

WEBVTT

NOTE duration:"01:27:35"

NOTE recognizability:0.868

NOTE language:en-us

NOTE Confidence: 0.907572108125

00:00:29.940 --> 00:00:31.980 So good afternoon I'm David Fiellin

NOTE Confidence: 0.907572108125

00:00:31.980 --> 00:00:34.222 and I'm director of the Yale

NOTE Confidence: 0.907572108125

00:00:34.222 --> 00:00:35.858 Program in Addiction medicine.

NOTE Confidence: 0.907572108125

00:00:35.860 --> 00:00:38.212 I wanted to welcome you to today's talk

NOTE Confidence: 0.907572108125

00:00:38.212 --> 00:00:41.058 and are finding solutions to the opioid

NOTE Confidence: 0.907572108125

00:00:41.058 --> 00:00:43.248 crisis speaker series in collaboration

NOTE Confidence: 0.907572108125

00:00:43.317 --> 00:00:45.257 with the Sandgaard Foundation.

NOTE Confidence: 0.907572108125

00:00:45.260 --> 00:00:47.978 We're joined today by Gary Mendell,

NOTE Confidence: 0.907572108125

00:00:47.980 --> 00:00:50.171 who is the founder and CEO of

NOTE Confidence: 0.907572108125

00:00:50.171 --> 00:00:52.349 Shatterproof who will speak on the topic.

NOTE Confidence: 0.907572108125

00:00:52.350 --> 00:00:55.230 Stigma and substance use disorder,

NOTE Confidence: 0.907572108125

00:00:55.230 --> 00:00:57.420 the silent killer.

NOTE Confidence: 0.907572108125

00:00:57.420 --> 00:00:58.387 Before we get started,

NOTE Confidence: 0.907572108125

00:00:58.387 --> 00:01:00.349 we just want to review a
NOTE Confidence: 0.907572108125

00:01:00.349 --> 00:01:01.330 few housekeeping items
NOTE Confidence: 0.9326408575

00:01:01.340 --> 00:01:02.748 on the following slides.
NOTE Confidence: 0.933096464285714

00:01:04.730 --> 00:01:07.225 As a reminder, you can learn more about
NOTE Confidence: 0.933096464285714

00:01:07.225 --> 00:01:09.469 the Yale program and addiction medicine
NOTE Confidence: 0.933096464285714

00:01:09.470 --> 00:01:11.270 and access the Finding solution series
NOTE Confidence: 0.933096464285714

00:01:11.270 --> 00:01:13.760 to the opioid crisis speaker series
NOTE Confidence: 0.69276444

00:01:13.950 --> 00:01:16.990 by visiting addictionmedicine.yale.edu.
NOTE Confidence: 0.69276444

00:01:16.990 --> 00:01:20.050 Following our program and the Sandgaard
NOTE Confidence: 0.69276444

00:01:20.050 --> 00:01:22.550 Foundation on Twitter @YaleADM
NOTE Confidence: 0.69276444

00:01:22.550 --> 00:01:25.970 or @SandgaardFnd and joining
NOTE Confidence: 0.69276444

00:01:25.970 --> 00:01:29.004 our program listserv by emailing
NOTE Confidence: 0.69276444

00:01:29.004 --> 00:01:34.260 emma.biegacki@yale.edu
NOTE Confidence: 0.69276444

00:01:34.260 --> 00:01:36.955 If you be live tweeting today's talk,
NOTE Confidence: 0.69276444

00:01:36.960 --> 00:01:39.210 be sure to tag us and include the event,
NOTE Confidence: 0.69276444

00:01:39.210 --> 00:01:42.514 hashtag, #findingsolutions

NOTE Confidence: 0.69276444

00:01:42.514 --> 00:01:45.818 and #bandtogether.

NOTE Confidence: 0.69276444

00:01:45.820 --> 00:01:48.000 To participate in today's session,

NOTE Confidence: 0.69276444

00:01:48.000 --> 00:01:50.800 use the chat box to tag US.

NOTE Confidence: 0.69276444

00:01:50.800 --> 00:01:53.271 I'm sorry, use the chat box to

NOTE Confidence: 0.69276444

00:01:53.271 --> 00:01:55.060 share comments and observations

NOTE Confidence: 0.69276444

00:01:55.060 --> 00:01:57.268 with your fellow attendees,

NOTE Confidence: 0.69276444

00:01:57.268 --> 00:02:01.440 and post your questions in the Q&A box.

NOTE Confidence: 0.69276444

00:02:01.440 --> 00:02:04.285 Finally, CME credit is available for

NOTE Confidence: 0.69276444

00:02:04.285 --> 00:02:06.780 today's event and to receive credit,

NOTE Confidence: 0.69276444

00:02:06.780 --> 00:02:08.270 please text the code

NOTE Confidence: 0.9402003

00:02:10.340 --> 00:02:13.258 30847 to the phone number in red.

NOTE Confidence: 0.930687990714286

00:02:13.260 --> 00:02:15.192 This information will be provided in the

NOTE Confidence: 0.930687990714286

00:02:15.192 --> 00:02:17.408 chat at the beginning of the session.

NOTE Confidence: 0.93217695

00:02:19.430 --> 00:02:21.790 We'd like to acknowledge the Sandgaard

NOTE Confidence: 0.93217695

00:02:21.790 --> 00:02:23.710 Foundation for assistance and support

NOTE Confidence: 0.92751634

00:02:23.771 --> 00:02:25.698 of today's talk, and I'd like to
NOTE Confidence: 0.92751634

00:02:25.698 --> 00:02:27.008 introduce you to Kyle Henderson,
NOTE Confidence: 0.92751634

00:02:27.010 --> 00:02:28.560 who's the Executive director of
NOTE Confidence: 0.92751634

00:02:28.560 --> 00:02:30.160 the Sandgaard Foundation, Kyle.
NOTE Confidence: 0.930836078

00:02:31.510 --> 00:02:33.770 Thank you so much David.
NOTE Confidence: 0.930836078

00:02:33.770 --> 00:02:36.010 Honor to be aligned with the old
NOTE Confidence: 0.930836078

00:02:36.010 --> 00:02:37.486 program and addiction medicine
NOTE Confidence: 0.930836078

00:02:37.486 --> 00:02:39.290 on this wonderful initiative.
NOTE Confidence: 0.930836078

00:02:39.290 --> 00:02:40.458 It's been incredible speaker
NOTE Confidence: 0.930836078

00:02:40.458 --> 00:02:42.674 series this year and we're ending
NOTE Confidence: 0.930836078

00:02:42.674 --> 00:02:44.642 it on a wonderful high note.
NOTE Confidence: 0.930836078

00:02:44.650 --> 00:02:47.506 Get Gary Mendell shatterproof,
NOTE Confidence: 0.930836078

00:02:47.506 --> 00:02:49.995 who's wonderful human being that's got
NOTE Confidence: 0.930836078

00:02:49.995 --> 00:02:52.524 an incredible story to share and some
NOTE Confidence: 0.930836078

00:02:52.524 --> 00:02:54.925 incredible insights as it relates to stigma.
NOTE Confidence: 0.930836078

00:02:54.930 --> 00:02:57.086 Our story starts about 25 years ago.

NOTE Confidence: 0.930836078

00:02:57.090 --> 00:02:59.475 Thomas Sandgaard founded Zynex

NOTE Confidence: 0.930836078

00:02:59.475 --> 00:03:01.860 Medical to publicly traded medically.

NOTE Confidence: 0.930836078

00:03:01.860 --> 00:03:03.128 Medical device company that

NOTE Confidence: 0.930836078

00:03:03.128 --> 00:03:04.396 helps with pain management.

NOTE Confidence: 0.930836078

00:03:04.400 --> 00:03:06.993 So we get people off of addictive.

NOTE Confidence: 0.930836078

00:03:06.993 --> 00:03:09.012 Potentially lethal painkilling

NOTE Confidence: 0.930836078

00:03:09.012 --> 00:03:12.377 drugs such as oxy etc.

NOTE Confidence: 0.930836078

00:03:12.380 --> 00:03:16.296 And that's our exclusive focus on the

NOTE Confidence: 0.930836078

00:03:16.296 --> 00:03:19.314 Sandgaard Foundation and but really what?

NOTE Confidence: 0.930836078

00:03:19.320 --> 00:03:22.029 That helps people do is get away

NOTE Confidence: 0.930836078

00:03:22.029 --> 00:03:23.792 from these addictive painkilling

NOTE Confidence: 0.930836078

00:03:23.792 --> 00:03:26.454 drugs without any side effects etc.

NOTE Confidence: 0.930836078

00:03:26.454 --> 00:03:28.960 So we've all lost people in our

NOTE Confidence: 0.930836078

00:03:29.037 --> 00:03:31.494 lives that are very close to us

NOTE Confidence: 0.930836078

00:03:31.494 --> 00:03:33.280 from this tragic epidemic.

NOTE Confidence: 0.930836078

00:03:33.280 --> 00:03:35.098 And again, this is our number
NOTE Confidence: 0.930836078

00:03:35.098 --> 00:03:37.439 one focus on the foundation side,
NOTE Confidence: 0.930836078

00:03:37.440 --> 00:03:38.800 so we've helped to distribute
NOTE Confidence: 0.930836078

00:03:38.800 --> 00:03:40.160 over half a million units.
NOTE Confidence: 0.930836078

00:03:40.160 --> 00:03:42.338 Of naloxone to recovery
NOTE Confidence: 0.930836078

00:03:42.338 --> 00:03:44.222 homes and hospitals around the
NOTE Confidence: 0.930836078

00:03:44.222 --> 00:03:45.698 country since January 1st.
NOTE Confidence: 0.930836078

00:03:45.700 --> 00:03:47.956 We've been helping with sober concerts,
NOTE Confidence: 0.930836078

00:03:47.960 --> 00:03:49.620 some funding, some films,
NOTE Confidence: 0.930836078

00:03:49.620 --> 00:03:51.280 and really broadening horizons.
NOTE Confidence: 0.930836078

00:03:51.280 --> 00:03:52.988 So if you have any ideas for
NOTE Confidence: 0.930836078

00:03:52.988 --> 00:03:53.720 the Sandgaard Foundation,
NOTE Confidence: 0.930836078

00:03:53.720 --> 00:03:56.348 please don't hesitate to reach out.
NOTE Confidence: 0.930836078

00:03:56.350 --> 00:03:58.606 I also run Thomas's investment group,
NOTE Confidence: 0.930836078

00:03:58.610 --> 00:04:00.918 so we own a football club in England
NOTE Confidence: 0.930836078

00:04:00.918 --> 00:04:03.046 so it's a little plug for that,

NOTE Confidence: 0.930836078

00:04:03.050 --> 00:04:06.560 but we do help the club with opiate

NOTE Confidence: 0.930836078

00:04:06.560 --> 00:04:08.610 related pain issues as well,

NOTE Confidence: 0.930836078

00:04:08.610 --> 00:04:09.936 so it's it's.

NOTE Confidence: 0.930836078

00:04:09.936 --> 00:04:11.830 It's very much a part of our

NOTE Confidence: 0.930836078

00:04:11.830 --> 00:04:13.432 culture on this end and we're so

NOTE Confidence: 0.930836078

00:04:13.432 --> 00:04:14.889 excited to hear from Gary today,

NOTE Confidence: 0.930836078

00:04:14.890 --> 00:04:17.689 so Gary thank you for joining us and Yale.

NOTE Confidence: 0.930836078

00:04:17.690 --> 00:04:19.230 Thank you for all your help with

NOTE Confidence: 0.930836078

00:04:19.230 --> 00:04:20.210 this wonderful speaker series.

NOTE Confidence: 0.8050189025

00:04:21.890 --> 00:04:23.045 Thank you tile.

NOTE Confidence: 0.8050189025

00:04:23.045 --> 00:04:25.740 So now it's my honor to introduce

NOTE Confidence: 0.8050189025

00:04:25.825 --> 00:04:28.574 Gary Mendell, who's the founder and

NOTE Confidence: 0.8050189025

00:04:28.574 --> 00:04:30.316 CEO of Shatterproof Shatterproof,

NOTE Confidence: 0.8050189025

00:04:30.316 --> 00:04:32.246 is a national nonprofit focused

NOTE Confidence: 0.8050189025

00:04:32.246 --> 00:04:34.502 on reversing the course of the

NOTE Confidence: 0.8050189025

00:04:34.502 --> 00:04:35.806 addiction crisis in America.
NOTE Confidence: 0.8050189025

00:04:35.810 --> 00:04:38.010 Mr Mendell received his bachelor's
NOTE Confidence: 0.8050189025

00:04:38.010 --> 00:04:40.285 degree from Cornell University School
NOTE Confidence: 0.8050189025

00:04:40.285 --> 00:04:43.191 of Hotel Management and his MBA with
NOTE Confidence: 0.8050189025

00:04:43.191 --> 00:04:45.288 distinction from the Wharton School
NOTE Confidence: 0.8050189025

00:04:45.288 --> 00:04:47.478 at the University of Pennsylvania.
NOTE Confidence: 0.8050189025

00:04:47.480 --> 00:04:49.622 He founded ATI Hotels and Resorts
NOTE Confidence: 0.8050189025

00:04:49.622 --> 00:04:51.904 and his former trustee and president
NOTE Confidence: 0.8050189025

00:04:51.904 --> 00:04:55.120 of the Starwood Lodging Trust.
NOTE Confidence: 0.8050189025

00:04:55.120 --> 00:04:57.328 It's really true that that business
NOTE Confidence: 0.8050189025

00:04:57.328 --> 00:04:59.748 world experience gives him a unique
NOTE Confidence: 0.8050189025

00:04:59.748 --> 00:05:01.948 perspective in running a nonprofit
NOTE Confidence: 0.8050189025

00:05:01.948 --> 00:05:03.268 organization like Shatterproof
NOTE Confidence: 0.8050189025

00:05:03.270 --> 00:05:06.220 since founding shatterproof in 2012.
NOTE Confidence: 0.8050189025

00:05:06.220 --> 00:05:07.744 Gary has been a national leader
NOTE Confidence: 0.8050189025

00:05:07.744 --> 00:05:08.760 in the addiction space,

NOTE Confidence: 0.8050189025

00:05:08.760 --> 00:05:10.899 creating solutions that will create

NOTE Confidence: 0.8050189025

00:05:10.900 --> 00:05:12.446 more access to treatment for

NOTE Confidence: 0.8050189025

00:05:12.446 --> 00:05:14.500 opioid and substance use disorders,

NOTE Confidence: 0.8050189025

00:05:14.500 --> 00:05:16.548 including the creation of the

NOTE Confidence: 0.8050189025

00:05:16.548 --> 00:05:18.040 shatterproof national principles

NOTE Confidence: 0.8050189025

00:05:18.040 --> 00:05:20.320 of care to guide providers,

NOTE Confidence: 0.8050189025

00:05:20.320 --> 00:05:24.148 payers and patients to quality treatment.

NOTE Confidence: 0.8050189025

00:05:24.150 --> 00:05:25.775 He advocates for state and

NOTE Confidence: 0.8050189025

00:05:25.775 --> 00:05:26.750 federal policy changes,

NOTE Confidence: 0.8050189025

00:05:26.750 --> 00:05:28.680 and most recently launched the

NOTE Confidence: 0.8050189025

00:05:28.680 --> 00:05:31.069 national strategy and call to action

NOTE Confidence: 0.8050189025

00:05:31.069 --> 00:05:33.385 to address stigma related to the

NOTE Confidence: 0.8050189025

00:05:33.385 --> 00:05:35.332 opioid and substance use disorders

NOTE Confidence: 0.8050189025

00:05:35.332 --> 00:05:37.838 that you will hear more about today.

