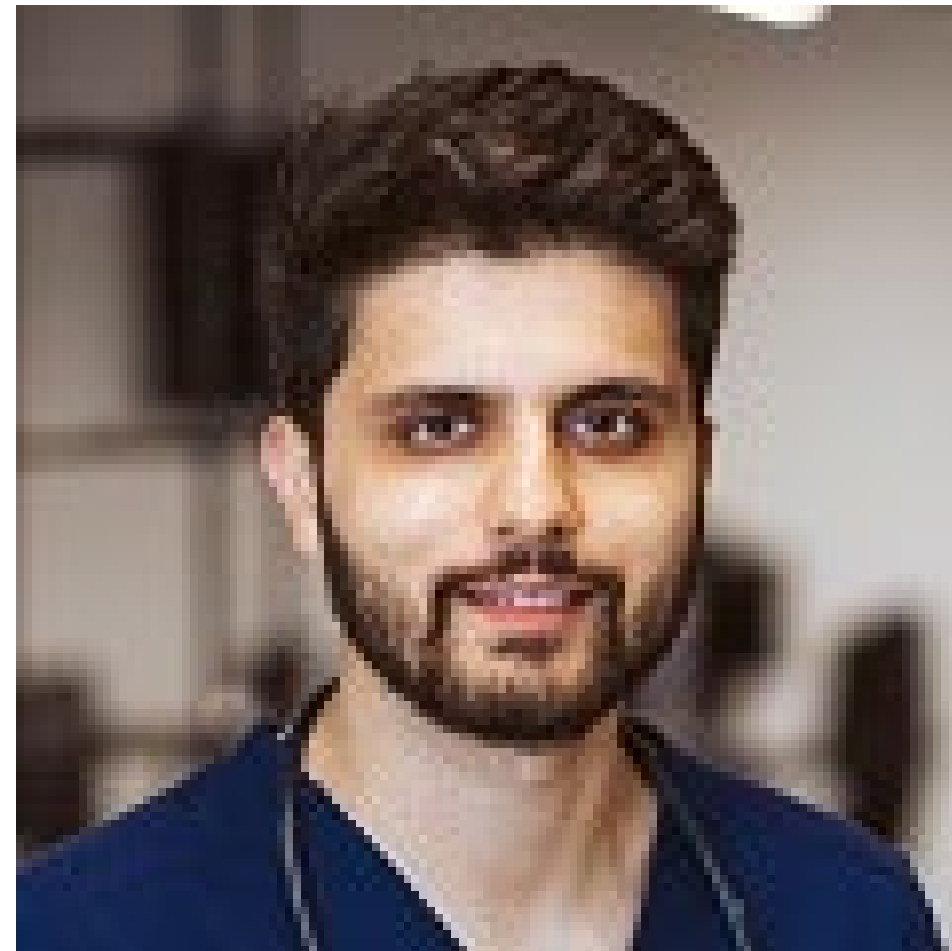


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# Today's Speakers



**Yusuf Sherwani**  
CEO and Co-Founder  
*Quit Genius*



**Dr. Curtis Odom**  
**(Moderator)**  
Distinguished Principal Research Fellow  
*The Conference Board*

# Combatting Addiction in the Workplace



© Sherwani

Dr. Yusuf Sherwani  
CEO & Co-Founder,  
Quit Genius



© Sherwani

# The Stereotypes of Addiction

**Over 70%** of people with addictions are in the workforce

**Less than 8%** seek treatment



# Addiction is a Chronic Disease



## Addiction

## Heart Disease

### *Genetic*

Multiple 'addiction' genes identified

