

Addiction Recovery Trailblazers

How Hazelden is moving from an acute to chronic care model to improve patient outcomes through ongoing support...

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Thursday, May 14 11:30-12:30PM

Agenda

- Introduction to Hazelden
- The Recovery Management Journey
- What is MORE?
- MORE Goals
- How was it Developed?
- How Does MORE Work?
- What MORE is NOT
- MORE Demonstration
- MORE Outcomes
- Lessons Learned

Introduction to Hazelden

Our Mission

Hazelden will help more people sustain lifelong recovery from addiction to alcohol and other drugs. We will accomplish this through a commitment to treatment, publishing, education, research, public advocacy, and shared learning with other organizations.

Our Vision

All who seek recovery will find it and the stigma of addiction will be overcome.

Our Values

Treat the whole person, as well as the illness.
Treat every person with dignity and respect.
Continue a commitment to the Twelve Step fellowship.
Be of service.
Remain open to innovation.

We support these initiatives because treatment works and makes a difference in the lives of individuals, families and entire communities.

Introduction to Hazelden

Pioneer in Addiction Treatment for 60 years

Patients served (2007)	11,504
<i>Residential & Outpatient</i>	<i>4,670</i>
<i>Family & Parent Programs</i>	<i>2,965</i>
<i>Continuing Care</i>	<i>1,704</i>
<i>Assessments</i>	<i>750</i>
<i>Mental Health</i>	<i>523</i>
<i>Others</i>	<i>892</i>
Publishing Products Sold	2,649,955

The Center City Hazelden Campus



Hazelden Center for Youth and Families, MN



Hazelden Springbook in Newburg, OR



Programs throughout the U.S.

New York
Chelsea neighborhood,
Manhattan



Chicago, IL
Downtown



Fellowship Club
St. Paul, MN



The Recovery Management Journey

- Hazelden's treatment is based on solid, scientific research and exacting patient follow-ups
- Monitoring outcomes for over 20 years
- 54% of our patients maintain an alcohol- and drug-free lifestyle during the entire year after treatment
- Additional 35% significantly reduce their use
- 70 - 80% report substantial improvements in the quality of their lives

The Recovery Management Journey

- The initial treatment episode is only the beginning, ongoing care is critical to maximize sustained long-term abstinence
- In general, continuing care is related to improved substance use outcomes following treatment (Donovan, 1998; McKay, 2001; Moos & Moos, 2003)
- Several strategies, ranging from attendance reminders and recognition to at-home visits, have been shown to increase initiation and attendance in ongoing care
- Several studies show the longer the continuing care duration over time, the better the outcome - while the first six months after intensive treatment are critical, initial research suggests even longer durations of care may be of benefit (McKay, 2005)

The Recovery Management Journey

Similarities of chemical dependency and other chronic conditions:

- Genetic and behavioral factors
- No cures, can be managed, effective treatments available
- High percentage of “re-treatment”
- Similar predictive relapse factors
 - Lack of adherence to diet, medications, or behavior changes
 - Low socioeconomic status
 - Low family supports
 - Psychiatric co-morbidity

The Recovery Management Journey

Current Treatment Equation

Substance abusing patient

+

Treatment (medication, therapy, services)

=

Non-substance abusing patient

BUT:

- 50-60% resume drugs/alcohol within 6 mo's after treatment

NEED:

- Custom-fitting continuing care/monitoring/early detection of relapse leading to eventual recovery from symptomatic phase with the goal of self-management

What is MORE?

- Internet and phone-based continuing care support program
- Patient education and support
- Discharge to 18 months into recovery

MORE Goals

- **Achieve higher recovery success rates**
- **Help participants abstain from using and sustain lifestyle change**
- **Shorter episodes of relapse**
- **Improved quality of life by tailoring continuing education and support to individual needs**

How was MORE Developed?

- **Inter-divisional Team**
 - Research
 - Publishing
 - Information Technology
 - Recovery Services (Clinical)
- **In conjunction with HealthMedia, Inc. as a Custom Solution**
- **Interfaced to existing Hazelden platforms (EMR and Oracle)**

Evidence-based Practices Utilized in the Development of MORE

- **Twelve-Step Facilitation**
- **Cognitive-Behavioral Therapy (Relapse Prevention)**
- **Motivational Enhancement Therapy (Stages of Change)**
- **Community Reinforcement**
- **Contingency Management**

How Does MORE Work?