NOTE Confidence: 0.8050189025

00:05:37.840 --> 00:05:39.935 Personal note what has impressed me

NOTE Confidence: 0.8050189025

00:05:39.935 --> 00:05:41.567 most about Gary and Shatterproof's
NOTE Confidence: 0.8050189025

00:05:41.567 --> 00:05:44.103 work is the extent to which they have
NOTE Confidence: 0.8050189025

00:05:44.103 --> 00:05:46.490 taken a laser focus on the untapped key
NOTE Confidence: 0.8050189025

00:05:46.490 --> 00:05:49.377 levers of change in the field of addiction.
NOTE Confidence: 0.8050189025

00:05:49.380 --> 00:05:53.796 These include evidence employers and payers
NOTE Confidence: 0.8050189025

00:05:53.796 --> 00:05:57.540 quality transparent access and stigma,
NOTE Confidence: 0.8050189025

00:05:57.540 --> 00:05:59.240 as you will hear today.
NOTE Confidence: 0.8050189025

00:05:59.240 --> 00:06:01.900 History is how of how an outsider
NOTE Confidence: 0.8050189025

00:06:01.900 --> 00:06:04.540 became an insider and decided enough
NOTE Confidence: 0.8050189025

00:06:04.540 --> 00:06:07.368 was was enough and how he'd erupted,
NOTE Confidence: 0.8050189025

00:06:07.368 --> 00:06:09.253 disrupted the business as usual.
NOTE Confidence: 0.8050189025

00:06:09.260 --> 00:06:11.160 Model for the better.
NOTE Confidence: 0.8050189025

00:06:11.160 --> 00:06:11.720 Gary,
NOTE Confidence: 0.8050189025

00:06:11.720 --> 00:06:12.588 thank you for speaking
NOTE Confidence: 0.99269992

00:06:12.600 --> 00:06:13.278 with us today.
NOTE Confidence: 0.842819111666667

00:06:15.380 --> 00:06:18.152 David, thank you, Emma.

NOTE Confidence: 0.842819111666667
00:06:18.152 --> 00:06:19.984 Thank you, Tyler.
NOTE Confidence: 0.842819111666667
00:06:19.984 --> 00:06:23.092 Thank you for all the all the
NOTE Confidence: 0.842819111666667
00:06:23.092 --> 00:06:26.448 support of the Scanguard Foundation.
NOTE Confidence: 0.842819111666667
00:06:26.450 --> 00:06:30.090 And for this event for Yale and
NOTE Confidence: 0.842819111666667
00:06:30.090 --> 00:06:32.670 all of you, not only bringing.
NOTE Confidence: 0.842819111666667
00:06:32.670 --> 00:06:35.582 Awareness right now and attention to the
NOTE Confidence: 0.842819111666667
00:06:35.582 --> 00:06:38.149 addiction crisis in the United States.
NOTE Confidence: 0.842819111666667
00:06:38.150 --> 00:06:41.738 But also for solutions.
NOTE Confidence: 0.842819111666667
00:06:41.740 --> 00:06:44.412 For solutions through this
NOTE Confidence: 0.842819111666667
00:06:44.412 --> 00:06:47.084 speaker series finding solutions.
NOTE Confidence: 0.842819111666667
00:06:47.090 --> 00:06:50.750 Speaker series sponsored by Yale
NOTE Confidence: 0.842819111666667
00:06:50.750 --> 00:06:53.090 in the Sand Garden Foundation.
NOTE Confidence: 0.842819111666667
00:06:53.090 --> 00:06:55.736 And I also want to acknowledge and
NOTE Confidence: 0.842819111666667
00:06:55.736 --> 00:06:57.336 appreciate the Scanguard Foundation
NOTE Confidence: 0.842819111666667
00:06:57.336 --> 00:06:59.694 and the Hartford for all their
NOTE Confidence: 0.842819111666667

00:06:59.694 --> 00:07:01.906 support from for these initiatives,
NOTE Confidence: 0.842819111666667

00:07:01.906 --> 00:07:04.176 for shatterproof in the Yale
NOTE Confidence: 0.842819111666667

00:07:04.176 --> 00:07:06.270 Program in Addiction Medicine.
NOTE Confidence: 0.842819111666667

00:07:06.270 --> 00:07:08.364 So thank you all for having
NOTE Confidence: 0.842819111666667

00:07:08.364 --> 00:07:09.760 me and their support.
NOTE Confidence: 0.842819111666667

00:07:09.760 --> 00:07:10.840 And I'm honored to be here.
NOTE Confidence: 0.855463536666667

00:07:12.910 --> 00:07:15.412 I'd like to begin by telling
NOTE Confidence: 0.855463536666667

00:07:15.412 --> 00:07:18.009 you one story of two boys.
NOTE Confidence: 0.855463536666667

00:07:18.010 --> 00:07:19.858 Boys were growing up in a small
NOTE Confidence: 0.855463536666667

00:07:19.858 --> 00:07:22.030 town where I was raising my family.
NOTE Confidence: 0.855463536666667

00:07:22.030 --> 00:07:25.762 Eastern Connecticut the year is 2004.
NOTE Confidence: 0.855463536666667

00:07:25.762 --> 00:07:29.556 And both boys were in high school.
NOTE Confidence: 0.855463536666667

00:07:29.560 --> 00:07:34.229 The first Mikey was diagnosed with cancer.
NOTE Confidence: 0.855463536666667

00:07:34.230 --> 00:07:37.499 As you'd expect, his family was devastated.
NOTE Confidence: 0.855463536666667

00:07:37.500 --> 00:07:40.664 However, they were easily able to access
NOTE Confidence: 0.855463536666667

00:07:40.664 --> 00:07:43.080 the highest quality medical care.

NOTE Confidence: 0.855463536666667
00:07:43.080 --> 00:07:46.340 All based on science.
NOTE Confidence: 0.855463536666667
00:07:46.340 --> 00:07:48.475 Mikey's parents told their friends
NOTE Confidence: 0.855463536666667
00:07:48.475 --> 00:07:51.000 about what Mikey was struggling with.
NOTE Confidence: 0.855463536666667
00:07:51.000 --> 00:07:52.520 And I remember it like it was yesterday.
NOTE Confidence: 0.855463536666667
00:07:52.520 --> 00:07:54.504 Our entire town rallied
NOTE Confidence: 0.855463536666667
00:07:54.504 --> 00:07:56.984 behind Mikey and his family.
NOTE Confidence: 0.855463536666667
00:07:56.990 --> 00:08:00.080 Fear, excuse me.
NOTE Confidence: 0.855463536666667
00:08:00.080 --> 00:08:03.694 Pair families came to their
NOTE Confidence: 0.855463536666667
00:08:03.694 --> 00:08:05.298 home with cooked meals.
NOTE Confidence: 0.855463536666667
00:08:05.300 --> 00:08:08.768 Drove carpools and the kids in our element.
NOTE Confidence: 0.855463536666667
00:08:08.770 --> 00:08:10.650 Our elementary school held bake
NOTE Confidence: 0.855463536666667
00:08:10.650 --> 00:08:12.953 sales on the weekends for Mikey
NOTE Confidence: 0.855463536666667
00:08:12.953 --> 00:08:15.047 and his new charity for cancer.
NOTE Confidence: 0.910239877142857
00:08:18.030 --> 00:08:20.088 In the whole time Mikey was sick.
NOTE Confidence: 0.910239877142857
00:08:20.090 --> 00:08:22.472 He received all the love and
NOTE Confidence: 0.910239877142857

00:08:22.472 --> 00:08:24.214 compassion that anyone with the
NOTE Confidence: 0.910239877142857

00:08:24.214 --> 00:08:25.894 disease could ever ask for.
NOTE Confidence: 0.6447693425

00:08:28.660 --> 00:08:31.248 Or two streets away.
NOTE Confidence: 0.6447693425

00:08:31.250 --> 00:08:33.755 My son Brian was also
NOTE Confidence: 0.6447693425

00:08:33.755 --> 00:08:35.759 struggling with the disease.
NOTE Confidence: 0.6447693425

00:08:35.760 --> 00:08:37.950 But for Brian and our family.
NOTE Confidence: 0.6447693425

00:08:37.950 --> 00:08:40.478 It was so different.
NOTE Confidence: 0.6447693425

00:08:40.480 --> 00:08:41.710 Like Mikey's parents,
NOTE Confidence: 0.6447693425

00:08:41.710 --> 00:08:44.960 we look for medical care for our son.
NOTE Confidence: 0.6447693425

00:08:44.960 --> 00:08:46.428 But unlike Mikey's parents,
NOTE Confidence: 0.6447693425

00:08:46.428 --> 00:08:47.896 we couldn't find treatment
NOTE Confidence: 0.6447693425

00:08:47.896 --> 00:08:49.679 that was based on science.
NOTE Confidence: 0.91441674

00:08:52.470 --> 00:08:53.556 Unlike Mikey's parents,
NOTE Confidence: 0.91441674

00:08:53.556 --> 00:08:56.090 I didn't tell any of our friends
NOTE Confidence: 0.91441674

00:08:56.156 --> 00:08:58.156 with Brian was struggling with.
NOTE Confidence: 0.91441674

00:08:58.160 --> 00:09:01.719 To be honest. I was embarrassed.

NOTE Confidence: 0.91441674

00:09:01.719 --> 00:09:04.617 I felt ashamed as a father

NOTE Confidence: 0.91441674

00:09:04.617 --> 00:09:06.919 as a like a failure.

NOTE Confidence: 0.91441674

00:09:06.920 --> 00:09:10.567 And our community didn't rally behind us.

NOTE Confidence: 0.91441674

00:09:10.570 --> 00:09:14.390 No cook meals, no carpools.

NOTE Confidence: 0.91441674

00:09:14.390 --> 00:09:17.620 But even worse. Unlike Mikey,

NOTE Confidence: 0.91441674

00:09:17.620 --> 00:09:19.900 when he came home from treatment,

NOTE Confidence: 0.91441674

00:09:19.900 --> 00:09:23.365 he found a welcoming community with kids

NOTE Confidence: 0.91441674

00:09:23.370 --> 00:09:26.426 with bake sales to raise money for him.

NOTE Confidence: 0.91441674

00:09:26.430 --> 00:09:28.746 When Brian came home to visit.

NOTE Confidence: 0.91441674

00:09:28.750 --> 00:09:31.340 There were no bake sales.

NOTE Confidence: 0.91441674

00:09:31.340 --> 00:09:33.570 There was no welcoming community.

NOTE Confidence: 0.91441674

00:09:33.570 --> 00:09:36.330 It was just silence.

NOTE Confidence: 0.91441674

00:09:36.330 --> 00:09:38.095 The disease my son struggle

NOTE Confidence: 0.91441674

00:09:38.095 --> 00:09:39.154 with with addiction.

NOTE Confidence: 0.906274071428571

00:09:41.930 --> 00:09:44.968 A little bit more about my son.

NOTE Confidence: 0.906274071428571

00:09:44.970 --> 00:09:48.150 When he was born. He was.
NOTE Confidence: 0.906274071428571

00:09:48.150 --> 00:09:52.270 He was the Simon I'd always dreamed of.
NOTE Confidence: 0.906274071428571

00:09:52.270 --> 00:09:55.290 Always smiling, always hugging me,
NOTE Confidence: 0.906274071428571

00:09:55.290 --> 00:09:57.669 my little companion.
NOTE Confidence: 0.906274071428571

00:09:57.670 --> 00:09:59.630 And as he grew into a young boy,
NOTE Confidence: 0.906274071428571

00:09:59.630 --> 00:10:01.520 he did many of the things
NOTE Confidence: 0.906274071428571

00:10:01.520 --> 00:10:02.780 that young boys do.
NOTE Confidence: 0.906274071428571

00:10:02.780 --> 00:10:04.988 He used to like play in his room
NOTE Confidence: 0.906274071428571

00:10:04.988 --> 00:10:07.100 with his little trucks forever.
NOTE Confidence: 0.906274071428571

00:10:07.100 --> 00:10:08.720 Or run around the backyard
NOTE Confidence: 0.906274071428571

00:10:08.720 --> 00:10:09.368 chasing butterflies.
NOTE Confidence: 0.9306464075

00:10:12.020 --> 00:10:14.260 And then as he grew into a teenager,
NOTE Confidence: 0.9306464075

00:10:14.260 --> 00:10:17.284 he did many of the things that teenagers do.
NOTE Confidence: 0.9306464075

00:10:17.290 --> 00:10:21.556 Including trying beer, wine and pot.
NOTE Confidence: 0.9306464075

00:10:21.560 --> 00:10:22.811 However, for Brian,
NOTE Confidence: 0.9306464075

00:10:22.811 --> 00:10:24.479 that's where things changed.

NOTE Confidence: 0.543037316666667
00:10:26.630 --> 00:10:29.865 His use escalated. And he needed
NOTE Confidence: 0.543037316666667
00:10:29.865 --> 00:10:32.000 to go to treatment where he went.
NOTE Confidence: 0.543037316666667
00:10:32.000 --> 00:10:34.640 In over 8 years he went to 8
NOTE Confidence: 0.543037316666667
00:10:34.640 --> 00:10:36.452 different treatment programs and
NOTE Confidence: 0.543037316666667
00:10:36.452 --> 00:10:39.112 his use escalated tragically into
NOTE Confidence: 0.543037316666667
00:10:39.112 --> 00:10:42.272 harder and harder drugs. Eight years,
NOTE Confidence: 0.543037316666667
00:10:42.272 --> 00:10:44.336 eight different treatment programs.
NOTE Confidence: 0.543037316666667
00:10:44.340 --> 00:10:46.350 Every treatment program was the same.
NOTE Confidence: 0.873152047142857
00:10:48.780 --> 00:10:51.818 Not one of them treated my son.
NOTE Confidence: 0.873152047142857
00:10:51.820 --> 00:10:53.232 It's with treatment protocols
NOTE Confidence: 0.873152047142857
00:10:53.232 --> 00:10:54.997 that were based on silence,
NOTE Confidence: 0.873152047142857
00:10:55.000 --> 00:10:56.728 so excuse me based on science.
NOTE Confidence: 0.921711095
00:10:58.740 --> 00:11:00.820 However, there was one difference
NOTE Confidence: 0.921711095
00:11:00.820 --> 00:11:02.322 between another difference
NOTE Confidence: 0.921711095
00:11:02.322 --> 00:11:04.486 between Mikey and Brian.
NOTE Confidence: 0.921711095

00:11:04.490 --> 00:11:06.488 When Mikey was going to treatment
NOTE Confidence: 0.921711095

00:11:06.488 --> 00:11:08.999 based on that was based on science,
NOTE Confidence: 0.921711095

00:11:09.000 --> 00:11:11.968 that's what he was battling his disease.
NOTE Confidence: 0.921711095

00:11:11.970 --> 00:11:15.066 When Brian was going to treatment.
NOTE Confidence: 0.921711095

00:11:15.070 --> 00:11:17.242 Going to treatment programs that were
NOTE Confidence: 0.921711095

00:11:17.242 --> 00:11:19.310 not following science based practices.
NOTE Confidence: 0.921711095

00:11:19.310 --> 00:11:22.226 He was also battling something else.
NOTE Confidence: 0.921711095

00:11:22.230 --> 00:11:23.900 Shame stigma.
NOTE Confidence: 0.929810928571429

00:11:26.090 --> 00:11:28.638 When I think back on those years.
NOTE Confidence: 0.929810928571429

00:11:28.640 --> 00:11:30.015 There were some good times
NOTE Confidence: 0.929810928571429

00:11:30.015 --> 00:11:31.390 and there were some bad.
NOTE Confidence: 0.929810928571429

00:11:31.390 --> 00:11:34.337 There were times that Brian wouldn't listen.
NOTE Confidence: 0.929810928571429

00:11:34.340 --> 00:11:36.069 But there were other times that Brian
NOTE Confidence: 0.929810928571429

00:11:36.069 --> 00:11:38.100 went at it with so much enthusiasm.
NOTE Confidence: 0.9442576145

00:11:40.470 --> 00:11:43.449 I remember so many good times and I also
NOTE Confidence: 0.9442576145

00:11:43.449 --> 00:11:46.281 remember one time I visit him I visited him

NOTE Confidence: 0.9442576145

00:11:46.281 --> 00:11:49.389 in Florida at a treatment program he was at.