Multiple 'cardiovascular disease' genes identified

### *Environmental*

Witnessed violence

Stress

Peers who use drugs

Obesity

Stress

Sedentary lifestyle

### *Biology*

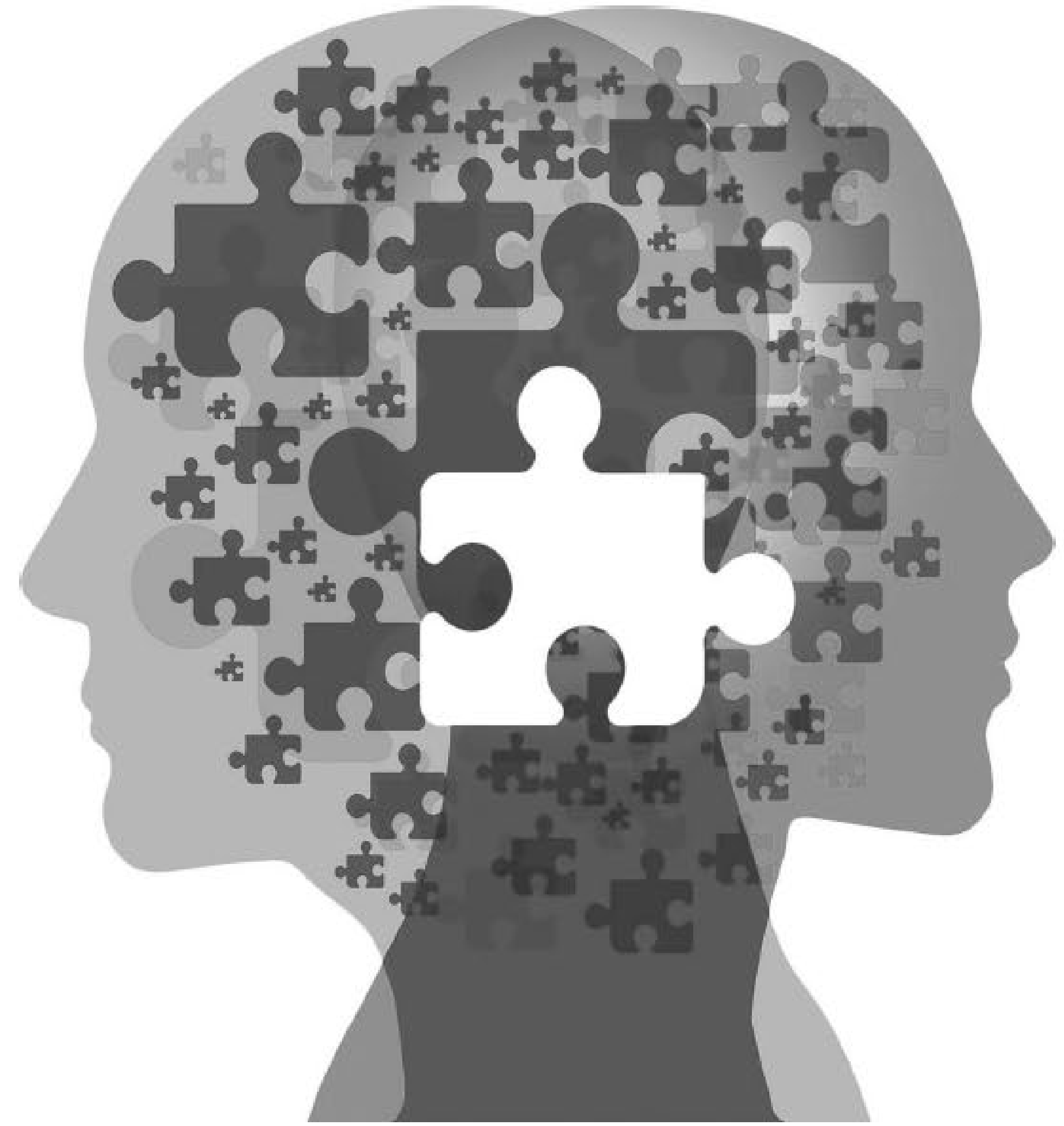
Changes brain chemistry

Changes heart chemistry

### *Relapse rate*

40-60% relapse rate

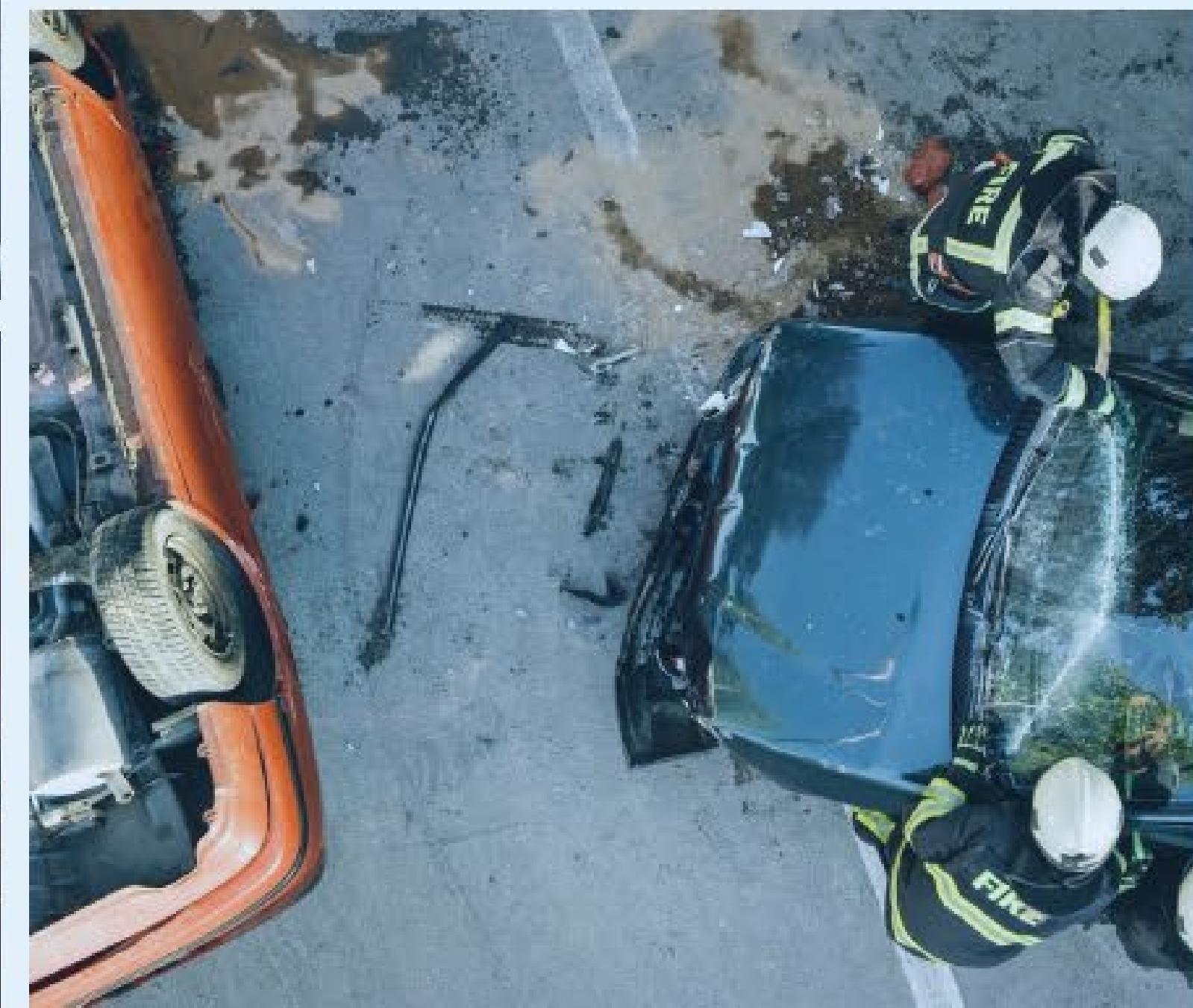
50-70% relapse rate





# The Price of Addiction: Individuals

- If unchecked, addiction can wreak havoc
- Families are hit with steep co-pays and deductibles and high out-of-network costs for treatment
- Multiple addictions, drive cost even further