- **Online assessments to record progress**
- **Interactive, evidence-based learning content**
 - Addressing specific recovery challenges reported in assessment
- **Generate flags to alert Recovery Coaches**

Recovery Coach Role

- **Initiation and building rapport with the patient**
 - Initial calls
 - Ongoing monitoring of flags
 - Available for support, assistance for 18 months

Recovery Coach Tools

- **Push Messages**
- **Email Reminders**
- **Flags to inform if not engaging or struggling**
- **Case Management Summary**
 - **Tool to track when contacts are needed, make notes, and plan calls**
 - **Reporting features**

MORE Trainer Role

- **MORE web-based trainings**
 - **Session One- 1 hour**
 - Introduction
 - Registration
 - Initial navigation and familiarity with program components in MORE
 - **Session Two-1 hour**
 - Complete Assessment
 - Start Module 1
 - Learn about the Bulletin Board/Alumni Network

MORE is NOT:

- **A substitution for primary treatment**
- **A substitution for meetings or fellowship**
- **An online therapy group or online treatment**
- **A substitute for facilitated outpatient support groups or continuing care groups**
- **A substitute for individual therapy for co-occurring disorders**

MORE Demonstration

The Core Components

Lessons Learned

- **Following Directions is Difficult**
- **Make MORE a Recovery Habit**
- **Continuing Care Planning is Critical**
- **Technical Knowledge Gap**
- **Leverage – Get Others Involved**

Lessons Learned

- Keep Call-triggering System Simple
- Keep Registration Simple
- Research at the Individual Level
- Skill Set for Recovery Coaches
- Plan to Handle Crisis
- Focus on Early Recovery Tasks

Lessons Learned

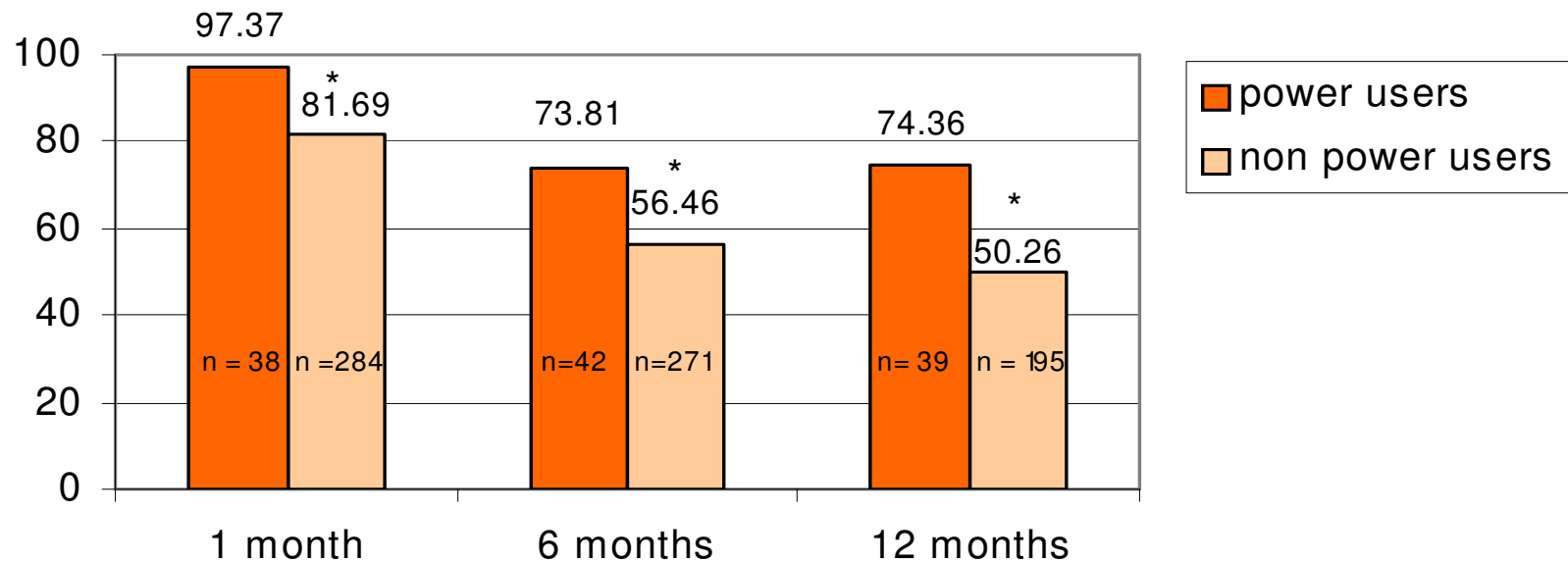
- **Multiple Ways of Communicating**
- **Bulletin Boards/Messaging can be a “Carrot”**
- **Bite-sized Training**
- **Let Clients go at their own Pace**
- **Applicable to Other Uses**

MORE Outcomes

- Early outcomes research reveals a relationship between greater use of the MORE modules and outcomes
- Preliminary results show that use of the MORE modules over time predicts continuous abstinence rates at 6 and 12 months following treatment, *even when controlling for motivation levels*

MORE Outcomes

% of patients who were continuously abstinent at follow up



note: * p < .01

Quotes from MORE Participants

“I'm glad you are here for me. I feel much better knowing I have this type of support. Whoever designed this program is saving my life.”

“The MORE program was a wonderful piece of my early recovery and I am so thankful that it was there for me when I needed it most.”

“MORE is an excellent and well-designed program and it's an integral part of my ongoing recovery program. Thanks so much for the MORE Program!”

“The MORE program was probably 80% of my sobriety. It's a great program.”

“The More program has been a valuable tool to guide me through every aspect of my recovery. From early recovery to where I'm at today it's covered everything I would need to know to keep me going down the path of my new life”

Questions?

Thanks!

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