NOTE Confidence: 0.9442576145

00:11:49.390 --> 00:11:52.806 I flew in really late the night before.

NOTE Confidence: 0.9442576145

00:11:52.810 --> 00:11:55.242 And the next morning I set my alarm

NOTE Confidence: 0.9442576145

00:11:55.242 --> 00:11:57.190 early early to be honest with you

NOTE Confidence: 0.9442576145

00:11:57.190 --> 00:11:59.679 I I just wanted to watch him sleep.

NOTE Confidence: 0.9442576145

00:11:59.680 --> 00:12:02.816 I hadn't seen him in five months.

NOTE Confidence: 0.9442576145

00:12:02.820 --> 00:12:05.758 So I walked into his bedroom at

NOTE Confidence: 0.9442576145

00:12:05.758 --> 00:12:07.948 7:00 o'clock in the morning.

NOTE Confidence: 0.9442576145

00:12:07.950 --> 00:12:09.646 And he surprised me he was already up,

NOTE Confidence: 0.9442576145

00:12:09.650 --> 00:12:10.950 especially if he knew Brian.

NOTE Confidence: 0.9442576145

00:12:10.950 --> 00:12:12.890 He was up 7:00 o'clock.

NOTE Confidence: 0.9442576145

00:12:12.890 --> 00:12:14.130 I walked into his room,

NOTE Confidence: 0.9442576145

00:12:14.130 --> 00:12:16.440 and when he heard me come in.

NOTE Confidence: 0.9442576145

00:12:16.440 --> 00:12:18.432 He looked up at me with that big

NOTE Confidence: 0.9442576145

00:12:18.432 --> 00:12:20.140 smile of his 'cause when I walked in.

NOTE Confidence: 0.9442576145

00:12:20.140 --> 00:12:22.180 He was laying there on his bed flipping
NOTE Confidence: 0.9442576145

00:12:22.180 --> 00:12:24.140 through the pages of his treatment book.
NOTE Confidence: 0.9442576145

00:12:24.140 --> 00:12:25.582 He heard me looked up at me
NOTE Confidence: 0.9442576145

00:12:25.582 --> 00:12:28.300 and he smiled and said, dad?
NOTE Confidence: 0.9442576145

00:12:28.300 --> 00:12:31.091 Don't worry. I got this.
NOTE Confidence: 0.9442576145

00:12:31.091 --> 00:12:33.826 I'm going to beat it.
NOTE Confidence: 0.9442576145

00:12:33.830 --> 00:12:37.099 But addiction always doesn't work that way.
NOTE Confidence: 0.9442576145

00:12:37.100 --> 00:12:40.280 On October 20th, 2011.
NOTE Confidence: 0.9442576145

00:12:40.280 --> 00:12:41.528 I was waking up in the middle of
NOTE Confidence: 0.9442576145

00:12:41.528 --> 00:12:43.880 the night by my cell phone, right?
NOTE Confidence: 0.9442576145

00:12:43.880 --> 00:12:45.360 When I picked it up,
NOTE Confidence: 0.9442576145

00:12:45.360 --> 00:12:49.374 I was told that my son had just died.
NOTE Confidence: 0.9442576145

00:12:49.380 --> 00:12:51.590 He was 25 years old.
NOTE Confidence: 0.9442576145

00:12:51.590 --> 00:12:56.000 And he hadn't used a substance in 13 months.
NOTE Confidence: 0.9442576145

00:12:56.000 --> 00:12:58.680 Equally tragic.
NOTE Confidence: 0.9442576145

00:12:58.680 --> 00:13:00.880 It wasn't just addiction that

NOTE Confidence: 0.9442576145
00:13:00.880 --> 00:13:02.640 took my son's life.
NOTE Confidence: 0.9442576145
00:13:02.640 --> 00:13:05.088 It was the feeling of shame.
NOTE Confidence: 0.9442576145
00:13:05.090 --> 00:13:09.698 He had every morning when he opened his eyes.
NOTE Confidence: 0.9442576145
00:13:09.700 --> 00:13:12.308 Of all day long.
NOTE Confidence: 0.9442576145
00:13:12.310 --> 00:13:13.231 Being looked at.
NOTE Confidence: 0.9442576145
00:13:13.231 --> 00:13:15.073 As the other kid who wouldn't
NOTE Confidence: 0.9442576145
00:13:15.073 --> 00:13:16.189 try hard enough.
NOTE Confidence: 0.94023301875
00:13:18.520 --> 00:13:21.416 It caused him to wake up that morning.
NOTE Confidence: 0.94023301875
00:13:21.420 --> 00:13:23.058 Research suicide notes.
NOTE Confidence: 0.94023301875
00:13:23.058 --> 00:13:26.334 Write a note of his own.
NOTE Confidence: 0.94023301875
00:13:26.340 --> 00:13:29.340 Integ his own life. Alone.
NOTE Confidence: 0.668327314
00:13:32.530 --> 00:13:34.604 And ever since that day, I've continually
NOTE Confidence: 0.668327314
00:13:34.604 --> 00:13:36.889 asked myself the same question.
NOTE Confidence: 0.668327314
00:13:36.890 --> 00:13:39.248 If both boys had a disease,
NOTE Confidence: 0.668327314
00:13:39.250 --> 00:13:42.708 why the story is so vastly different?
NOTE Confidence: 0.668327314

00:13:42.710 --> 00:13:45.110 Science tells us that addiction is a disease

NOTE Confidence: 0.668327314

00:13:45.110 --> 00:13:48.470 just like any other its causes or genetic,

NOTE Confidence: 0.668327314

00:13:48.470 --> 00:13:50.670 biological and or environmental.

NOTE Confidence: 0.668327314

00:13:50.670 --> 00:13:54.597 How many most of our society disagrees?

NOTE Confidence: 0.668327314

00:13:54.600 --> 00:13:56.540 They say those with this

NOTE Confidence: 0.668327314

00:13:56.540 --> 00:13:58.480 disease have a character flaw.

NOTE Confidence: 0.668327314

00:13:58.480 --> 00:14:01.160 And they and their families.

NOTE Confidence: 0.668327314

00:14:01.160 --> 00:14:06.072 Or isolated? Judged stigmatized.

NOTE Confidence: 0.668327314

00:14:06.072 --> 00:14:08.528 And silenced.

NOTE Confidence: 0.668327314

00:14:08.530 --> 00:14:10.940 The answer to my question.

NOTE Confidence: 0.668327314

00:14:10.940 --> 00:14:12.640 Mikey was a patient.

NOTE Confidence: 0.668327314

00:14:12.640 --> 00:14:14.765 And Brian was an outcast.

NOTE Confidence: 0.778232388333333

00:14:20.300 --> 00:14:22.190 Two weeks later, after my bride,

NOTE Confidence: 0.778232388333333

00:14:22.190 --> 00:14:25.640 after my son passed away.

NOTE Confidence: 0.778232388333333

00:14:25.640 --> 00:14:27.950 My wife came into our bedroom

NOTE Confidence: 0.778232388333333

00:14:27.950 --> 00:14:30.438 and found me crying on the bed.

NOTE Confidence: 0.778232388333333
00:14:30.440 --> 00:14:32.285 I thanked her for having
NOTE Confidence: 0.778232388333333
00:14:32.285 --> 00:14:34.130 frame the serenity prayer and
NOTE Confidence: 0.778232388333333
00:14:34.205 --> 00:14:36.185 placing it on my night stand.
NOTE Confidence: 0.778232388333333
00:14:36.190 --> 00:14:38.024 And I told her that the only
NOTE Confidence: 0.778232388333333
00:14:38.024 --> 00:14:39.918 thing that was keeping me alive.
NOTE Confidence: 0.778232388333333
00:14:39.920 --> 00:14:42.130 Was reading that first sentence
NOTE Confidence: 0.778232388333333
00:14:42.130 --> 00:14:43.898 over and over again.
NOTE Confidence: 0.778232388333333
00:14:43.900 --> 00:14:47.080 God grant me the serenity to
NOTE Confidence: 0.778232388333333
00:14:47.080 --> 00:14:50.780 accept what I just can't change.
NOTE Confidence: 0.778232388333333
00:14:50.780 --> 00:14:52.748 Brian would not be coming home.
NOTE Confidence: 0.918158438333333
00:14:55.660 --> 00:14:59.008 However, as the weeks went on.
NOTE Confidence: 0.918158438333333
00:14:59.010 --> 00:15:01.386 I began to read and think
NOTE Confidence: 0.918158438333333
00:15:01.386 --> 00:15:02.970 about that second sentence.
NOTE Confidence: 0.918158438333333
00:15:02.970 --> 00:15:04.506 The courage to be able to
NOTE Confidence: 0.918158438333333
00:15:04.506 --> 00:15:05.960 change the things that we can.
NOTE Confidence: 0.836059861666667

00:15:09.740 --> 00:15:13.028 The wisdom to know the difference.
NOTE Confidence: 0.836059861666667

00:15:13.030 --> 00:15:14.594 And as I did so, I began
NOTE Confidence: 0.836059861666667

00:15:14.594 --> 00:15:16.104 to focus on 2 questions.
NOTE Confidence: 0.891789923333333

00:15:18.120 --> 00:15:20.130 What could I have done
NOTE Confidence: 0.891789923333333

00:15:20.130 --> 00:15:21.738 differently as a father?
NOTE Confidence: 0.891789923333333

00:15:21.740 --> 00:15:23.420 And what could be done to spare
NOTE Confidence: 0.891789923333333

00:15:23.420 --> 00:15:24.770 other families of the tragedy
NOTE Confidence: 0.891789923333333

00:15:24.770 --> 00:15:26.205 that our family had suffered?
NOTE Confidence: 0.889758451666667

00:15:28.830 --> 00:15:31.626 And with Brian in my heart.
NOTE Confidence: 0.889758451666667

00:15:31.630 --> 00:15:33.506 It took time away from my business
NOTE Confidence: 0.889758451666667

00:15:33.506 --> 00:15:35.602 and I traveled the country for three
NOTE Confidence: 0.889758451666667

00:15:35.602 --> 00:15:38.616 months in search of answers to those
NOTE Confidence: 0.889758451666667

00:15:38.616 --> 00:15:42.260 two questions. And as I did so.
NOTE Confidence: 0.889758451666667

00:15:42.260 --> 00:15:44.808 I learned so much that I hadn't
NOTE Confidence: 0.889758451666667

00:15:44.808 --> 00:15:46.710 learned when Brian was alive.
NOTE Confidence: 0.889758451666667

00:15:46.710 --> 00:15:49.069 I learned how pervasive this disease was.

NOTE Confidence: 0.83357902

00:15:51.110 --> 00:15:54.488 Over 20 million Americans with a

NOTE Confidence: 0.83357902

00:15:54.488 --> 00:15:56.894 substance use disorder. Third large,

NOTE Confidence: 0.83357902

00:15:56.894 --> 00:15:59.036 which is 1/4 of American families.

NOTE Confidence: 0.83357902

00:15:59.040 --> 00:16:01.350 Excuse me, one quarter of American

NOTE Confidence: 0.83357902

00:16:01.350 --> 00:16:02.350 families, mother, father,

NOTE Confidence: 0.83357902

00:16:02.350 --> 00:16:04.485 son or daughter were more than one.

NOTE Confidence: 0.893765010588235

00:16:06.650 --> 00:16:08.444 I also learned it's a third

NOTE Confidence: 0.893765010588235

00:16:08.444 --> 00:16:10.388 largest cause of death in this

NOTE Confidence: 0.893765010588235

00:16:10.388 --> 00:16:12.098 country behind heart and cancer.

NOTE Confidence: 0.893765010588235

00:16:12.100 --> 00:16:15.914 Third largest. And it was growing

NOTE Confidence: 0.893765010588235

00:16:15.914 --> 00:16:18.120 every year and no one seemed to care.

NOTE Confidence: 0.921724681111111

00:16:20.670 --> 00:16:23.105 I also learned that it's

NOTE Confidence: 0.921724681111111

00:16:23.105 --> 00:16:25.053 mostly about our children.

NOTE Confidence: 0.921724681111111

00:16:25.060 --> 00:16:28.840 Eight out of 10 of those addicted.

NOTE Confidence: 0.921724681111111

00:16:28.840 --> 00:16:30.954 Weird **** have been become addicted before.

NOTE Confidence: 0.921724681111111

00:16:30.960 --> 00:16:32.845 They're eight had become addicted
NOTE Confidence: 0.9217246811111111

00:16:32.845 --> 00:16:34.353 before their 18th birthday.
NOTE Confidence: 0.9217246811111111

00:16:34.360 --> 00:16:38.488 Not 100% but 80%.
NOTE Confidence: 0.9217246811111111

00:16:38.490 --> 00:16:39.670 Because their brains are
NOTE Confidence: 0.9217246811111111

00:16:39.670 --> 00:16:41.145 not fully developed and not,
NOTE Confidence: 0.9217246811111111

00:16:41.150 --> 00:16:44.090 and those teenagers don't have the
NOTE Confidence: 0.9217246811111111

00:16:44.090 --> 00:16:46.755 ability to protect themselves and we as
NOTE Confidence: 0.9217246811111111

00:16:46.755 --> 00:16:48.400 a society are just letting it happen.
NOTE Confidence: 0.9240074944444445

00:16:51.210 --> 00:16:55.368 But the next thing I learned was the worst.
NOTE Confidence: 0.9240074944444445

00:16:55.370 --> 00:16:58.540 I wrote on a piece of paper the word tragic.
NOTE Confidence: 0.9240074944444445

00:16:58.540 --> 00:17:00.745 When I wrote that word, I remember it
NOTE Confidence: 0.9240074944444445

00:17:00.745 --> 00:17:03.480 like it was just like a minute ago.
NOTE Confidence: 0.9240074944444445

00:17:03.480 --> 00:17:05.700 It was like my son had
NOTE Confidence: 0.9240074944444445

00:17:05.700 --> 00:17:07.820 just died all over again.
NOTE Confidence: 0.9240074944444445

00:17:07.820 --> 00:17:10.921 I learned that our federal government had
NOTE Confidence: 0.9240074944444445

00:17:10.921 --> 00:17:14.393 provided grants of 10s of billions of dollars

NOTE Confidence: 0.924007494444445

00:17:14.393 --> 00:17:17.279 to researchers all all across the globe.

NOTE Confidence: 0.924007494444445

00:17:17.280 --> 00:17:19.555 And those researchers had successfully

NOTE Confidence: 0.924007494444445

00:17:19.555 --> 00:17:21.862 used that funding and created

NOTE Confidence: 0.924007494444445

00:17:21.862 --> 00:17:24.217 this wonderful body of knowledge.