# VIDEO PLAY

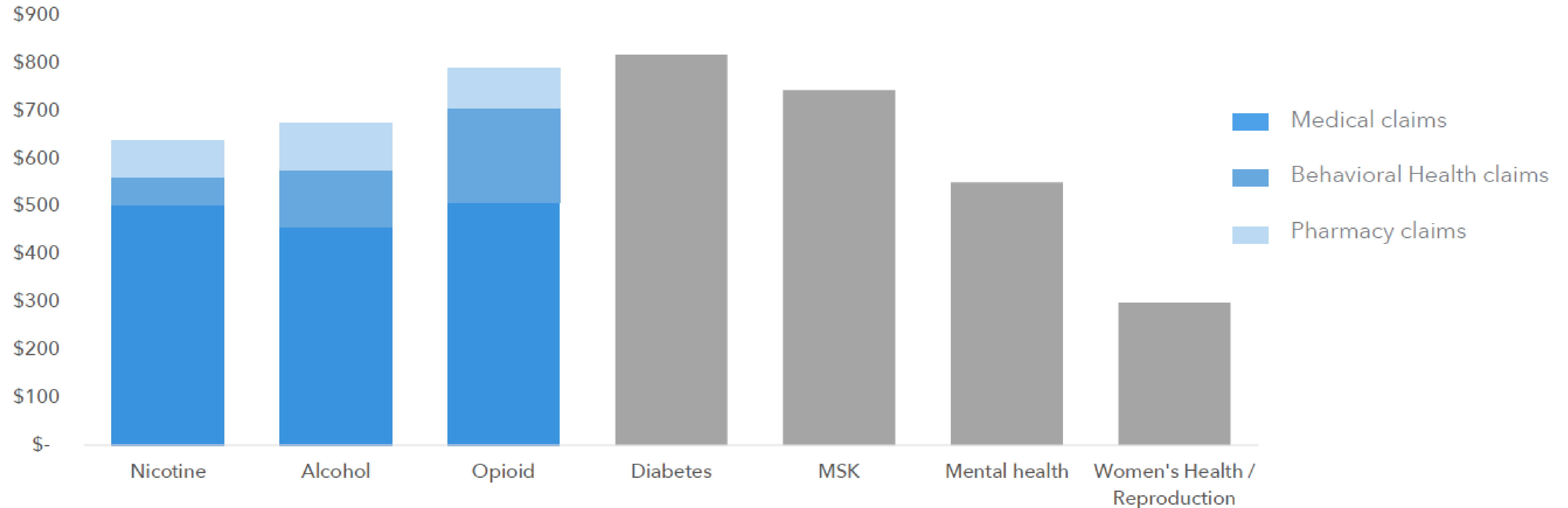


# Addiction treatment remains an unsolved problem

Despite being a top 5 chronic condition on medical claims



Per Member Per Year Cost for Self-Insured Employers



# Tip of the Iceberg



## Annual Avoidable Costs

**\$6.25M**

5K lives

**\$12.5M**

10K lives

**\$25M**

20K+ lives



# Most costs are beneath the surface...



Behavioral Health Costs

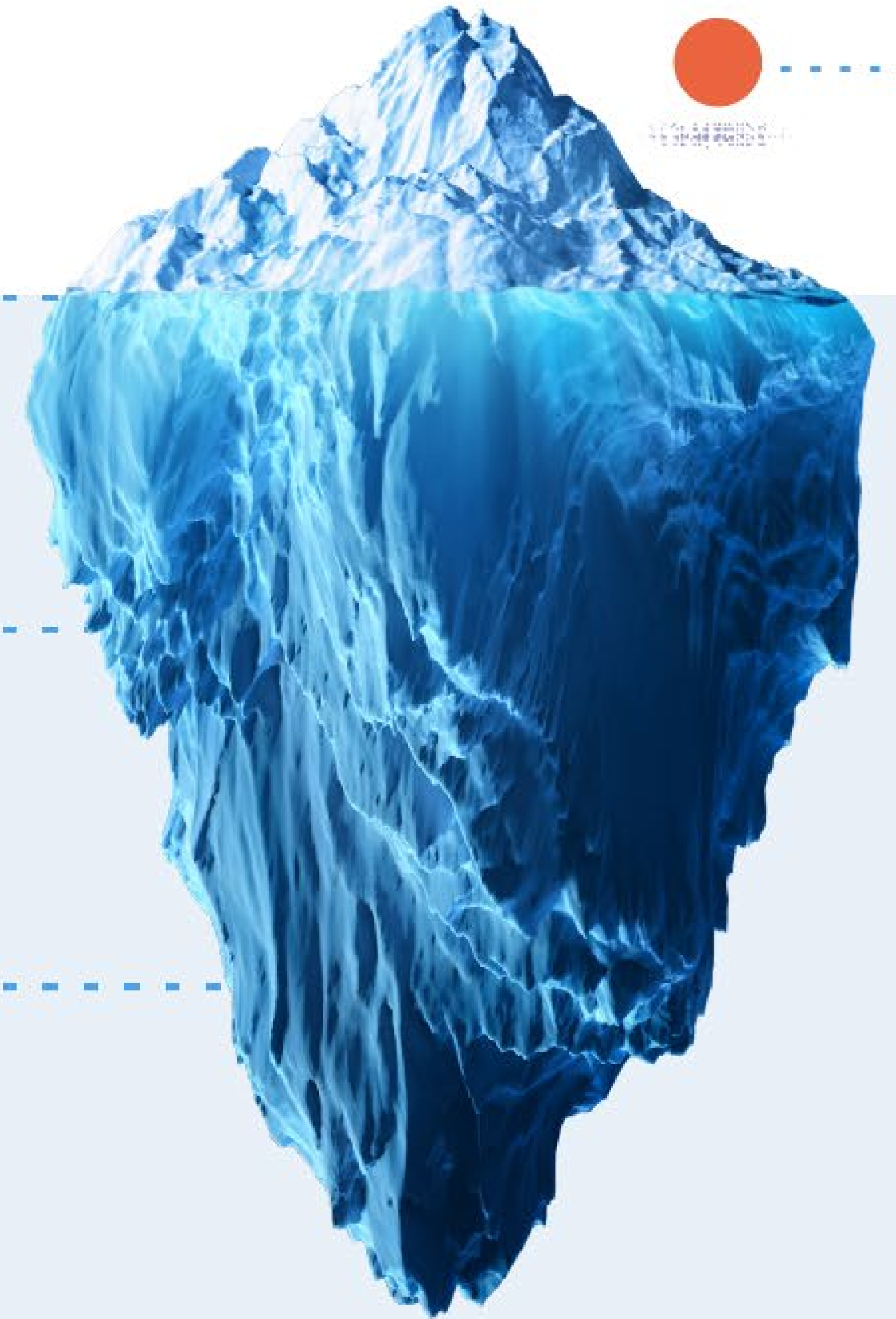
10%-21%

Physical Health Costs

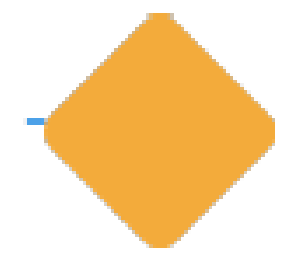
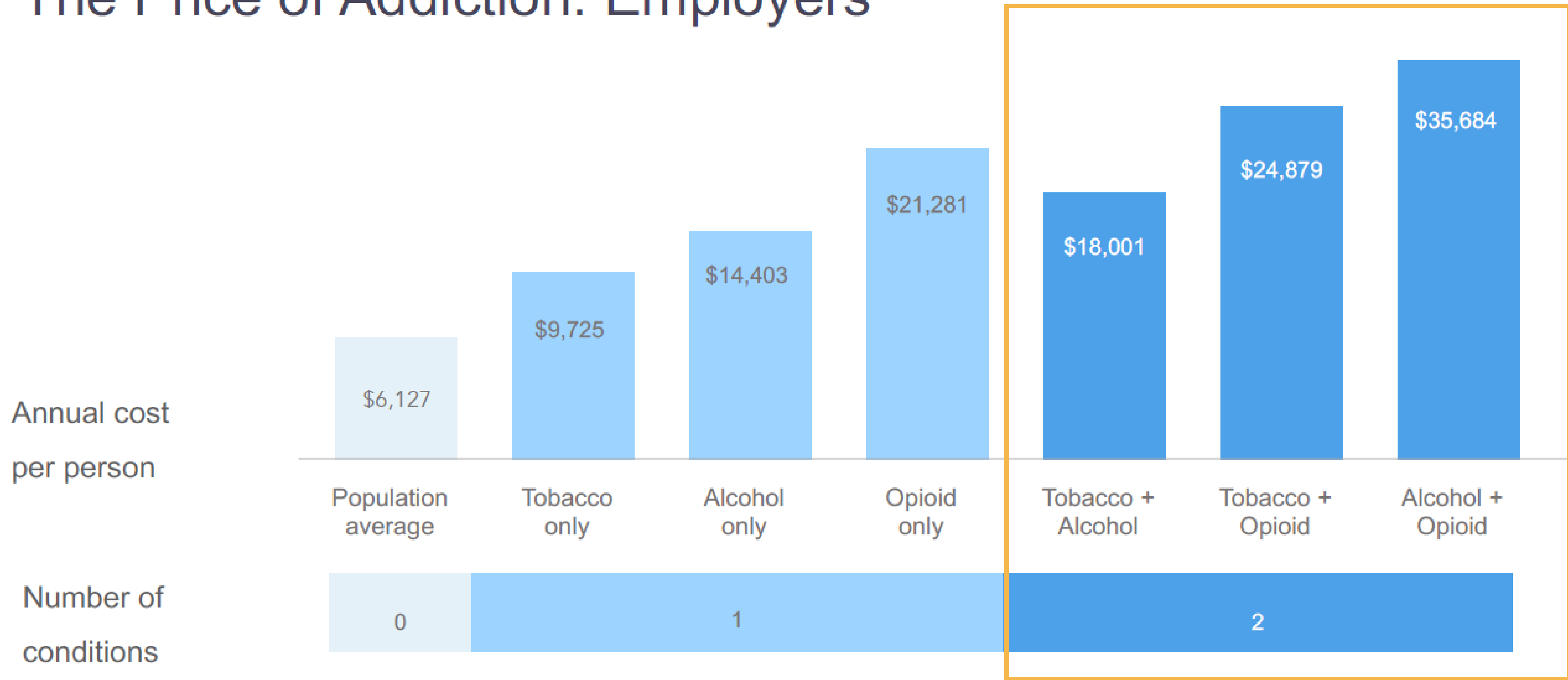
69%-78%

