

# Alcohol Misuse Epidemic

1 in 4 people experience a mental illness. Up to 50% of these people also misuse alcohol. Mental health and addictions are the #1 reason for disability worldwide.



1 in 10 Adults Misuse Alcohol



Only 1 Out of 20 Get Help

## Barriers to getting support

- 1 **Stigma** & Shame
- 2 **Fear** of Impact on Livelihood
- 3 **Financial** Barriers to Care (HDHP)
- 4 Inadequate **Access** to Quality Care

**\$249B**

yearly cost of alcohol misuse

**up to 50%**

of behavioral health spend is for alcohol treatment

**\$179B**

in yearly lost productivity

**\$2.16 PMPM**

net paid for alcohol related disorders among commercial members

**up to 50%**

lost workdays when alcohol misuse combines with a mental health condition

**83% increase**

women with alcohol use disorder over the past 10 years

# Engage Members At-Risk

## Engage & Enroll

Ria Health periodically reviews claims and lifestyle data to identify members predicted to be at greater risk of alcohol misuse. Members are then engaged via a multi-channel personalized communication campaign that creates an awareness of alcohol misuse and offers an effective, convenient and affordable treatment option.

### When communicating with members we reinforce our company values by:

- 1 Using non-stigmatizing language
- 2 Conveying support and empathy
- 3 Creating an awareness of alcohol misuse with depression and anxiety



## Alcohol Misuse

Email

Video Content

Posters &  
Direct Mail

Outbound  
Telephonic &  
Text Messaging

Interactive  
Online Survey

Reduce Alcohol Harm



# Telehealth for Alcohol Misuse

## **4X** Engagement

Ria Health engagement quality scores are 4X higher than other treatment providers. Ria enrolls more than 50% of in-network engaged members.

## **Reduces** Health Risks

Ria's engagement & treatment program reduces health risks for members with MH comorbidities + AUD.

## **Cost Savings** **\$14,000**

For each member treated by Ria Health.

## **60%** Women

Ria's program appeals to women 2X more than other treatment options.

## Ria Health is clinically effective

With our evidence based protocols patients achieve:

**75%** Average reduction in Blood Alcohol Content (BAC)

**50%** Patients stay engaged after six months



## Proven solutions for barriers to AUD Treatment

- 1 Easy-to-use digital therapeutic mobile app & breathalyzer
- 2 Measured clinical outcomes and breakthrough persistence
- 3 Harm reduction approach that establishes achievable success
- 4 Rapid appointment convenient to member schedules
- 5 Cost effective: \$4,200 total annual cost
- 6 Effective, safe at-home treatment reduces stigma