NOTE Confidence: 0.924007494444445

00:17:24.220 --> 00:17:27.040 Knowledge it had proven without any

NOTE Confidence: 0.924007494444445

00:17:27.040 --> 00:17:29.540 doubt to randomly control trials.

NOTE Confidence: 0.924007494444445

00:17:29.540 --> 00:17:31.100 Be able to significantly prevent

NOTE Confidence: 0.924007494444445

00:17:31.100 --> 00:17:33.465 many of our loved ones from ever

NOTE Confidence: 0.924007494444445

00:17:33.465 --> 00:17:35.330 developing the disease of addiction.

NOTE Confidence: 0.873204927142857

00:17:37.750 --> 00:17:41.286 And also knowledge I had proven without any

NOTE Confidence: 0.873204927142857

00:17:41.286 --> 00:17:44.788 doubt also the randomly controlled trials.

NOTE Confidence: 0.873204927142857

00:17:44.790 --> 00:17:46.880 To be able to significantly

NOTE Confidence: 0.873204927142857

00:17:46.880 --> 00:17:48.970 improve outcomes for those who

NOTE Confidence: 0.873204927142857

00:17:49.043 --> 00:17:50.987 had developed this disease.

NOTE Confidence: 0.873204927142857

00:17:50.990 --> 00:17:53.060 Get all this information was sitting

NOTE Confidence: 0.873204927142857

00:17:53.060 --> 00:17:55.010 in peer reviewed medical journals.
NOTE Confidence: 0.873204927142857

00:17:55.010 --> 00:17:57.290 All the researchers knew it.
NOTE Confidence: 0.873204927142857

00:17:57.290 --> 00:18:01.418 And hardly any of it is being implemented.
NOTE Confidence: 0.873204927142857

00:18:01.420 --> 00:18:02.660 I read and learn about,
NOTE Confidence: 0.873204927142857

00:18:02.660 --> 00:18:04.608 learned about information that
NOTE Confidence: 0.873204927142857

00:18:04.608 --> 00:18:07.530 could have saved my son's life.
NOTE Confidence: 0.873204927142857

00:18:07.530 --> 00:18:09.386 And literally hundreds of
NOTE Confidence: 0.873204927142857

00:18:09.386 --> 00:18:10.778 thousands of others.
NOTE Confidence: 0.873204927142857

00:18:10.780 --> 00:18:13.100 It had if it had only been implemented.
NOTE Confidence: 0.873204927142857

00:18:13.100 --> 00:18:14.228 If I had known about it.
NOTE Confidence: 0.906575674

00:18:16.630 --> 00:18:18.330 Implemented in our healthcare system,
NOTE Confidence: 0.906575674

00:18:18.330 --> 00:18:21.760 our communities and our families.
NOTE Confidence: 0.906575674

00:18:21.760 --> 00:18:23.517 And in a businessman from a businessman,
NOTE Confidence: 0.906575674

00:18:23.520 --> 00:18:25.529 I looked at it in two ways.
NOTE Confidence: 0.906575674

00:18:25.530 --> 00:18:27.749 Work from a career in business one?
NOTE Confidence: 0.906575674

00:18:27.750 --> 00:18:30.318 How could this be?

NOTE Confidence: 0.906575674
00:18:30.320 --> 00:18:32.760 How could all this information
NOTE Confidence: 0.906575674
00:18:32.760 --> 00:18:35.200 sitting there not being used?
NOTE Confidence: 0.906575674
00:18:35.200 --> 00:18:39.100 But I also saw an opportunity.
NOTE Confidence: 0.906575674
00:18:39.100 --> 00:18:41.325 An opportunity to get this
NOTE Confidence: 0.906575674
00:18:41.325 --> 00:18:44.739 information out there and save lives.
NOTE Confidence: 0.906575674
00:18:44.739 --> 00:18:47.183 Information existed today that
NOTE Confidence: 0.906575674
00:18:47.183 --> 00:18:48.998 could start saving lives tomorrow.
NOTE Confidence: 0.906575674
00:18:49.000 --> 00:18:52.808 In all we needed to do was get
NOTE Confidence: 0.906575674
00:18:52.808 --> 00:18:55.719 it implemented. And from this.
NOTE Confidence: 0.906575674
00:18:55.720 --> 00:18:59.500 Of vision began to emerge.
NOTE Confidence: 0.906575674
00:18:59.500 --> 00:19:01.678 That our society would look this
NOTE Confidence: 0.906575674
00:19:01.678 --> 00:19:03.460 disease straight in the eye,
NOTE Confidence: 0.906575674
00:19:03.460 --> 00:19:06.414 prevent it and treat it with
NOTE Confidence: 0.906575674
00:19:06.414 --> 00:19:08.870 programs based on science.
NOTE Confidence: 0.906575674
00:19:08.870 --> 00:19:10.750 Without any shame, judgment,
NOTE Confidence: 0.906575674

00:19:10.750 --> 00:19:11.690 or stigma.
NOTE Confidence: 0.791711475

00:19:14.860 --> 00:19:17.528 And seeing this vision.
NOTE Confidence: 0.791711475

00:19:17.530 --> 00:19:19.434 I soon left my business and have
NOTE Confidence: 0.791711475

00:19:19.434 --> 00:19:20.947 dedicated the rest of my life
NOTE Confidence: 0.791711475

00:19:20.947 --> 00:19:23.162 to this cause and from this our
NOTE Confidence: 0.791711475

00:19:23.162 --> 00:19:24.734 organization shatterproof was born.
NOTE Confidence: 0.80389722

00:19:29.360 --> 00:19:34.118 As I speak to you now. I miss
NOTE Confidence: 0.80389722

00:19:34.118 --> 00:19:36.650 my son horribly. All the time.
NOTE Confidence: 0.933303266666667

00:19:39.540 --> 00:19:42.668 And I now know that if I had
NOTE Confidence: 0.933303266666667

00:19:42.668 --> 00:19:44.639 better understood this disease.
NOTE Confidence: 0.933303266666667

00:19:44.640 --> 00:19:48.455 He might have died, nor had uttered
NOTE Confidence: 0.933303266666667

00:19:48.455 --> 00:19:50.860 more potentially many others.
NOTE Confidence: 0.933303266666667

00:19:50.860 --> 00:19:53.926 But even worse, far worse for me.
NOTE Confidence: 0.911803184285714

00:19:56.810 --> 00:19:59.858 Is now better understanding shame and
NOTE Confidence: 0.911803184285714

00:19:59.858 --> 00:20:03.177 stigma than I did when he was alive.
NOTE Confidence: 0.911803184285714

00:20:03.180 --> 00:20:06.438 And thinking about what he felt.

NOTE Confidence: 0.911803184285714
00:20:06.440 --> 00:20:10.059 The last eight years of his life.
NOTE Confidence: 0.911803184285714
00:20:10.060 --> 00:20:11.228 It kills me greatly.
NOTE Confidence: 0.92704743
00:20:15.320 --> 00:20:20.740 However. In many respects many respects.
NOTE Confidence: 0.92704743
00:20:20.740 --> 00:20:23.740 I feel wonderfully blessed.
NOTE Confidence: 0.92704743
00:20:23.740 --> 00:20:26.302 I've had the opportunity meet so many
NOTE Confidence: 0.92704743
00:20:26.302 --> 00:20:28.669 wonderful people all across our country.
NOTE Confidence: 0.92704743
00:20:28.670 --> 00:20:30.460 Hundreds of thousands have now
NOTE Confidence: 0.92704743
00:20:30.460 --> 00:20:33.100 joined with us, dozens of states,
NOTE Confidence: 0.92704743
00:20:33.100 --> 00:20:34.660 hundreds of companies,
NOTE Confidence: 0.92704743
00:20:34.660 --> 00:20:35.902 and together together.
NOTE Confidence: 0.92704743
00:20:35.902 --> 00:20:38.800 We are making our vision a reality.
NOTE Confidence: 0.933208336666667
00:20:40.830 --> 00:20:44.655 So with that. I'd love to show you
NOTE Confidence: 0.933208336666667
00:20:44.655 --> 00:20:47.370 a short video that brings to life.
NOTE Confidence: 0.933208336666667
00:20:47.370 --> 00:20:49.215 Some of the people that have joined with us.
NOTE Confidence: 0.87109297375
00:21:05.190 --> 00:21:07.520 I think we need to add the sound Emma.
NOTE Confidence: 0.818278452142857

00:21:09.930 --> 00:21:11.136 I apologize about that. Give me
NOTE Confidence: 0.818278452142857

00:21:11.136 --> 00:21:12.699 one second and I will re share it.
NOTE Confidence: 0.92446563

00:21:20.600 --> 00:21:23.150 This is why we do audio tests.
NOTE Confidence: 0.043331444

00:21:25.590 --> 00:21:26.180 Let go.
NOTE Confidence: 0.8901114225

00:21:46.540 --> 00:21:49.025 While we are rightly focusing much of
NOTE Confidence: 0.8901114225

00:21:49.025 --> 00:21:50.756 our nation's energy on coronavirus,
NOTE Confidence: 0.8901114225

00:21:50.756 --> 00:21:52.820 this is not the only health
NOTE Confidence: 0.8901114225

00:21:52.879 --> 00:21:54.219 crisis we are battling.
NOTE Confidence: 0.8901114225

00:21:54.220 --> 00:21:56.060 Unfortunately, across the nation,
NOTE Confidence: 0.8901114225

00:21:56.060 --> 00:21:57.900 drug overdose deaths are
NOTE Confidence: 0.8901114225

00:21:57.900 --> 00:21:59.930 rising among the coronavirus.
NOTE Confidence: 0.8901114225

00:21:59.930 --> 00:22:01.193 Negating much of the
NOTE Confidence: 0.8901114225

00:22:01.193 --> 00:22:02.298 progress that we made over
NOTE Confidence: 0.836774263333333

00:22:02.310 --> 00:22:03.099 the last several
NOTE Confidence: 0.35132095

00:22:17.570 --> 00:22:19.930 Dear Brian, dear Greg, Michael honey,
NOTE Confidence: 0.907549393333333

00:22:19.930 --> 00:22:22.138 from the moment you were born.

NOTE Confidence: 0.9075493933333333
00:22:22.140 --> 00:22:23.720 You were the sweetest kid.
NOTE Confidence: 0.9075493933333333
00:22:23.720 --> 00:22:26.016 You brought us such joy and happiness.
NOTE Confidence: 0.9075493933333333
00:22:26.020 --> 00:22:28.216 Thank you for those 29 years.
NOTE Confidence: 0.8496947893333333
00:22:36.280 --> 00:22:38.464 We have a vision, but our society will
NOTE Confidence: 0.8496947893333333
00:22:38.464 --> 00:22:40.657 look this disease straight in the eye,
NOTE Confidence: 0.8496947893333333
00:22:40.660 --> 00:22:42.870 prevent it and treat it with
NOTE Confidence: 0.822505055
00:22:42.880 --> 00:22:46.216 love and empathy. And with protocols
NOTE Confidence: 0.9484674133333333
00:22:46.230 --> 00:22:47.289 based on science.
NOTE Confidence: 0.8439928366666667
00:23:11.740 --> 00:23:13.366 We are coming together to increase
NOTE Confidence: 0.8439928366666667
00:23:13.366 --> 00:23:15.179 awareness and funding for the prevention,
NOTE Confidence: 0.8439928366666667
00:23:15.180 --> 00:23:17.220 treatment and recovery of this disease.
NOTE Confidence: 0.8439928366666667
00:23:17.220 --> 00:23:18.813 I'm repelling from my son, Paul.
NOTE Confidence: 0.8439928366666667
00:23:18.813 --> 00:23:20.378 I'm repelling from my dad,
NOTE Confidence: 0.8439928366666667
00:23:20.380 --> 00:23:22.070 I'm repelling from my sister-in-law.
NOTE Confidence: 0.149702758
00:23:24.420 --> 00:23:27.270 Go shatterproof.
NOTE Confidence: 0.149702758

00:23:27.270 --> 00:23:29.370 We are here for friends.
NOTE Confidence: 0.149702758

00:23:29.370 --> 00:23:31.530 We are here for family.
NOTE Confidence: 0.149702758

00:23:31.530 --> 00:23:33.275 We are here for community
NOTE Confidence: 0.149702758

00:23:33.275 --> 00:23:35.959 and we are here to bring the
NOTE Confidence: 0.149702758

00:23:35.959 --> 00:23:38.527 disease of addiction out of the
NOTE Confidence: 0.149702758

00:23:38.527 --> 00:23:40.660 darkness and into the light.
NOTE Confidence: 0.909396014

00:23:57.810 --> 00:24:00.484 My older son Brian struggled with addiction
NOTE Confidence: 0.909396014

00:24:00.484 --> 00:24:03.515 for eight years and during that time he
NOTE Confidence: 0.909396014

00:24:03.515 --> 00:24:06.120 went to 8 different treatment programs.
NOTE Confidence: 0.909396014

00:24:06.120 --> 00:24:09.319 Each one was different after Brian's death.
NOTE Confidence: 0.909396014

00:24:09.320 --> 00:24:12.560 I was haunted. What could be done to
NOTE Confidence: 0.909396014

00:24:12.560 --> 00:24:14.300 spare other families from this tragedy?
NOTE Confidence: 0.909396014

00:24:14.300 --> 00:24:16.020 Shatterproof is currently developing
NOTE Confidence: 0.909396014

00:24:16.020 --> 00:24:18.600 public databases and multiple states that,
NOTE Confidence: 0.909396014

00:24:18.600 --> 00:24:20.525 if successful, will allow the
NOTE Confidence: 0.909396014

00:24:20.525 --> 00:24:22.490 public to identify, evaluate,

NOTE Confidence: 0.909396014

00:24:22.490 --> 00:24:26.020 and compare substance use treatment programs.

NOTE Confidence: 0.909396014

00:24:26.020 --> 00:24:28.400 I would like to extend my appreciation

NOTE Confidence: 0.909396014

00:24:28.400 --> 00:24:30.078 to President Bill Clinton,

NOTE Confidence: 0.909396014

00:24:30.080 --> 00:24:31.616 Chelsea Clinton and their

NOTE Confidence: 0.909396014

00:24:31.616 --> 00:24:32.768 Health matters initiative.

NOTE Confidence: 0.909396014

00:24:32.770 --> 00:24:35.297 I'm very grateful to be here today

NOTE Confidence: 0.909396014

00:24:35.300 --> 00:24:38.849 at a critical time to talk about

NOTE Confidence: 0.909396014

00:24:38.849 --> 00:24:41.267 why we must tackle this issue.

NOTE Confidence: 0.909396014

00:24:41.270 --> 00:24:42.745 In what Congress must do

NOTE Confidence: 0.909396014

00:24:42.745 --> 00:24:43.925 to tackle this issue,

NOTE Confidence: 0.909396014

00:24:43.930 --> 00:24:45.460 we need to start treating people

NOTE Confidence: 0.909396014

00:24:45.460 --> 00:24:47.034 in this country, not jailing them.

NOTE Confidence: 0.909396014

00:24:47.034 --> 00:24:48.642 We need to give them the

NOTE Confidence: 0.909396014

00:24:48.642 --> 00:24:50.150 tools they need to recover,

NOTE Confidence: 0.909396014

00:24:50.150 --> 00:24:52.590 because every life is precious.