Pharmacy Costs

10%-15%



# The Price of Addiction: Employers

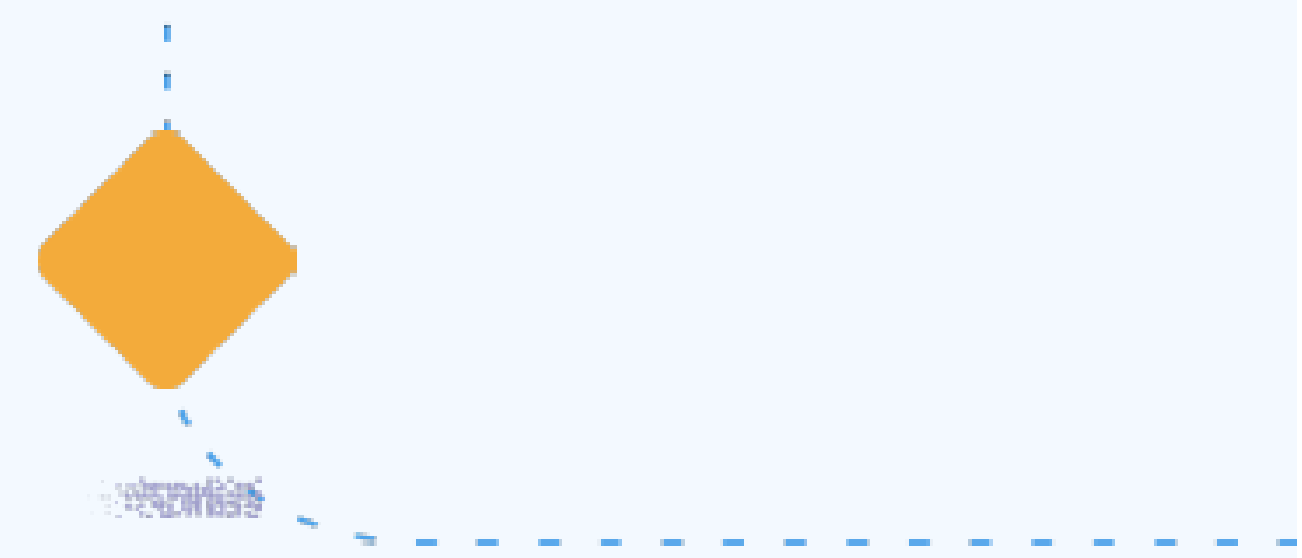




## An Epidemic During the Pandemic

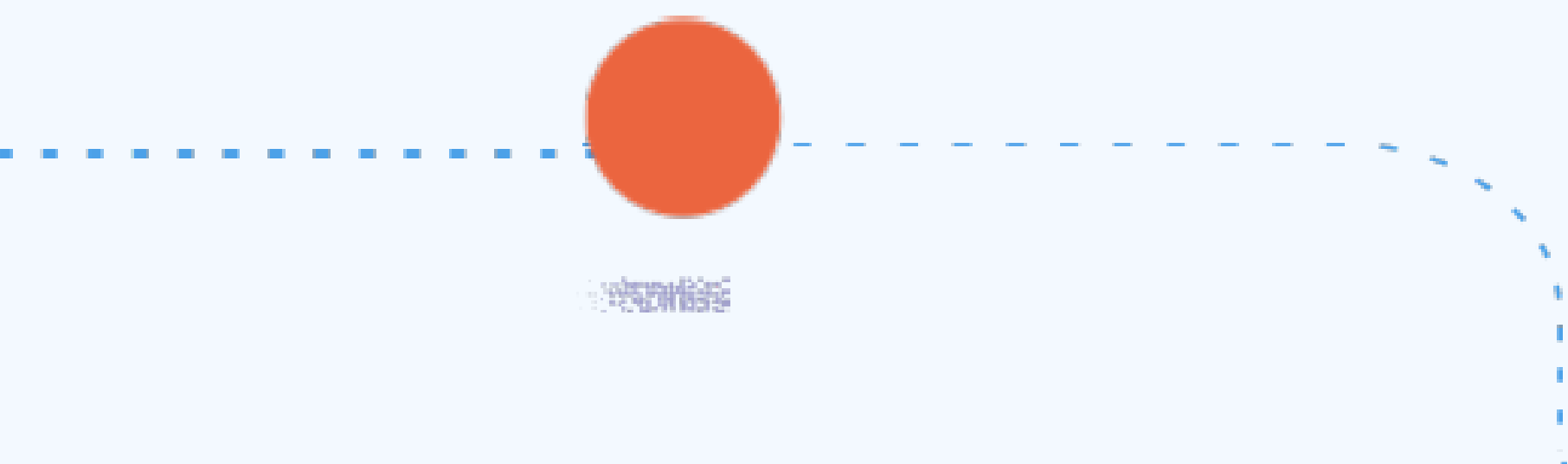
- Mental health and substance use are at crisis levels in the U.S.
- Over 50% of those that experience mental illness will also experience substance use disorder, and vice versa
- 1 in 4 remote workers have reported going to work impaired by alcohol or drugs since the pandemic\*

**COVID's impact on mental health and addiction will continue to inflict damage**



# Everyone deserves access to addiction treatment.

Early intervention reduces your healthcare costs and saves lives





# I'd like to introduce you to...

## Danielle

- 45 year old female
- High School math teacher and coaches multiple women's sports
- Single mother
- Was a casual drinker + smoker
- Has mild anxiety/depression



# Traditional Approaches are Siloed and Passive

## EAP

Very low utilization (<3%).

Not purpose-built for addictions.

## Wellness Program

Not purpose-built for addictions.

Doesn't reduce cost.



## Inpatient Care

Very expensive

Typically out of state/network  
High readmission rates.

## Outpatient Care

Long-waiting times.

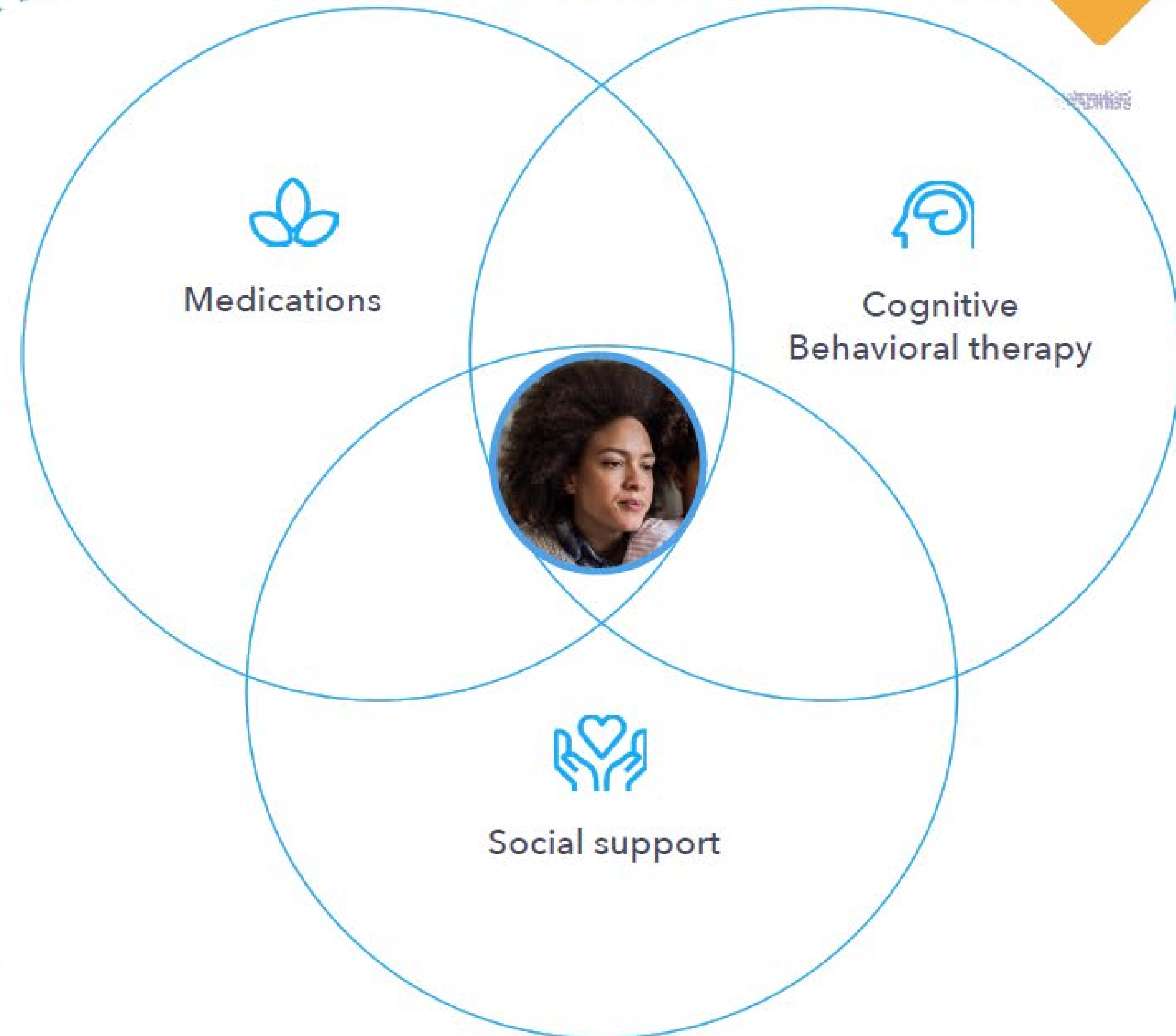
Inconvenient.

High co-pays.

# Evidence-Based Strategies to Deal with Addiction

Medications & CBT is proven to work.

Expert guidelines recommend the same 3 pillar approach to sustained behavior change as part of a holistic Medication-Assisted Treatment (MAT) approach



# Three Pillars to Drive Engagement



## Address the Stigma

- Reduce Stigma
- Understand unique Population challenges
- Train management team