NOTE Confidence: 0.909396014

00:24:52.590 --> 00:24:54.522 Every life is an individual gift
NOTE Confidence: 0.909396014

00:24:54.522 --> 00:24:57.620 from God and we have to stop
NOTE Confidence: 0.909396014

00:24:57.620 --> 00:24:58.846 judging and start getting them
NOTE Confidence: 0.909396014

00:24:58.846 --> 00:25:00.250 the tools they need to get better.
NOTE Confidence: 0.909396014

00:25:00.250 --> 00:25:02.815 I don't think about this issue as a public
NOTE Confidence: 0.909396014

00:25:02.815 --> 00:25:04.609 official or as a health care guide.
NOTE Confidence: 0.909396014

00:25:04.610 --> 00:25:06.486 I think about it as a father.
NOTE Confidence: 0.909396014

00:25:06.490 --> 00:25:08.015 I've talked to people who've
NOTE Confidence: 0.909396014

00:25:08.015 --> 00:25:09.910 been in the middle of this.
NOTE Confidence: 0.909396014

00:25:09.910 --> 00:25:11.630 They're among the grittiest and
NOTE Confidence: 0.909396014

00:25:11.630 --> 00:25:13.350 gutsiest people I've ever met,
NOTE Confidence: 0.909396014

00:25:13.350 --> 00:25:15.500 and they deserve our respect
NOTE Confidence: 0.909396014

00:25:15.500 --> 00:25:17.957 and our love and our support.
NOTE Confidence: 0.909396014

00:25:17.957 --> 00:25:19.902 Let's create that world that
NOTE Confidence: 0.909396014

00:25:19.902 --> 00:25:21.020 Brian didn't see.
NOTE Confidence: 0.909396014

00:25:21.020 --> 00:25:22.994 Let's create that world for the next

NOTE Confidence: 0.909396014

00:25:22.994 --> 00:25:25.074 young man that comes along the next

NOTE Confidence: 0.909396014

00:25:25.074 --> 00:25:27.559 young woman that comes along the next family.

NOTE Confidence: 0.909396014

00:25:27.560 --> 00:25:29.870 Let's drag addiction out of

NOTE Confidence: 0.909396014

00:25:29.870 --> 00:25:33.038 the shadows into our hearts.

NOTE Confidence: 0.909396014

00:25:33.040 --> 00:25:35.650 I can't imagine a more perfect

NOTE Confidence: 0.909396014

00:25:35.650 --> 00:25:36.955 expression of humanity.

NOTE Confidence: 0.909396014

00:25:36.960 --> 00:25:37.410 Thank you.

NOTE Confidence: 0.9002730025

00:26:07.290 --> 00:26:09.909 So am I. You can move right on to

NOTE Confidence: 0.9002730025

00:26:09.909 --> 00:26:13.098 the next slide. That would be great.

NOTE Confidence: 0.9002730025

00:26:13.100 --> 00:26:17.086 Perfect thank you. So thank you everyone.

NOTE Confidence: 0.9002730025

00:26:17.086 --> 00:26:19.971 I mean I just I just feel so blessed

NOTE Confidence: 0.9002730025

00:26:19.971 --> 00:26:22.667 to be side by side with so many

NOTE Confidence: 0.9002730025

00:26:22.667 --> 00:26:25.487 wonderful people all across our country.

NOTE Confidence: 0.9002730025

00:26:25.490 --> 00:26:28.500 Thank you. As you can see here,

NOTE Confidence: 0.9002730025

00:26:28.500 --> 00:26:30.455 our work falls into three

NOTE Confidence: 0.9002730025

00:26:30.455 --> 00:26:32.720 areas that we have focused on.
NOTE Confidence: 0.9002730025

00:26:32.720 --> 00:26:33.960 Number one is transforming
NOTE Confidence: 0.9002730025

00:26:33.960 --> 00:26:34.890 the treatment system.
NOTE Confidence: 0.9002730025

00:26:34.890 --> 00:26:38.736 United States #2 is educating our
NOTE Confidence: 0.9002730025

00:26:38.736 --> 00:26:43.370 families and #3 ending addiction stigma.
NOTE Confidence: 0.9002730025

00:26:43.370 --> 00:26:46.042 And I'm really proud to say that our
NOTE Confidence: 0.9002730025

00:26:46.042 --> 00:26:48.916 work is not only saving lives today.
NOTE Confidence: 0.9002730025

00:26:48.920 --> 00:26:50.880 But we're changing the system.
NOTE Confidence: 0.9002730025

00:26:50.880 --> 00:26:53.070 We're changing the way that addiction
NOTE Confidence: 0.9002730025

00:26:53.070 --> 00:26:55.090 will be prevented and treated.
NOTE Confidence: 0.9002730025

00:26:55.090 --> 00:26:56.370 For generations.
NOTE Confidence: 0.9002730025

00:26:56.370 --> 00:27:00.828 For our children, our great grandchildren.
NOTE Confidence: 0.9002730025

00:27:00.830 --> 00:27:03.818 Our great, great grandchildren.
NOTE Confidence: 0.9002730025

00:27:03.820 --> 00:27:05.688 So as I mentioned,
NOTE Confidence: 0.9002730025

00:27:05.688 --> 00:27:08.023 three areas related to transforming
NOTE Confidence: 0.9002730025

00:27:08.023 --> 00:27:09.300 addiction treatment.

NOTE Confidence: 0.9002730025

00:27:09.300 --> 00:27:10.880 We are doing several things.

NOTE Confidence: 0.9002730025

00:27:10.880 --> 00:27:13.490 We are working with states to

NOTE Confidence: 0.9002730025

00:27:13.490 --> 00:27:16.243 adopt A payment model that has

NOTE Confidence: 0.9002730025

00:27:16.243 --> 00:27:18.997 proven to improve outcomes by 50%.

NOTE Confidence: 0.9002730025

00:27:19.000 --> 00:27:21.261 We are also working with the United

NOTE Confidence: 0.9002730025

00:27:21.261 --> 00:27:23.503 States Senators and Rep and House

NOTE Confidence: 0.9002730025

00:27:23.503 --> 00:27:25.123 representatives for national standard

NOTE Confidence: 0.9002730025

00:27:25.123 --> 00:27:27.180 for the education of healthcare

NOTE Confidence: 0.9002730025

00:27:27.180 --> 00:27:28.860 provision professionals and the

NOTE Confidence: 0.9002730025

00:27:28.860 --> 00:27:31.180 prevention and treatment of addiction.

NOTE Confidence: 0.9002730025

00:27:31.180 --> 00:27:34.240 If signed into law.

NOTE Confidence: 0.9002730025

00:27:34.240 --> 00:27:36.160 This will bring addiction treatment

NOTE Confidence: 0.9002730025

00:27:36.160 --> 00:27:40.060 into our health care system finally.

NOTE Confidence: 0.9002730025

00:27:40.060 --> 00:27:42.580 We have also developed our nation's

NOTE Confidence: 0.9002730025

00:27:42.580 --> 00:27:45.223 first ever. National quality system.

NOTE Confidence: 0.9002730025

00:27:45.223 --> 00:27:47.026 National quality measurement
NOTE Confidence: 0.9002730025

00:27:47.026 --> 00:27:49.430 system for addiction treatment.
NOTE Confidence: 0.9002730025

00:27:49.430 --> 00:27:51.674 In this next short video will
NOTE Confidence: 0.9002730025

00:27:51.674 --> 00:27:54.112 provide you an overview of our
NOTE Confidence: 0.9002730025

00:27:54.112 --> 00:27:55.996 quality measurement system Atlas.
NOTE Confidence: 0.953507417

00:28:01.310 --> 00:28:03.620 Addiction is a treatable chronic
NOTE Confidence: 0.953507417

00:28:03.620 --> 00:28:05.930 disease like diabetes or asthma
NOTE Confidence: 0.953507417

00:28:05.930 --> 00:28:07.960 and similar to other diseases.
NOTE Confidence: 0.953507417

00:28:07.960 --> 00:28:09.680 Personalized addiction treatment based
NOTE Confidence: 0.953507417

00:28:09.680 --> 00:28:12.764 on science is shown to help people
NOTE Confidence: 0.953507417

00:28:12.764 --> 00:28:15.386 manage their disease and enter recovery,
NOTE Confidence: 0.953507417

00:28:15.390 --> 00:28:17.726 but you may not know what type of
NOTE Confidence: 0.953507417

00:28:17.726 --> 00:28:19.924 treatment you need and searching for
NOTE Confidence: 0.953507417

00:28:19.924 --> 00:28:21.859 quality care can be overwhelming.
NOTE Confidence: 0.953507417

00:28:21.860 --> 00:28:24.200 When faced with misleading advertisements
NOTE Confidence: 0.953507417

00:28:24.200 --> 00:28:26.072 and other confusing information,

NOTE Confidence: 0.953507417

00:28:26.080 --> 00:28:28.369 it's hard to know who to trust

NOTE Confidence: 0.953507417

00:28:28.369 --> 00:28:30.160 and what treatment works best.

NOTE Confidence: 0.953507417

00:28:30.160 --> 00:28:32.440 The national nonprofit Shatterproof has

NOTE Confidence: 0.953507417

00:28:32.440 --> 00:28:35.601 created Atlas to help you navigate to

NOTE Confidence: 0.953507417

00:28:35.601 --> 00:28:38.436 the care that meets your specific needs.

NOTE Confidence: 0.953507417

00:28:38.440 --> 00:28:41.330 Database and transparency is the

NOTE Confidence: 0.953507417

00:28:41.330 --> 00:28:44.220 type of information that American

NOTE Confidence: 0.953507417

00:28:44.310 --> 00:28:46.498 families deserve to have,

NOTE Confidence: 0.953507417

00:28:46.500 --> 00:28:48.060 and they deserve to have it.

NOTE Confidence: 0.953507417

00:28:48.060 --> 00:28:48.450 Now.

NOTE Confidence: 0.953507417

00:28:48.450 --> 00:28:50.400 When you're ready to search,

NOTE Confidence: 0.953507417

00:28:50.400 --> 00:28:53.000 you can use Atlas to sort through addiction

NOTE Confidence: 0.953507417

00:28:53.000 --> 00:28:55.157 treatment by factors important to you,

NOTE Confidence: 0.953507417

00:28:55.160 --> 00:28:57.960 like location, services and insurance,

NOTE Confidence: 0.953507417

00:28:57.960 --> 00:29:00.450 and payment options.

NOTE Confidence: 0.953507417

00:29:00.450 --> 00:29:02.125 Experts agree that certain practices
NOTE Confidence: 0.953507417

00:29:02.125 --> 00:29:04.370 should be used when treating addiction.
NOTE Confidence: 0.953507417

00:29:04.370 --> 00:29:07.030 Atlas displays information on whether
NOTE Confidence: 0.953507417

00:29:07.030 --> 00:29:09.690 facilities offer these best practices.
NOTE Confidence: 0.953507417

00:29:09.690 --> 00:29:12.091 We also make it easy for patients
NOTE Confidence: 0.953507417

00:29:12.091 --> 00:29:14.061 to leave feedback on their
NOTE Confidence: 0.953507417

00:29:14.061 --> 00:29:15.809 experiences at the facilities.
NOTE Confidence: 0.953507417

00:29:15.810 --> 00:29:17.782 And display this information
NOTE Confidence: 0.953507417

00:29:17.782 --> 00:29:20.247 to support your care decision.
NOTE Confidence: 0.953507417

00:29:20.250 --> 00:29:22.270 As you explore options,
NOTE Confidence: 0.953507417

00:29:22.270 --> 00:29:24.795 compare up to three facilities
NOTE Confidence: 0.953507417

00:29:24.795 --> 00:29:26.535 side-by-side to help choose
NOTE Confidence: 0.953507417

00:29:26.535 --> 00:29:28.845 treatment that is best for you.
NOTE Confidence: 0.953507417

00:29:28.850 --> 00:29:29.831 Among many others,
NOTE Confidence: 0.953507417

00:29:29.831 --> 00:29:32.120 I lost three of my friends to
NOTE Confidence: 0.953507417

00:29:32.191 --> 00:29:34.237 overdose all from the same sober

NOTE Confidence: 0.953507417

00:29:34.237 --> 00:29:36.759 living in the San Fernando Valley.

NOTE Confidence: 0.953507417

00:29:36.760 --> 00:29:38.124 And now I think,

NOTE Confidence: 0.953507417

00:29:38.124 --> 00:29:40.655 what if they had some access to

NOTE Confidence: 0.953507417

00:29:40.655 --> 00:29:42.675 something like Atlas in 2014?

NOTE Confidence: 0.953507417

00:29:42.680 --> 00:29:44.220 It's not a new idea.

NOTE Confidence: 0.953507417

00:29:44.220 --> 00:29:46.320 Shatterproof is finally doing it,

NOTE Confidence: 0.953507417

00:29:46.320 --> 00:29:49.000 and they're doing it right.

NOTE Confidence: 0.953507417

00:29:49.000 --> 00:29:51.650 I imagine my departed friends,

NOTE Confidence: 0.953507417

00:29:51.650 --> 00:29:55.058 having had a universal starting point.

NOTE Confidence: 0.953507417

00:29:55.060 --> 00:29:57.004 When they might have used to

NOTE Confidence: 0.953507417

00:29:57.004 --> 00:29:59.340 pinpoint a path to true recovery,

NOTE Confidence: 0.953507417

00:29:59.340 --> 00:30:01.878 and they might still be here.

NOTE Confidence: 0.953507417

00:30:01.880 --> 00:30:03.632 We've got to stop losing people

NOTE Confidence: 0.953507417

00:30:03.632 --> 00:30:05.832 this way and we are going to

NOTE Confidence: 0.953507417

00:30:05.832 --> 00:30:07.960 stop losing people this way.

NOTE Confidence: 0.953507417

00:30:07.960 --> 00:30:11.327 And Atlas is absolutely going to help.

NOTE Confidence: 0.953507417

00:30:11.330 --> 00:30:12.134 At Shatter proof,

NOTE Confidence: 0.953507417

00:30:12.134 --> 00:30:14.689 our goal is to help you find care that

NOTE Confidence: 0.953507417

00:30:14.689 --> 00:30:16.852 best meets your needs and leads to

NOTE Confidence: 0.953507417

00:30:16.852 --> 00:30:18.970 improved health and long term recovery.

NOTE Confidence: 0.953507417

00:30:18.970 --> 00:30:21.136 We are also invested in supporting

NOTE Confidence: 0.953507417

00:30:21.136 --> 00:30:22.990 the addiction treatment system in

NOTE Confidence: 0.953507417

00:30:22.990 --> 00:30:24.750 aligning with these best practices.

NOTE Confidence: 0.953507417

00:30:24.750 --> 00:30:27.240 Ultimately, this will save lives.

NOTE Confidence: 0.823948216

00:30:29.360 --> 00:30:31.360 Atlas is the first resource of

NOTE Confidence: 0.823948216

00:30:31.360 --> 00:30:33.400 its kind to help those seeking

NOTE Confidence: 0.823948216

00:30:33.400 --> 00:30:35.640 additional addiction treatments

NOTE Confidence: 0.893821486666667

00:30:35.720 --> 00:30:37.838 helps them to find high quality

NOTE Confidence: 0.893821486666667

00:30:37.840 --> 00:30:39.880 care and appropriate care.

NOTE Confidence: 0.893821486666667

00:30:39.880 --> 00:30:42.450 It was launched in six states.