## Engage Early

- Claims-based outreach
- Multi-channel member marketing



## Access to Care

- Telemedicine apt booked quickly
- Connect with Coaches and Counselors

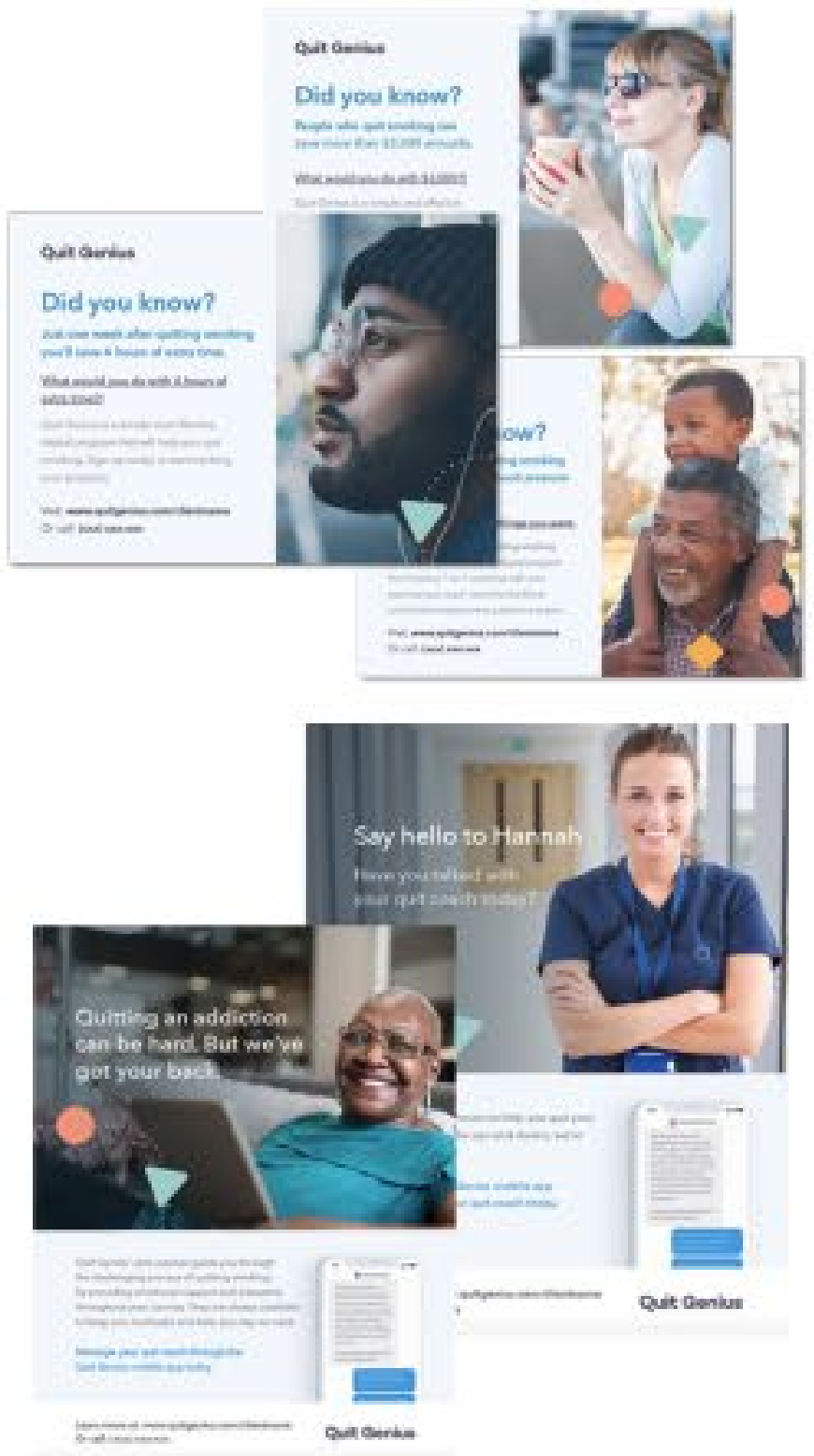




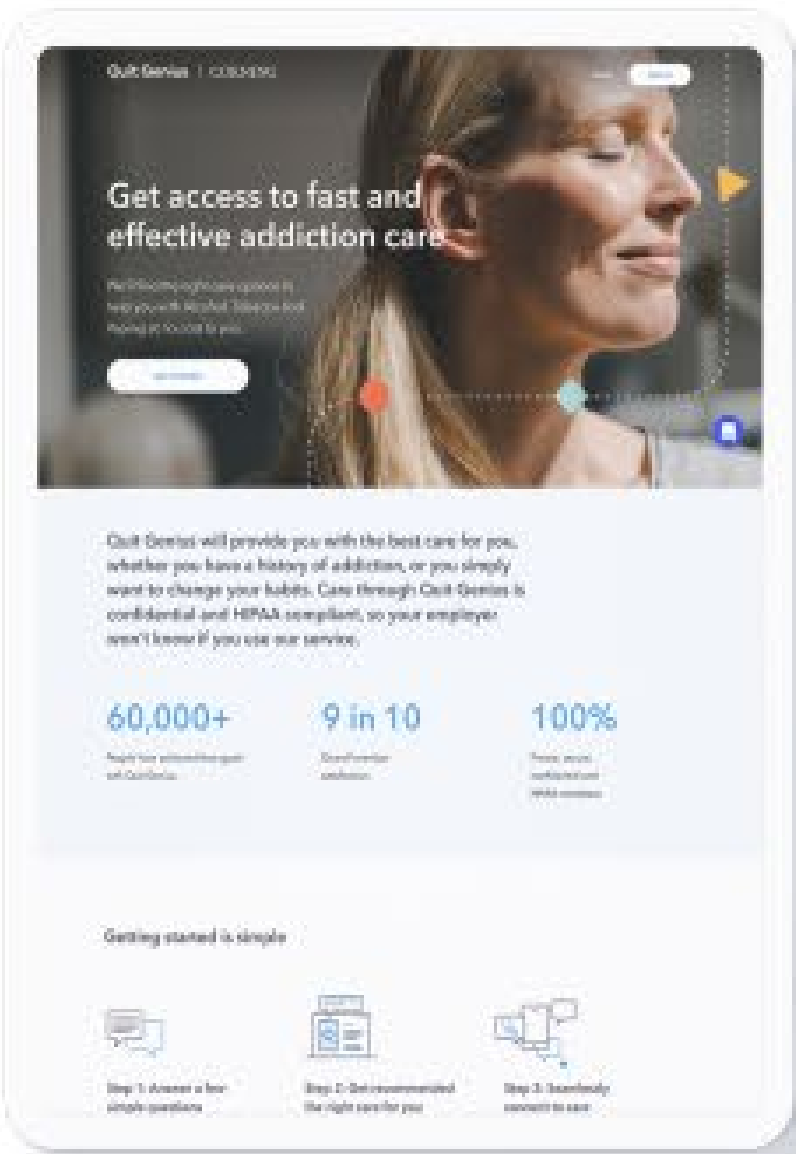
# Early Engagement for a Personalized Care Plan



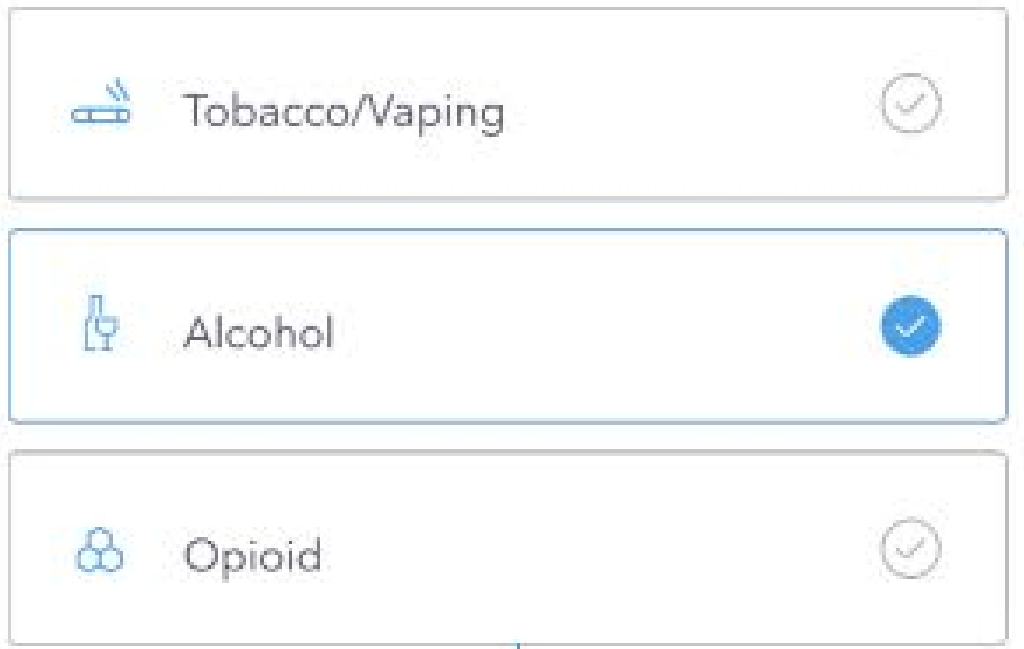
**1 Awareness**  
Multi-channel marketing