NOTE Confidence: 0.893821486666667

00:30:42.450 --> 00:30:43.870 I'm happy to say West Virginia

NOTE Confidence: 0.893821486666667
00:30:43.870 --> 00:30:45.560 was one of them, with the hopes
NOTE Confidence: 0.92746131
00:30:45.570 --> 00:30:46.920 expanding it to many more.
NOTE Confidence: 0.923672242666667
00:30:57.630 --> 00:30:59.277 Thank you, Emma. If you could just go to
NOTE Confidence: 0.923672242666667
00:30:59.277 --> 00:31:01.080 the next slide would be great. Thank you.
NOTE Confidence: 0.915953547777778
00:31:03.670 --> 00:31:06.523 So as you heard, we were launched at Atlas,
NOTE Confidence: 0.915953547777778
00:31:06.530 --> 00:31:09.586 launched a year and a half ago in
NOTE Confidence: 0.915953547777778
00:31:09.586 --> 00:31:13.306 July 2021 to 2020 in six states.
NOTE Confidence: 0.915953547777778
00:31:13.310 --> 00:31:17.369 Knows of the states in orange on this slide.
NOTE Confidence: 0.915953547777778
00:31:17.370 --> 00:31:20.618 In this slide, which prepared just weeks ago,
NOTE Confidence: 0.915953547777778
00:31:20.620 --> 00:31:22.568 we were expanding into
NOTE Confidence: 0.915953547777778
00:31:22.568 --> 00:31:24.029 five additional states,
NOTE Confidence: 0.915953547777778
00:31:24.030 --> 00:31:26.270 but I'm thrilled to say just in the
NOTE Confidence: 0.915953547777778
00:31:26.270 --> 00:31:29.610 last weeks we have two additional states.
NOTE Confidence: 0.915953547777778
00:31:29.610 --> 00:31:33.417 So with the 12 choose me the 13 states
NOTE Confidence: 0.915953547777778
00:31:33.417 --> 00:31:36.827 that are now fully funded for 2022.
NOTE Confidence: 0.915953547777778

00:31:36.827 --> 00:31:40.847 Atlas, where we will be available to 38%

NOTE Confidence: 0.915953547777778

00:31:40.847 --> 00:31:43.626 of the families in the United States.

NOTE Confidence: 0.915953547777778

00:31:43.630 --> 00:31:46.080 We're going from 13% this

NOTE Confidence: 0.915953547777778

00:31:46.080 --> 00:31:49.790 year to 38% next year.

NOTE Confidence: 0.915953547777778

00:31:49.790 --> 00:31:51.851 Because of the size of the States and the

NOTE Confidence: 0.915953547777778

00:31:51.851 --> 00:31:53.584 new states are Washington and Connecticut

NOTE Confidence: 0.915953547777778

00:31:53.584 --> 00:31:55.879 and I want to thank Yale for their

NOTE Confidence: 0.915953547777778

00:31:55.879 --> 00:31:59.520 help in bringing Atlas to Connecticut.

NOTE Confidence: 0.915953547777778

00:31:59.520 --> 00:32:01.450 It's just an unbelievable resource

NOTE Confidence: 0.915953547777778

00:32:01.450 --> 00:32:03.706 that has never existed before and

NOTE Confidence: 0.915953547777778

00:32:03.706 --> 00:32:05.988 we're talking to half a dozen other

NOTE Confidence: 0.915953547777778

00:32:05.988 --> 00:32:08.147 states right now to move into to

NOTE Confidence: 0.915953547777778

00:32:08.147 --> 00:32:10.160 bring it to their families as well.

NOTE Confidence: 0.915953547777778

00:32:10.160 --> 00:32:12.818 Next slide, please.

NOTE Confidence: 0.915953547777778

00:32:12.820 --> 00:32:15.184 The second area that I spoke

NOTE Confidence: 0.915953547777778

00:32:15.184 --> 00:32:17.300 about I mentioned three areas.

NOTE Confidence: 0.915953547777778
00:32:17.300 --> 00:32:18.258 Movement system.
NOTE Confidence: 0.915953547777778
00:32:18.258 --> 00:32:21.132 And two is getting the right
NOTE Confidence: 0.915953547777778
00:32:21.132 --> 00:32:22.890 information to families.
NOTE Confidence: 0.915953547777778
00:32:22.890 --> 00:32:24.398 That's based on science.
NOTE Confidence: 0.915953547777778
00:32:24.398 --> 00:32:27.063 The issue today in our society is
NOTE Confidence: 0.915953547777778
00:32:27.063 --> 00:32:29.366 there is so much information out there
NOTE Confidence: 0.915953547777778
00:32:29.366 --> 00:32:32.018 on the Internet about this disease.
NOTE Confidence: 0.915953547777778
00:32:32.020 --> 00:32:33.826 Some of it is based on science
NOTE Confidence: 0.915953547777778
00:32:33.826 --> 00:32:34.850 and some of it.
NOTE Confidence: 0.915953547777778
00:32:34.850 --> 00:32:37.162 A lot of it is not and it's
NOTE Confidence: 0.915953547777778
00:32:37.162 --> 00:32:38.626 a lot of information.
NOTE Confidence: 0.915953547777778
00:32:38.630 --> 00:32:39.850 So as a family member,
NOTE Confidence: 0.915953547777778
00:32:39.850 --> 00:32:42.846 how do you find the right information?
NOTE Confidence: 0.915953547777778
00:32:42.850 --> 00:32:44.290 Well, to solve this,
NOTE Confidence: 0.915953547777778
00:32:44.290 --> 00:32:46.604 we've done two things, number one.
NOTE Confidence: 0.915953547777778

00:32:46.604 --> 00:32:48.789 We have gone through all
NOTE Confidence: 0.915953547777778

00:32:48.789 --> 00:32:50.650 the information out there.
NOTE Confidence: 0.915953547777778

00:32:50.650 --> 00:32:52.806 We spent two years and hundreds of
NOTE Confidence: 0.915953547777778

00:32:52.806 --> 00:32:54.409 thousands of dollars doing this.
NOTE Confidence: 0.915953547777778

00:32:54.410 --> 00:32:58.280 And we condensed into six lessons
NOTE Confidence: 0.915953547777778

00:32:58.280 --> 00:33:00.860 of five minutes each.
NOTE Confidence: 0.915953547777778

00:33:00.860 --> 00:33:02.600 An education program for families.
NOTE Confidence: 0.915953547777778

00:33:02.600 --> 00:33:04.256 30 minutes, six lessons,
NOTE Confidence: 0.915953547777778

00:33:04.256 --> 00:33:05.498 5 minutes each.
NOTE Confidence: 0.915953547777778

00:33:05.500 --> 00:33:07.544 You can see the topics there on
NOTE Confidence: 0.915953547777778

00:33:07.544 --> 00:33:09.748 on the right side of this slide.
NOTE Confidence: 0.915953547777778

00:33:09.750 --> 00:33:12.828 And we're distributing it through employers.
NOTE Confidence: 0.915953547777778

00:33:12.830 --> 00:33:14.559 And you can see some of the
NOTE Confidence: 0.915953547777778

00:33:14.559 --> 00:33:16.025 companies that have joined with us
NOTE Confidence: 0.915953547777778

00:33:16.025 --> 00:33:17.870 to provide it to their employees.
NOTE Confidence: 0.915953547777778

00:33:17.870 --> 00:33:20.327 That list is is we now have 50 partners.

NOTE Confidence: 0.915953547777778
00:33:20.330 --> 00:33:22.266 We can't fit them all on one slide.
NOTE Confidence: 0.915953547777778
00:33:22.270 --> 00:33:24.232 It's actually actually as of last
NOTE Confidence: 0.915953547777778
00:33:24.232 --> 00:33:26.103 week 60 partners that are giving
NOTE Confidence: 0.915953547777778
00:33:26.103 --> 00:33:27.862 it out to their their employees.
NOTE Confidence: 0.915953547777778
00:33:27.862 --> 00:33:29.740 We just I just also added
NOTE Confidence: 0.915953547777778
00:33:29.804 --> 00:33:31.769 states which are also employers.
NOTE Confidence: 0.915953547777778
00:33:31.770 --> 00:33:33.786 The state of Pennsylvania and the state
NOTE Confidence: 0.915953547777778
00:33:33.786 --> 00:33:36.067 of North Dakota for their state employees.
NOTE Confidence: 0.915953547777778
00:33:36.070 --> 00:33:38.765 The City of New York all 5
NOTE Confidence: 0.915953547777778
00:33:38.765 --> 00:33:40.380 boroughs for their employees.
NOTE Confidence: 0.915953547777778
00:33:40.380 --> 00:33:42.430 It's also convertible to Spanish.
NOTE Confidence: 0.915953547777778
00:33:42.430 --> 00:33:43.321 We're reaching over.
NOTE Confidence: 0.915953547777778
00:33:43.321 --> 00:33:44.509 One million families right
NOTE Confidence: 0.915953547777778
00:33:44.509 --> 00:33:46.040 now with this information.
NOTE Confidence: 0.915953547777778
00:33:46.040 --> 00:33:48.140 That's good, but it's not enough.
NOTE Confidence: 0.915953547777778

00:33:48.140 --> 00:33:51.578 It needs to be 10s of millions of families.

NOTE Confidence: 0.915953547777778

00:33:51.580 --> 00:33:54.758 We've also look at the results here

NOTE Confidence: 0.915953547777778

00:33:54.760 --> 00:33:57.357 on pre and post surveys of some

NOTE Confidence: 0.915953547777778

00:33:57.357 --> 00:34:00.654 of the people that have that have

NOTE Confidence: 0.915953547777778

00:34:00.654 --> 00:34:02.754 taken this educational program.

NOTE Confidence: 0.915953547777778

00:34:02.760 --> 00:34:05.256 And again, this is completely anonymous,

NOTE Confidence: 0.915953547777778

00:34:05.260 --> 00:34:07.486 but for those who took a survey

NOTE Confidence: 0.915953547777778

00:34:07.486 --> 00:34:10.137 in the beginning and at the end

NOTE Confidence: 0.915953547777778

00:34:10.137 --> 00:34:11.358 online completely anonymous,

NOTE Confidence: 0.915953547777778

00:34:11.360 --> 00:34:12.940 I now how to help.

NOTE Confidence: 0.915953547777778

00:34:12.940 --> 00:34:13.828 I know know,

NOTE Confidence: 0.915953547777778

00:34:13.828 --> 00:34:15.900 I now know how to help a

NOTE Confidence: 0.950551799090909

00:34:15.989 --> 00:34:17.517 family or excuse me,

NOTE Confidence: 0.950551799090909

00:34:17.517 --> 00:34:19.611 help someone addicted to drugs and

NOTE Confidence: 0.950551799090909

00:34:19.611 --> 00:34:21.943 alcohol pre taking the lessons 39%

NOTE Confidence: 0.950551799090909

00:34:21.943 --> 00:34:26.260 after taking the six lessons 80%.

NOTE Confidence: 0.950551799090909
00:34:26.260 --> 00:34:28.492 I feel confident I could recognize
NOTE Confidence: 0.950551799090909
00:34:28.492 --> 00:34:30.987 the signs of drug or alcohol
NOTE Confidence: 0.950551799090909
00:34:30.987 --> 00:34:35.289 addictions from 53% to 85%.
NOTE Confidence: 0.950551799090909
00:34:35.290 --> 00:34:36.850 This session is about stigma.
NOTE Confidence: 0.950551799090909
00:34:36.850 --> 00:34:38.746 Let's look at the bottom question.
NOTE Confidence: 0.950551799090909
00:34:38.750 --> 00:34:41.686 People who are addicted to drugs and alcohol.
NOTE Confidence: 0.950551799090909
00:34:41.690 --> 00:34:44.210 Are not at fault for their addiction.
NOTE Confidence: 0.950551799090909
00:34:44.210 --> 00:34:47.435 It went from 62% to 82%.
NOTE Confidence: 0.950551799090909
00:34:47.435 --> 00:34:50.825 Look at how well it's working.
NOTE Confidence: 0.950551799090909
00:34:50.830 --> 00:34:52.039 Next slide, please.
NOTE Confidence: 0.910386108695652
00:34:54.230 --> 00:34:56.504 We've also provided a lot of
NOTE Confidence: 0.910386108695652
00:34:56.504 --> 00:34:58.471 this information on our website
NOTE Confidence: 0.910386108695652
00:34:58.471 --> 00:35:00.703 in two sections in the learn
NOTE Confidence: 0.910386108695652
00:35:00.703 --> 00:35:03.210 section in the Find Help section.
NOTE Confidence: 0.910386108695652
00:35:03.210 --> 00:35:05.170 And this is reaching millions
NOTE Confidence: 0.910386108695652

00:35:05.170 --> 00:35:06.346 of families also.
NOTE Confidence: 0.910386108695652

00:35:06.350 --> 00:35:07.538 My next slide please.
NOTE Confidence: 0.910572876666667

00:35:12.110 --> 00:35:13.615 Actually, if we can take off slides
NOTE Confidence: 0.910572876666667

00:35:13.615 --> 00:35:15.180 for now, we'll come back to this.
NOTE Confidence: 0.92158212

00:35:18.740 --> 00:35:21.818 So I mentioned the two of the three areas.
NOTE Confidence: 0.92158212

00:35:21.820 --> 00:35:24.580 Transforming the addiction treatment system.
NOTE Confidence: 0.92158212

00:35:24.580 --> 00:35:28.035 In providing highly curated science
NOTE Confidence: 0.92158212

00:35:28.035 --> 00:35:30.799 based information for families.
NOTE Confidence: 0.92158212

00:35:30.800 --> 00:35:34.980 However. We can do more.
NOTE Confidence: 0.92158212

00:35:34.980 --> 00:35:38.286 And we must must do more.
NOTE Confidence: 0.92158212

00:35:38.290 --> 00:35:41.980 So I'm here today to ask for your help.
NOTE Confidence: 0.92158212

00:35:41.980 --> 00:35:44.398 Your help in what I believe.
NOTE Confidence: 0.92158212

00:35:44.400 --> 00:35:47.100 Is the most important but
NOTE Confidence: 0.92158212

00:35:47.100 --> 00:35:48.720 also difficult obstacle.
NOTE Confidence: 0.92158212

00:35:48.720 --> 00:35:52.920 That we as a society must overcome.
NOTE Confidence: 0.92158212

00:35:52.920 --> 00:35:54.805 It's the way that we

NOTE Confidence: 0.92158212

00:35:54.805 --> 00:35:56.313 think about this disease.

NOTE Confidence: 0.92158212

00:35:56.320 --> 00:35:58.000 The way we speak about it,

NOTE Confidence: 0.92158212

00:35:58.000 --> 00:36:01.787 the stigma would we attach to it?

NOTE Confidence: 0.92158212

00:36:01.790 --> 00:36:02.960 If you think about it,

NOTE Confidence: 0.92158212

00:36:02.960 --> 00:36:06.372 we don't ask people to line up in

NOTE Confidence: 0.92158212

00:36:06.372 --> 00:36:09.684 public shaming rituals who have cancer.

NOTE Confidence: 0.92158212

00:36:09.690 --> 00:36:11.979 On the sidewalk to get their chemotherapy.

NOTE Confidence: 0.94134771

00:36:14.110 --> 00:36:16.840 We don't tell someone who's a diabetic.

NOTE Confidence: 0.94134771

00:36:16.840 --> 00:36:18.576 That the very medication

NOTE Confidence: 0.94134771

00:36:18.576 --> 00:36:20.746 that can save your life.

NOTE Confidence: 0.94134771

00:36:20.750 --> 00:36:23.396 Can't be carried in on an ambulance.

NOTE Confidence: 0.94134771

00:36:23.400 --> 00:36:24.968 Or in an ambulance.

NOTE Confidence: 0.94134771

00:36:24.968 --> 00:36:28.000 We don't tell someone with heart disease.

NOTE Confidence: 0.94134771

00:36:28.000 --> 00:36:29.368 Who has not followed

NOTE Confidence: 0.94134771

00:36:29.368 --> 00:36:30.394 their treatment protocol?

NOTE Confidence: 0.94134771

00:36:30.400 --> 00:36:33.794 You must go to jail. Yeah, we do.
NOTE Confidence: 0.94134771

00:36:33.794 --> 00:36:36.090 All three of these things with those
NOTE Confidence: 0.94134771

00:36:36.160 --> 00:36:38.170 with the disease of addiction.
NOTE Confidence: 0.94134771

00:36:38.170 --> 00:36:40.920 Stigma extinguishes the very hope.
NOTE Confidence: 0.94134771

00:36:40.920 --> 00:36:43.840 And self respect that someone
NOTE Confidence: 0.94134771

00:36:43.840 --> 00:36:46.760 battling and a difficult disease.
NOTE Confidence: 0.94134771

00:36:46.760 --> 00:36:48.812 So rightly needs.
NOTE Confidence: 0.94134771

00:36:48.812 --> 00:36:50.180 And deserves.
NOTE Confidence: 0.931931121764706

00:36:52.730 --> 00:36:55.590 So I'd like to ask that each of you take
NOTE Confidence: 0.931931121764706

00:36:55.671 --> 00:36:58.672 a moment right now and think about how
NOTE Confidence: 0.931931121764706

00:36:58.672 --> 00:37:02.044 stigma might be affecting your thinking.
NOTE Confidence: 0.931931121764706

00:37:02.050 --> 00:37:04.934 Are there some of you were listening
NOTE Confidence: 0.931931121764706

00:37:04.934 --> 00:37:07.240 right now? Who have someone in
NOTE Confidence: 0.931931121764706

00:37:07.240 --> 00:37:09.460 your family is who is addicted.
NOTE Confidence: 0.931931121764706

00:37:09.460 --> 00:37:11.228 And because of stigma.
NOTE Confidence: 0.931931121764706

00:37:11.228 --> 00:37:13.880 Are you ashamed to tell others?

NOTE Confidence: 0.931931121764706
00:37:13.880 --> 00:37:15.868 The way I was.
NOTE Confidence: 0.931931121764706
00:37:15.870 --> 00:37:17.900 If so, how do you think that
NOTE Confidence: 0.931931121764706
00:37:17.900 --> 00:37:19.589 makes your family member feel?
NOTE Confidence: 0.93672382
00:37:22.020 --> 00:37:24.526 Are there some of you who this
NOTE Confidence: 0.93672382
00:37:24.526 --> 00:37:26.637 disease has not touched your
NOTE Confidence: 0.93672382
00:37:26.637 --> 00:37:29.027 family yet or hopefully never?
NOTE Confidence: 0.93672382
00:37:29.030 --> 00:37:31.599 And the stigma cause you to think.
NOTE Confidence: 0.93672382
00:37:31.600 --> 00:37:32.904 This could never happen
NOTE Confidence: 0.93672382
00:37:32.904 --> 00:37:34.534 to someone in my family.
NOTE Confidence: 0.93672382
00:37:34.540 --> 00:37:37.120 I'm too good a parent.
NOTE Confidence: 0.93672382
00:37:37.120 --> 00:37:39.640 In the same way that substances
NOTE Confidence: 0.93672382
00:37:39.640 --> 00:37:41.632 distort a drug user's thinking.
NOTE Confidence: 0.93672382
00:37:41.632 --> 00:37:43.597 Is it possible that stigma
NOTE Confidence: 0.93672382
00:37:43.597 --> 00:37:45.229 has distorted years?
NOTE Confidence: 0.952147964
00:37:47.750 --> 00:37:50.102 If we as a society can change the
NOTE Confidence: 0.952147964

00:37:50.102 --> 00:37:52.720 way that we think about this disease.
NOTE Confidence: 0.952147964

00:37:52.720 --> 00:37:57.480 More people will feel loved and connected.
NOTE Confidence: 0.952147964

00:37:57.480 --> 00:38:00.980 More will seek treatment.
NOTE Confidence: 0.952147964

00:38:00.980 --> 00:38:04.380 More or less will feel the shame and
NOTE Confidence: 0.952147964

00:38:04.380 --> 00:38:07.988 stigma that my son fell in so many others.
NOTE Confidence: 0.952147964

00:38:07.990 --> 00:38:10.849 Fewer will die.
NOTE Confidence: 0.952147964

00:38:10.850 --> 00:38:13.448 And fewer families will be shattered.
NOTE Confidence: 0.952147964

00:38:13.450 --> 00:38:16.336 Beyond any repair. As has mine.
NOTE Confidence: 0.918800046666667

00:38:24.430 --> 00:38:26.938 To better understand the depth and
NOTE Confidence: 0.918800046666667

00:38:26.938 --> 00:38:29.027 severity of addiction stigma because
NOTE Confidence: 0.918800046666667

00:38:29.027 --> 00:38:30.974 it is so important shatterproof
NOTE Confidence: 0.918800046666667

00:38:30.974 --> 00:38:33.794 in collaboration with the Hartford
NOTE Confidence: 0.918800046666667

00:38:33.794 --> 00:38:37.020 Ipsos and Indiana User University.
NOTE Confidence: 0.918800046666667

00:38:37.020 --> 00:38:39.200 Conduct recently conducted the
NOTE Confidence: 0.918800046666667

00:38:39.200 --> 00:38:41.925 largest and most comprehensive survey.
NOTE Confidence: 0.918800046666667

00:38:41.930 --> 00:38:45.790 Of addiction stigma ever done ever?

NOTE Confidence: 0.918800046666667

00:38:45.790 --> 00:38:48.040 And the data is extremely troubling.

NOTE Confidence: 0.8913733075

00:38:50.190 --> 00:38:52.809 75% of the public do not believe that a

NOTE Confidence: 0.8913733075

00:38:52.809 --> 00:38:55.869 person with a substance use disorder is

NOTE Confidence: 0.8913733075

00:38:55.869 --> 00:38:57.669 experiencing experiencing a chronicle.

NOTE Confidence: 0.8913733075

00:38:57.670 --> 00:39:00.370 Medical loans such as diabetes,

NOTE Confidence: 0.8913733075

00:39:00.370 --> 00:39:02.150 arthritis or heart disease.

NOTE Confidence: 0.97135097

00:39:04.220 --> 00:39:08.300 51%. 51% or unwilling to associate

NOTE Confidence: 0.97135097

00:39:08.300 --> 00:39:10.759 with someone with a substance use

NOTE Confidence: 0.97135097

00:39:10.759 --> 00:39:12.729 disorder as their close friend,

NOTE Confidence: 0.97135097

00:39:12.730 --> 00:39:13.852 neighbor, co-worker.

NOTE Confidence: 0.97135097

00:39:13.852 --> 00:39:16.657 We're marrying into their family.

NOTE Confidence: 0.914778651666667

00:39:19.980 --> 00:39:23.496 But even more troubling, far troubling.

NOTE Confidence: 0.914778651666667

00:39:23.500 --> 00:39:25.552 People that receive evidence

NOTE Confidence: 0.914778651666667

00:39:25.552 --> 00:39:27.296 based treatment still experience

NOTE Confidence: 0.914778651666667

00:39:27.296 --> 00:39:29.086 much of this public stigma.

NOTE Confidence: 0.929325308571429

00:39:31.210 --> 00:39:32.834 37% of the public.
NOTE Confidence: 0.929325308571429

00:39:32.834 --> 00:39:34.864 Is still unwilling to associate
NOTE Confidence: 0.929325308571429

00:39:34.864 --> 00:39:37.381 with someone as a friend, coworker,
NOTE Confidence: 0.929325308571429

00:39:37.381 --> 00:39:40.747 neighbor, or marrying into their family.
NOTE Confidence: 0.929325308571429

00:39:40.750 --> 00:39:43.677 For someone who has received evidence
NOTE Confidence: 0.929325308571429

00:39:43.677 --> 00:39:46.312 based treatment and continues to
NOTE Confidence: 0.929325308571429

00:39:46.312 --> 00:39:48.420 receive evidence based treatment
NOTE Confidence: 0.929325308571429

00:39:48.492 --> 00:39:50.754 and whose symptoms have been under
NOTE Confidence: 0.929325308571429

00:39:50.754 --> 00:39:53.050 control for a year or longer.
NOTE Confidence: 0.929325308571429

00:39:53.050 --> 00:39:55.978 Think about that someone received treatment.
NOTE Confidence: 0.929325308571429

00:39:55.980 --> 00:39:59.140 Is doing totally fine.
NOTE Confidence: 0.929325308571429

00:39:59.140 --> 00:40:02.100 Hasn't had any symptoms for over a year.
NOTE Confidence: 0.929325308571429

00:40:02.100 --> 00:40:04.950 And more than 1/3 of the public is still
NOTE Confidence: 0.929325308571429

00:40:04.950 --> 00:40:06.660 unwilling to associate with that someone.
NOTE Confidence: 0.929325308571429

00:40:06.660 --> 00:40:08.940 As a friend, co-worker, neighbor,
NOTE Confidence: 0.929325308571429

00:40:08.940 --> 00:40:11.630 or marrying into their family.

NOTE Confidence: 0.929325308571429

00:40:11.630 --> 00:40:14.246 This is why the third segment of our

NOTE Confidence: 0.929325308571429

00:40:14.246 --> 00:40:16.973 work is directed ending the stigma

NOTE Confidence: 0.929325308571429

00:40:16.973 --> 00:40:19.463 so unjustly associated with this

NOTE Confidence: 0.929325308571429

00:40:19.463 --> 00:40:21.510 disease that was afflicted with it,

NOTE Confidence: 0.929325308571429

00:40:21.510 --> 00:40:22.260 their families,

NOTE Confidence: 0.929325308571429

00:40:22.260 --> 00:40:24.510 and the medications that treat it.

NOTE Confidence: 0.9147439285

00:40:27.580 --> 00:40:29.700 So I'd like to share a few slides

NOTE Confidence: 0.9147439285

00:40:29.700 --> 00:40:31.485 that that tell you a little

NOTE Confidence: 0.9147439285

00:40:31.485 --> 00:40:33.261 bit about our work and stigma.

NOTE Confidence: 0.9147439285

00:40:33.270 --> 00:40:35.980 Number one everything we do.

NOTE Confidence: 0.9147439285

00:40:35.980 --> 00:40:37.544 It's the word proof,

NOTE Confidence: 0.9147439285

00:40:37.544 --> 00:40:40.600 and shatter proof is based on science.

NOTE Confidence: 0.9147439285

00:40:40.600 --> 00:40:43.320 So so the study stigma.

NOTE Confidence: 0.9147439285

00:40:43.320 --> 00:40:44.846 We work with one of the leading

NOTE Confidence: 0.9147439285

00:40:44.846 --> 00:40:45.979 consulting firms in the world.

NOTE Confidence: 0.865867739285714

00:40:48.560 --> 00:40:50.296 And we studied first.
NOTE Confidence: 0.865867739285714

00:40:50.296 --> 00:40:52.466 Can we reduce and ultimately
NOTE Confidence: 0.865867739285714

00:40:52.466 --> 00:40:54.920 end the stigma of addiction?
NOTE Confidence: 0.865867739285714

00:40:54.920 --> 00:40:56.360 And if we decided we couldn't,
NOTE Confidence: 0.865867739285714

00:40:56.360 --> 00:40:57.476 we'd stop our work.
NOTE Confidence: 0.865867739285714

00:40:57.476 --> 00:40:59.150 But if we felt we could,
NOTE Confidence: 0.865867739285714

00:40:59.150 --> 00:41:02.430 after a few months of work, we'd continue.
NOTE Confidence: 0.865867739285714

00:41:02.430 --> 00:41:04.502 After a few months we felt we
NOTE Confidence: 0.865867739285714

00:41:04.502 --> 00:41:06.360 could reduce it and we worked
NOTE Confidence: 0.865867739285714

00:41:06.360 --> 00:41:08.160 for the for an entire year.
NOTE Confidence: 0.865867739285714

00:41:08.160 --> 00:41:11.970 We studied 11 analogous social movements.
NOTE Confidence: 0.865867739285714

00:41:11.970 --> 00:41:13.450 How did our country change
NOTE Confidence: 0.865867739285714

00:41:13.450 --> 00:41:14.930 its views of HIV AIDS?
NOTE Confidence: 0.865867739285714

00:41:14.930 --> 00:41:17.492 How did our country change its views
NOTE Confidence: 0.865867739285714

00:41:17.492 --> 00:41:19.476 of marriage equality and all the
NOTE Confidence: 0.865867739285714

00:41:19.476 --> 00:41:21.626 other social issues listed there?

NOTE Confidence: 0.865867739285714
00:41:21.626 --> 00:41:24.440 We prioritized and read and reviewed
NOTE Confidence: 0.865867739285714
00:41:24.517 --> 00:41:27.445 over 100 pieces of published literature.
NOTE Confidence: 0.865867739285714
00:41:27.450 --> 00:41:29.992 We conducted hour and a half individuals
NOTE Confidence: 0.865867739285714
00:41:29.992 --> 00:41:33.244 individually with 50 experts who went
NOTE Confidence: 0.865867739285714
00:41:33.244 --> 00:41:36.350 through those 11 social movements.
NOTE Confidence: 0.865867739285714
00:41:36.350 --> 00:41:38.698 And bringing together the
NOTE Confidence: 0.865867739285714
00:41:38.698 --> 00:41:41.046 literature in the interviews.
NOTE Confidence: 0.865867739285714
00:41:41.050 --> 00:41:43.402 We put together a national strategy
NOTE Confidence: 0.865867739285714
00:41:43.402 --> 00:41:47.736 to to reduce the stigma of addiction.
NOTE Confidence: 0.865867739285714
00:41:47.740 --> 00:41:48.910 Next slide, please.
NOTE Confidence: 0.8117337
00:41:52.250 --> 00:41:56.828 Our work that we put together
NOTE Confidence: 0.8117337
00:41:56.828 --> 00:41:59.236 a national strategy involved.
NOTE Confidence: 0.8117337
00:41:59.240 --> 00:42:01.990 6 sectors of our society.
NOTE Confidence: 0.8117337
00:42:01.990 --> 00:42:04.190 That we would provide.
NOTE Confidence: 0.8117337
00:42:04.190 --> 00:42:08.230 Easy to use toolkits in three areas.
NOTE Confidence: 0.8117337

00:42:08.230 --> 00:42:11.094 Educating changing language
NOTE Confidence: 0.8117337

00:42:11.094 --> 00:42:12.600 and changing policies.
NOTE Confidence: 0.818017186666667

00:42:14.750 --> 00:42:18.026 In one of those sectors was state the states,
NOTE Confidence: 0.818017186666667

00:42:18.030 --> 00:42:20.800 one of those six sectors.
NOTE Confidence: 0.818017186666667

00:42:20.800 --> 00:42:22.690 And and with anything you can't
NOTE Confidence: 0.818017186666667

00:42:22.690 --> 00:42:24.699 start and do everything all at once.
NOTE Confidence: 0.818017186666667

00:42:24.700 --> 00:42:27.544 We started with a state based
NOTE Confidence: 0.818017186666667

00:42:27.544 --> 00:42:29.124 initiative that we thought,
NOTE Confidence: 0.818017186666667

00:42:29.124 --> 00:42:31.332 based on the research would work,
NOTE Confidence: 0.818017186666667

00:42:31.340 --> 00:42:34.428 but it was a pilot we weren't sure.
NOTE Confidence: 0.818017186666667

00:42:34.430 --> 00:42:36.515 It involved educating.
NOTE Confidence: 0.818017186666667

00:42:36.515 --> 00:42:39.295 Educating with what's called
NOTE Confidence: 0.818017186666667

00:42:39.295 --> 00:42:41.380 contact based education.
NOTE Confidence: 0.818017186666667

00:42:41.380 --> 00:42:43.558 It's not about words on a piece of paper.
NOTE Confidence: 0.818017186666667

00:42:43.560 --> 00:42:45.681 It's not about convincing somebody with words
NOTE Confidence: 0.818017186666667

00:42:45.681 --> 00:42:48.376 on a piece of paper that this is a disease.