**2 Care Navigation**  
Assessment via online screener or a care coordinator



**3 Enrollment**  
Enroll into a personalized care plan



Prevention    Chronic    Sustain



# Care navigation across the continuum of addiction care

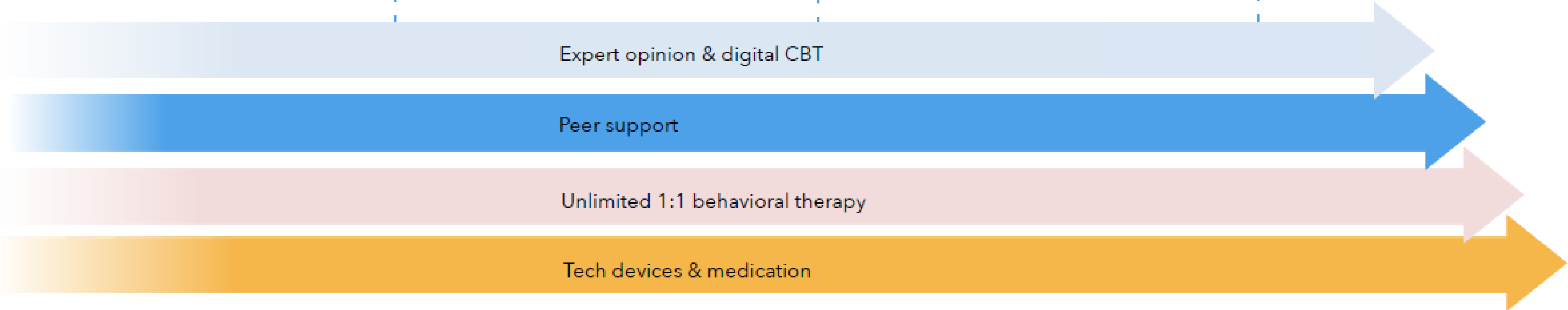


Assessment  
Six dimensions

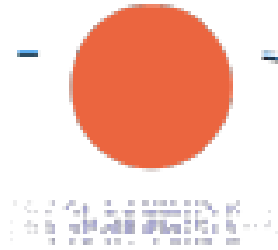
Prevention  
At risk addiction score

Chronic  
Meet diagnostic criteria for AUD/OUD

Post-Residential  
Focus on relapse prevention



*Available treatment options*





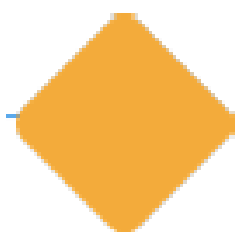
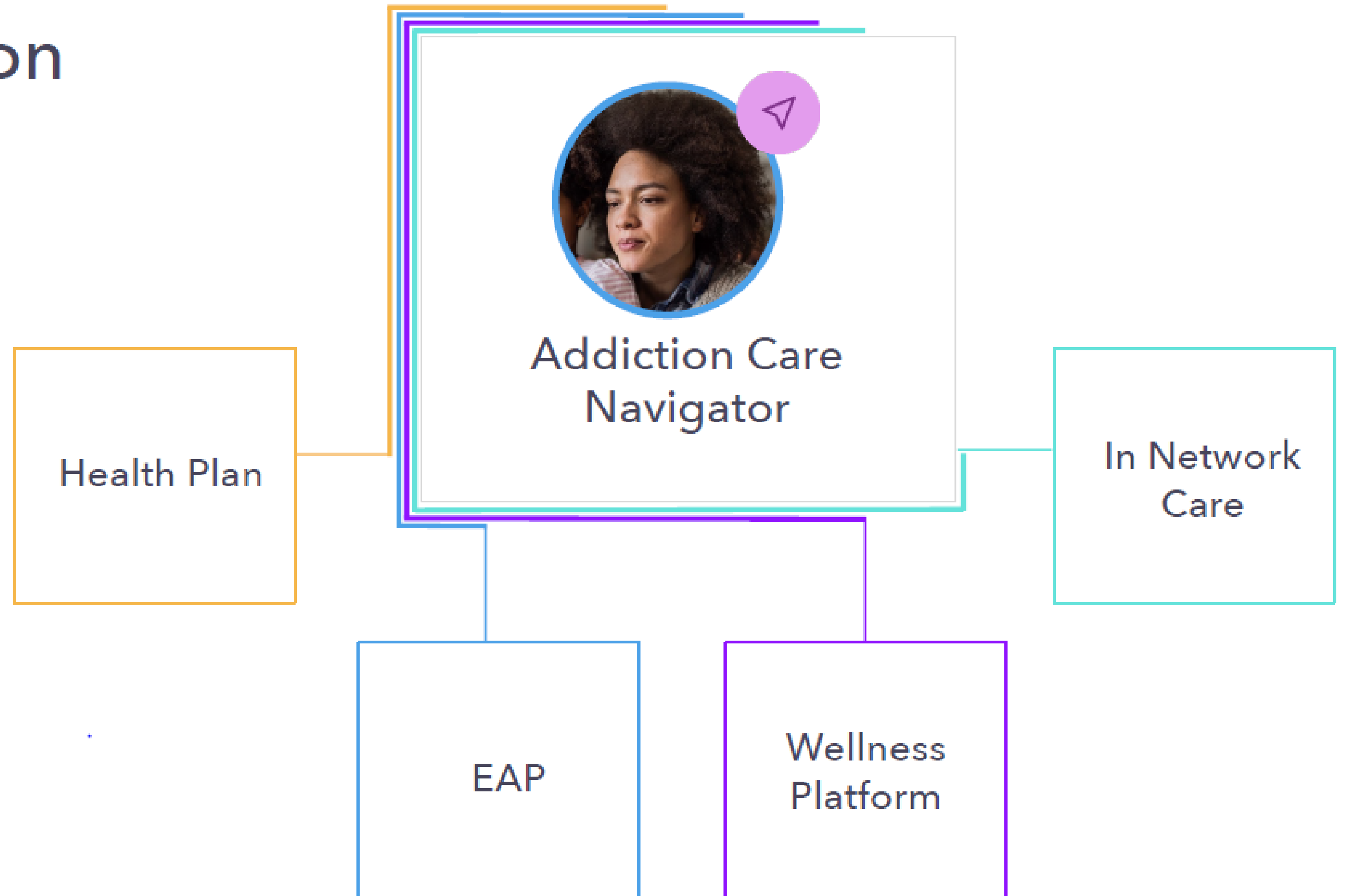
# Virtual Medication-Assisted Treatment Enables Access

A virtual life preserver for your employees



# Addiction care navigation beyond the point solution

- Guidance throughout journey
- External program recommendation
- Warm transfers



# Clinical Outcomes Matter

## Medication-Assisted Treatment (MAT) is Proven



### Clinically Driven Results

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**52%** Tobacco validated quit rate

**73%** Abstinent or drinking below a safe limit

**51%** Negative opioids test

Sources:

[1] J. Webb, S. Peerbux, P. Smittenaar, S. Siddiqui, Y. Sherwani, M. Ahmed, H. MacRae, H. Puri, S. Bhalla and A. Majeed, "A Randomized Controlled Trial of a Digital Therapeutic Intervention for Smoking Cessation.", 2020.

# Case Study

Manufacturing Client

## CORNING



Industry  
Manufacturing



Lives Covered  
50,000

**\$1,619**

Direct healthcare savings per  
enrolled user

**86%**

Enrollment rate of the  
eligible population

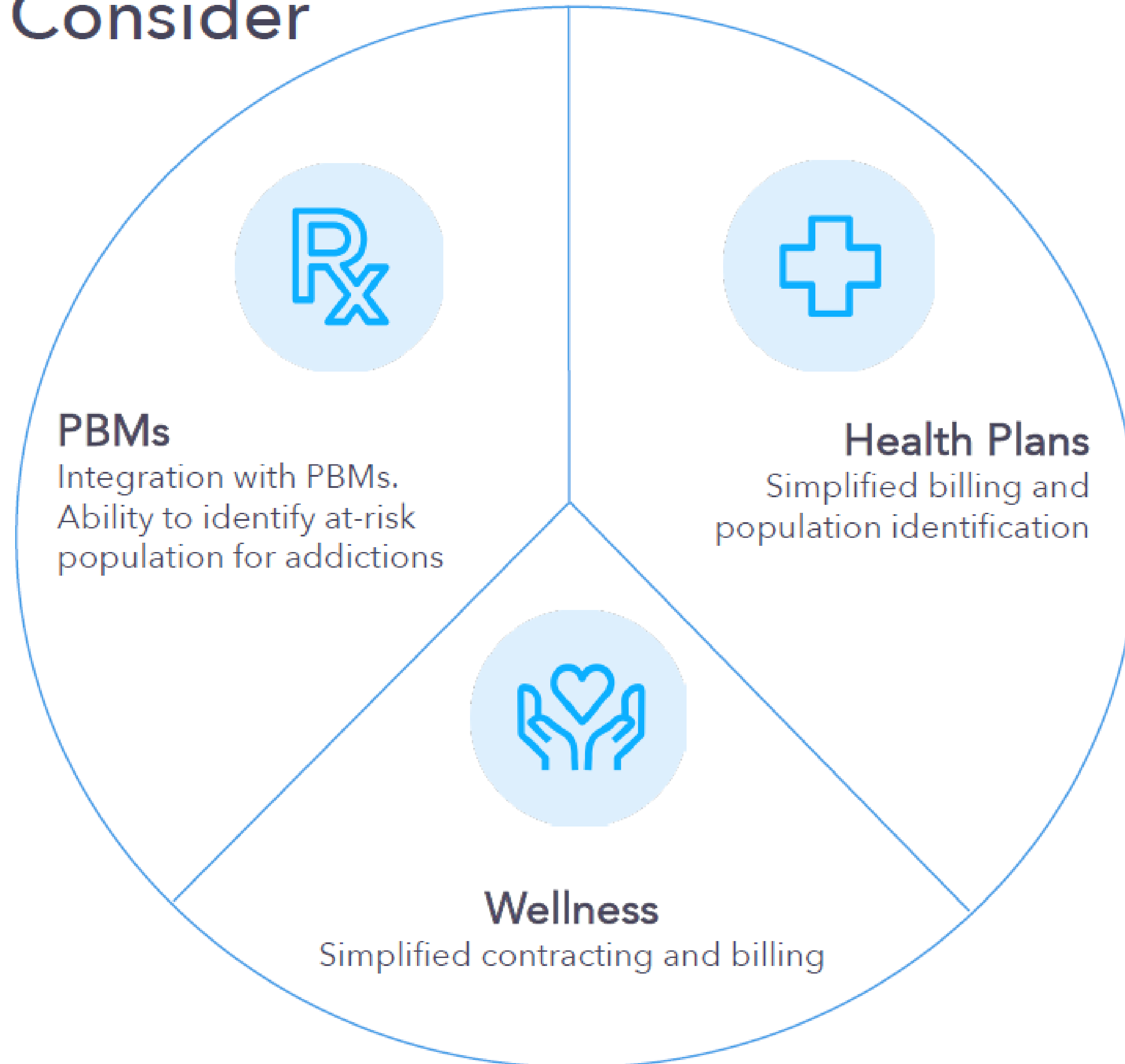
**45%**

Quit Rate

**4:1**

ROI in year 1

# Partnerships to Consider



© 2019 American  
Society of Addiction Medicine



ASAM

# Be Part of the Solution & Act Now

Every month, untreated SUD leads to compounding healthcare costs, absenteeism, lower productivity, and increased turnover

**\$175**

Avoidable addiction-related healthcare cost  
(Per Employee Per Month)

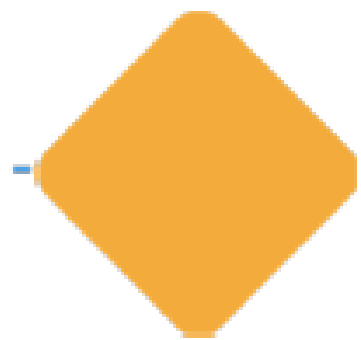
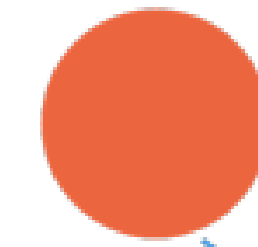
**2.1**

Missed workdays per month

**40%**

Annual turnover rate

Employer-initiated treatment is more successful than treatment initiated by friends or family members

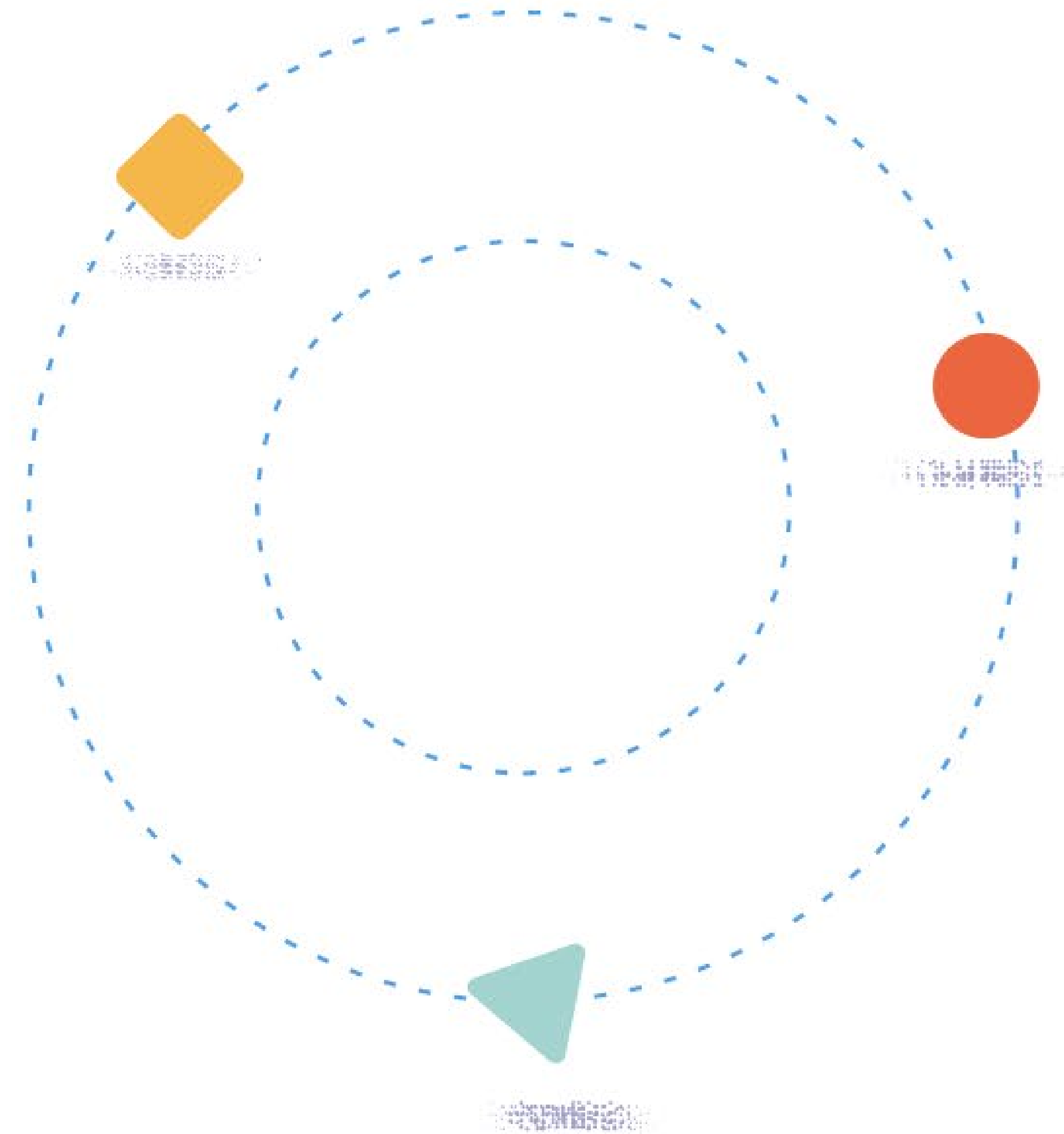


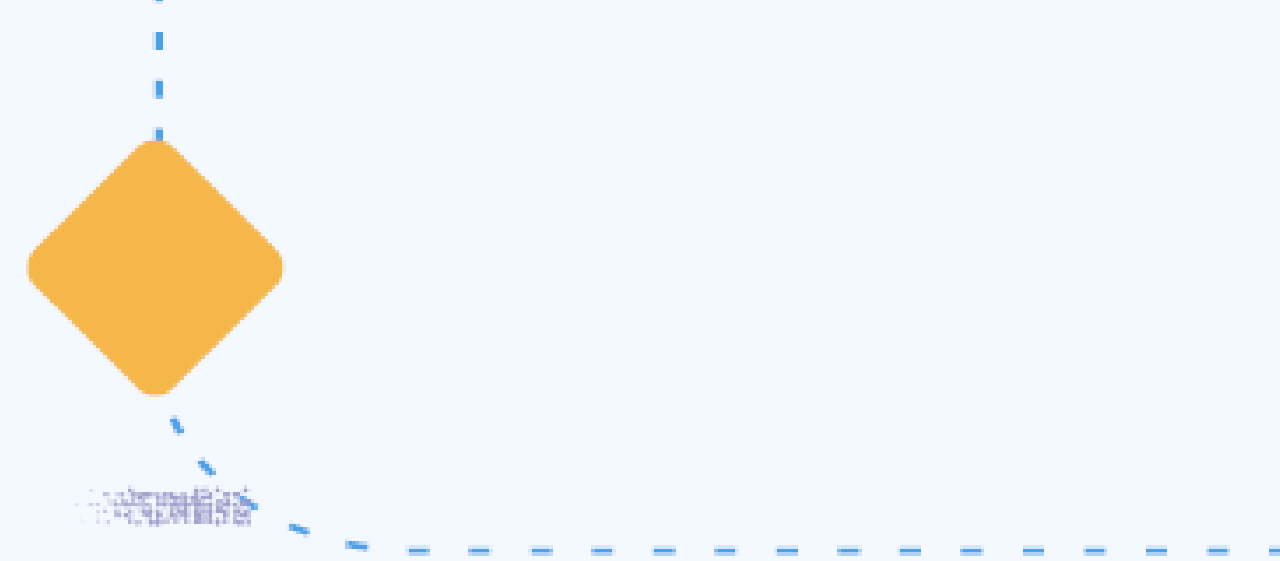


# Key takeaways

## What to Look for in a Solution

- Early engagement drives enrollment
- Look for proven track record with multiple implementations
- Clinically-validated results
- Ask for a performance guarantee





# Q&A

Dr. Yusuf Sherwani, CEO & Co-Founder, Quit Genius

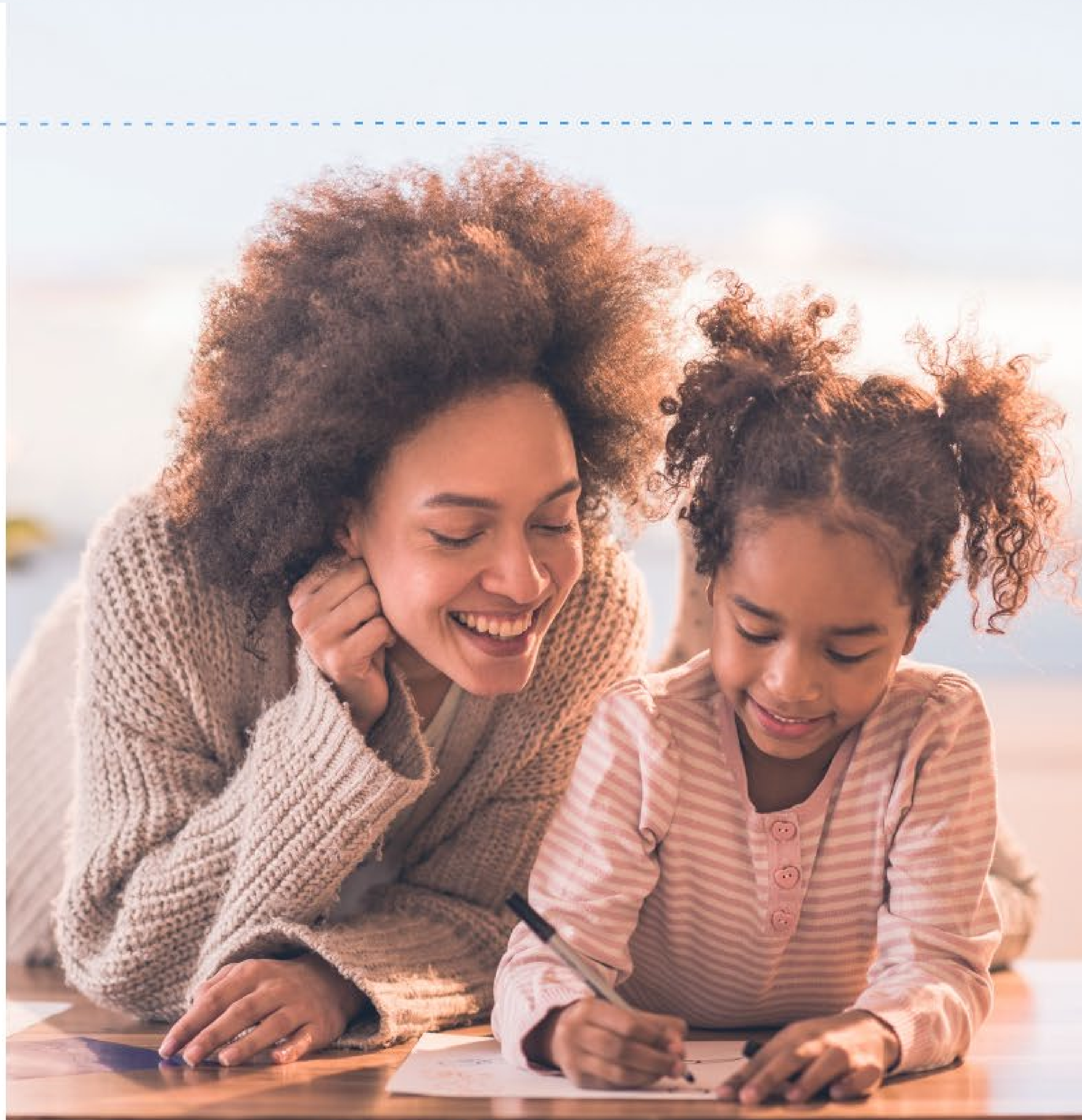
[quitgenius.com](http://quitgenius.com)

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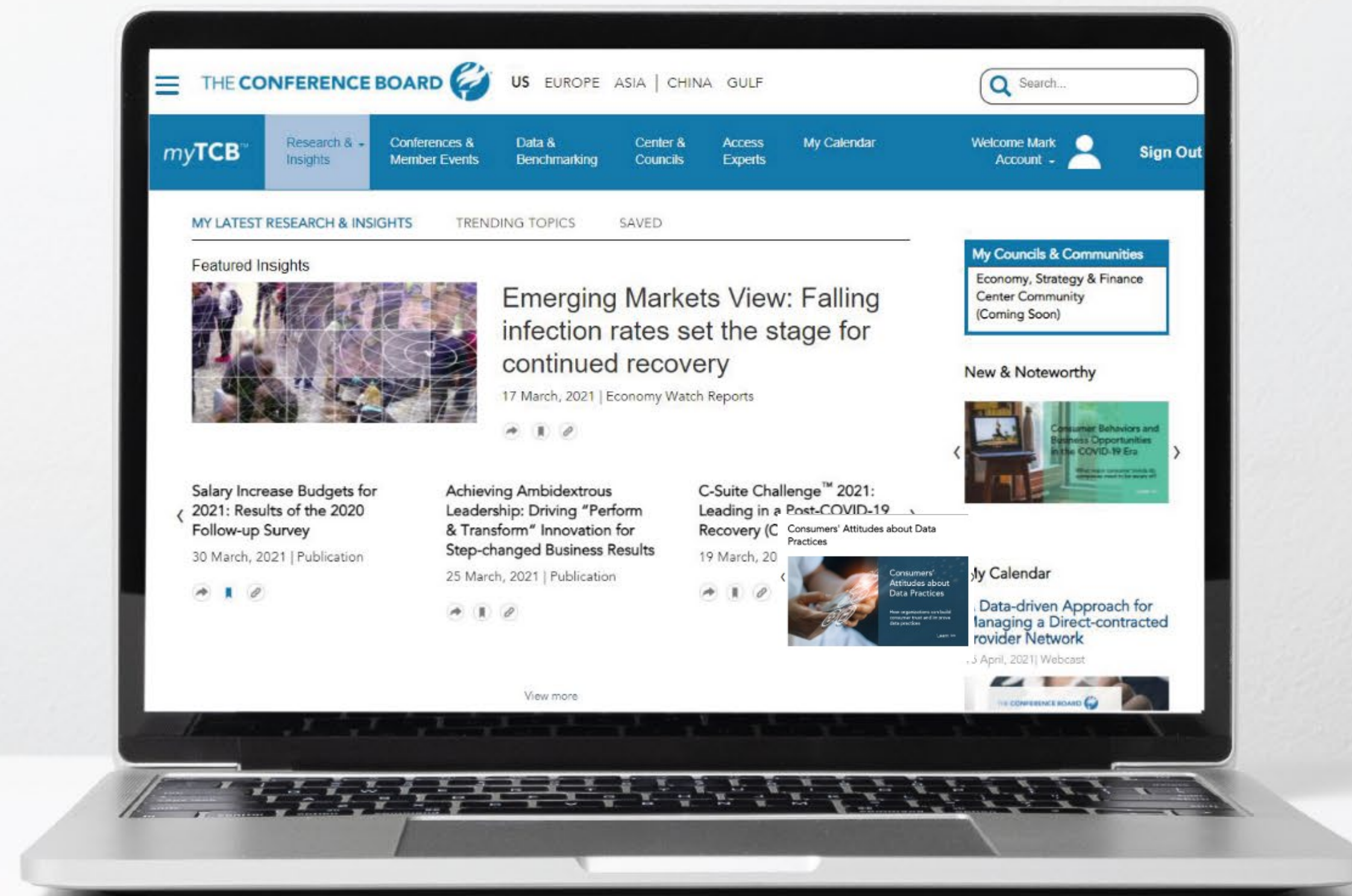




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