NOTE Confidence: 0.818017186666667
00:42:48.380 --> 00:42:50.678 Showing a picture of a brain.
NOTE Confidence: 0.818017186666667
00:42:50.680 --> 00:42:54.187 Now this was about stories of people
NOTE Confidence: 0.818017186666667
00:42:54.187 --> 00:42:57.938 who had in recovery doing well.
NOTE Confidence: 0.818017186666667
00:42:57.940 --> 00:43:00.160 We use social listening technology
NOTE Confidence: 0.818017186666667
00:43:00.160 --> 00:43:03.703 in in the state of Pennsylvania and
NOTE Confidence: 0.818017186666667
00:43:03.703 --> 00:43:06.635 found almost 1000 people that had
NOTE Confidence: 0.818017186666667
00:43:06.635 --> 00:43:08.950 been talking about their recovery
NOTE Confidence: 0.818017186666667
00:43:09.035 --> 00:43:11.239 from opiate addiction online.
NOTE Confidence: 0.818017186666667
00:43:11.240 --> 00:43:12.350 In social channels.
NOTE Confidence: 0.954826743461538
00:43:14.550 --> 00:43:16.900 We we cut down that list by a couple 100
NOTE Confidence: 0.954826743461538
00:43:16.962 --> 00:43:19.230 and we reached out to them to see who
NOTE Confidence: 0.954826743461538
00:43:19.230 --> 00:43:21.548 would be willing to share their stories.
NOTE Confidence: 0.954826743461538
00:43:21.550 --> 00:43:24.126 That took the list list a little smaller.
NOTE Confidence: 0.954826743461538
00:43:24.130 --> 00:43:26.601 We then had our interviews with each
NOTE Confidence: 0.954826743461538
00:43:26.601 --> 00:43:29.579 of them and narrowed the list to 200.
NOTE Confidence: 0.954826743461538

00:43:29.580 --> 00:43:31.476 And we have now collected stories,
NOTE Confidence: 0.954826743461538

00:43:31.480 --> 00:43:34.584 either short videos or a picture in a
NOTE Confidence: 0.954826743461538

00:43:34.584 --> 00:43:36.936 paragraph of 200 different individuals
NOTE Confidence: 0.954826743461538

00:43:36.936 --> 00:43:40.415 who live in the state of Pennsylvania.
NOTE Confidence: 0.954826743461538

00:43:40.420 --> 00:43:42.220 Who fall into different categories.
NOTE Confidence: 0.954826743461538

00:43:42.220 --> 00:43:43.360 Some white collar,
NOTE Confidence: 0.954826743461538

00:43:43.360 --> 00:43:47.256 some blue collar black, white, brown.
NOTE Confidence: 0.954826743461538

00:43:47.256 --> 00:43:51.306 Suburban urban rural and
NOTE Confidence: 0.954826743461538

00:43:51.306 --> 00:43:53.736 they each tell their story.
NOTE Confidence: 0.954826743461538

00:43:53.740 --> 00:43:54.703 And the story.
NOTE Confidence: 0.954826743461538

00:43:54.703 --> 00:43:57.337 Based on prompts that we have given them
NOTE Confidence: 0.954826743461538

00:43:57.337 --> 00:43:59.715 the story, the message that we know
NOTE Confidence: 0.954826743461538

00:43:59.715 --> 00:44:02.180 that we thought through research would work.
NOTE Confidence: 0.954826743461538

00:44:02.180 --> 00:44:07.324 Is hi I'm Johnny. I work at Walmart.
NOTE Confidence: 0.954826743461538

00:44:07.330 --> 00:44:08.650 I've been here 10 years.
NOTE Confidence: 0.954826743461538

00:44:08.650 --> 00:44:12.000 I've been promoted three times.

NOTE Confidence: 0.954826743461538
00:44:12.000 --> 00:44:14.037 I have a family I coach Little
NOTE Confidence: 0.954826743461538
00:44:14.037 --> 00:44:15.400 League on Tuesday nights.
NOTE Confidence: 0.954826743461538
00:44:15.400 --> 00:44:17.906 I have barbecues on Saturdays in my
NOTE Confidence: 0.954826743461538
00:44:17.906 --> 00:44:20.458 neighborhood for our neighbors and friends.
NOTE Confidence: 0.954826743461538
00:44:20.460 --> 00:44:23.210 And I'm addicted to heroin.
NOTE Confidence: 0.954826743461538
00:44:23.210 --> 00:44:24.683 But that's OK.
NOTE Confidence: 0.954826743461538
00:44:24.683 --> 00:44:26.647 My life is beautiful.
NOTE Confidence: 0.954826743461538
00:44:26.650 --> 00:44:28.122 My life is beautiful.
NOTE Confidence: 0.954826743461538
00:44:28.122 --> 00:44:29.962 I've been treated with evidence
NOTE Confidence: 0.954826743461538
00:44:29.962 --> 00:44:31.020 based treatment.
NOTE Confidence: 0.954826743461538
00:44:31.020 --> 00:44:32.552 And I'm doing great.
NOTE Confidence: 0.954826743461538
00:44:32.552 --> 00:44:34.850 And that changes the perception of,
NOTE Confidence: 0.954826743461538
00:44:34.850 --> 00:44:37.524 yes, you can work next to somebody
NOTE Confidence: 0.954826743461538
00:44:37.524 --> 00:44:39.830 who's been treated and doing well.
NOTE Confidence: 0.954826743461538
00:44:39.830 --> 00:44:42.026 You can live next to somebody they can marry,
NOTE Confidence: 0.954826743461538

00:44:42.030 --> 00:44:43.176 enter your family.
NOTE Confidence: 0.954826743461538

00:44:43.176 --> 00:44:45.086 They can be your friend.
NOTE Confidence: 0.954826743461538

00:44:45.090 --> 00:44:46.430 In that every story is
NOTE Confidence: 0.954826743461538

00:44:46.430 --> 00:44:47.502 exactly the same obviously,
NOTE Confidence: 0.954826743461538

00:44:47.510 --> 00:44:52.004 but that theme that they're doing well.
NOTE Confidence: 0.954826743461538

00:44:52.010 --> 00:44:54.292 And then we take those stories and
NOTE Confidence: 0.954826743461538

00:44:54.292 --> 00:44:56.808 we and we distribute them through
NOTE Confidence: 0.954826743461538

00:44:56.808 --> 00:44:59.724 on social media and three channels.
NOTE Confidence: 0.954826743461538

00:44:59.730 --> 00:45:02.298 And state in Pennsylvania we form
NOTE Confidence: 0.954826743461538

00:45:02.298 --> 00:45:05.236 relationships with seven with 75 to
NOTE Confidence: 0.954826743461538

00:45:05.236 --> 00:45:08.001 78 community based organizations and
NOTE Confidence: 0.954826743461538

00:45:08.001 --> 00:45:10.178 we give them the content for free.
NOTE Confidence: 0.954826743461538

00:45:10.180 --> 00:45:12.105 And they distribute it out
NOTE Confidence: 0.954826743461538

00:45:12.105 --> 00:45:13.260 through their channels.
NOTE Confidence: 0.954826743461538

00:45:13.260 --> 00:45:14.496 And it's not.
NOTE Confidence: 0.954826743461538

00:45:14.496 --> 00:45:16.968 US leading this driving this a

NOTE Confidence: 0.954826743461538
00:45:16.968 --> 00:45:18.480 national organization.
NOTE Confidence: 0.954826743461538
00:45:18.480 --> 00:45:20.088 We've formed partnerships with
NOTE Confidence: 0.954826743461538
00:45:20.088 --> 00:45:21.696 those community based organizations
NOTE Confidence: 0.954826743461538
00:45:21.696 --> 00:45:23.636 and they're part of this with us.
NOTE Confidence: 0.954826743461538
00:45:23.640 --> 00:45:25.060 When we hold monthly webcast
NOTE Confidence: 0.954826743461538
00:45:25.060 --> 00:45:27.060 where we all do this together.
NOTE Confidence: 0.954826743461538
00:45:27.060 --> 00:45:29.013 And they get it out through your
NOTE Confidence: 0.954826743461538
00:45:29.013 --> 00:45:31.140 channels and we help them teach them.
NOTE Confidence: 0.954826743461538
00:45:31.140 --> 00:45:33.306 Best way to get this out
NOTE Confidence: 0.954826743461538
00:45:33.306 --> 00:45:34.389 through their channels.
NOTE Confidence: 0.954826743461538
00:45:34.390 --> 00:45:36.712 And then we add a little bit of of
NOTE Confidence: 0.954826743461538
00:45:36.712 --> 00:45:39.070 of paid media boosting in certain
NOTE Confidence: 0.954826743461538
00:45:39.070 --> 00:45:41.170 geographic areas that we believe it's
NOTE Confidence: 0.954826743461538
00:45:41.170 --> 00:45:43.307 important to get the information out.
NOTE Confidence: 0.954826743461538
00:45:43.310 --> 00:45:45.478 So we're hitting everyone.
NOTE Confidence: 0.954826743461538

00:45:45.480 --> 00:45:49.398 We also engage with digital influencers.
NOTE Confidence: 0.954826743461538

00:45:49.400 --> 00:45:52.456 We engage with them and it's not someone.
NOTE Confidence: 0.954826743461538

00:45:52.460 --> 00:45:55.452 You know it's not someone on a celebrity
NOTE Confidence: 0.954826743461538

00:45:55.452 --> 00:45:58.158 who has a million followers now.
NOTE Confidence: 0.954826743461538

00:45:58.160 --> 00:46:00.560 This is the local pastor who
NOTE Confidence: 0.954826743461538

00:46:00.560 --> 00:46:02.940 has 15,000 followers and people
NOTE Confidence: 0.954826743461538

00:46:02.940 --> 00:46:04.920 trust in their community.
NOTE Confidence: 0.954826743461538

00:46:04.920 --> 00:46:06.168 It's the local Baker,
NOTE Confidence: 0.954826743461538

00:46:06.168 --> 00:46:07.416 the local school Superintendent,
NOTE Confidence: 0.954826743461538

00:46:07.420 --> 00:46:09.035 the local local Little League
NOTE Confidence: 0.954826743461538

00:46:09.035 --> 00:46:11.407 coach who have 10 to 55 to 15,000
NOTE Confidence: 0.954826743461538

00:46:11.407 --> 00:46:13.609 followers and they get it out
NOTE Confidence: 0.954826743461538

00:46:13.609 --> 00:46:14.710 through their channels.
NOTE Confidence: 0.954826743461538

00:46:14.710 --> 00:46:16.054 And then we have a state based
NOTE Confidence: 0.954826743461538

00:46:16.054 --> 00:46:16.959 website that gets it out.
NOTE Confidence: 0.89691016

00:46:19.340 --> 00:46:21.020 And the results are phenomenal.

NOTE Confidence: 0.89691016

00:46:21.020 --> 00:46:22.008 Better than we expected.

NOTE Confidence: 0.89691016

00:46:22.008 --> 00:46:22.996 This was a pilot,

NOTE Confidence: 0.89691016

00:46:23.000 --> 00:46:24.520 we weren't sure it was going to work.

NOTE Confidence: 0.89691016

00:46:24.520 --> 00:46:26.300 It was based on research,

NOTE Confidence: 0.89691016

00:46:26.300 --> 00:46:28.236 but we had to prove that it worked

NOTE Confidence: 0.89691016

00:46:28.236 --> 00:46:29.478 for ourselves and the state.

NOTE Confidence: 0.89691016

00:46:29.480 --> 00:46:30.920 And if you can go to the next light please,

NOTE Confidence: 0.89691016

00:46:30.920 --> 00:46:33.218 I'm thrilled to show you these

NOTE Confidence: 0.89691016

00:46:33.218 --> 00:46:35.330 results after just six months.

NOTE Confidence: 0.89691016

00:46:35.330 --> 00:46:37.255 We reached almost a quarter of the

NOTE Confidence: 0.89691016

00:46:37.255 --> 00:46:38.828 13 million people in the state.

NOTE Confidence: 0.89691016

00:46:38.830 --> 00:46:41.130 We reached 3 million people.

NOTE Confidence: 0.89691016

00:46:41.130 --> 00:46:44.010 And for those 3 million people that saw

NOTE Confidence: 0.89691016

00:46:44.010 --> 00:46:46.750 our content, look at the differences.

NOTE Confidence: 0.89691016

00:46:46.750 --> 00:46:48.292 It's addiction, opiate addiction.

NOTE Confidence: 0.89691016

00:46:48.292 --> 00:46:49.622 The state wanted to focus
NOTE Confidence: 0.89691016

00:46:49.622 --> 00:46:50.420 on opiate addiction,
NOTE Confidence: 0.89691016

00:46:50.420 --> 00:46:52.805 but we can do it all substance use disorder,
NOTE Confidence: 0.89691016

00:46:52.810 --> 00:46:53.923 or just opioids.
NOTE Confidence: 0.89691016

00:46:53.923 --> 00:46:56.520 The state wanted to start with opioids.
NOTE Confidence: 0.89691016

00:46:56.520 --> 00:46:58.240 Is opiate addiction and medical
NOTE Confidence: 0.89691016

00:46:58.240 --> 00:46:59.960 illness like other like other
NOTE Confidence: 0.89691016

00:47:00.020 --> 00:47:03.590 chronic illnesses 58% to 66%?
NOTE Confidence: 0.89691016

00:47:03.590 --> 00:47:08.700 Are medications effective 21% to 43%?
NOTE Confidence: 0.89691016

00:47:08.700 --> 00:47:11.199 Null oxone which you carry it to
NOTE Confidence: 0.89691016

00:47:11.199 --> 00:47:15.440 help save someone's life 49% to 65%.
NOTE Confidence: 0.89691016

00:47:15.440 --> 00:47:18.448 I would be willing to have a person
NOTE Confidence: 0.89691016

00:47:18.448 --> 00:47:21.520 with opiate use disorder as my neighbor.
NOTE Confidence: 0.89691016

00:47:21.520 --> 00:47:26.161 38% to 52%. It's now running.
NOTE Confidence: 0.89691016

00:47:26.161 --> 00:47:27.429 Look at these results.
NOTE Confidence: 0.89691016

00:47:27.430 --> 00:47:31.150 It's now running a year and we're scrubbing.

NOTE Confidence: 0.89691016

00:47:31.150 --> 00:47:33.180 We have the year the one year

NOTE Confidence: 0.89691016

00:47:33.180 --> 00:47:34.427 results were scrubbing them

NOTE Confidence: 0.89691016

00:47:34.427 --> 00:47:36.007 and they'll be released soon.

NOTE Confidence: 0.89691016

00:47:36.010 --> 00:47:38.518 In the coming weeks.

NOTE Confidence: 0.89691016

00:47:38.520 --> 00:47:40.605 The state of Pennsylvania is

NOTE Confidence: 0.89691016

00:47:40.605 --> 00:47:42.690 so thrilled they just extended

NOTE Confidence: 0.89691016

00:47:42.766 --> 00:47:45.028 this program for two more years.

NOTE Confidence: 0.89691016

00:47:45.030 --> 00:47:47.088 And they gave us additional money

NOTE Confidence: 0.89691016

00:47:47.090 --> 00:47:49.426 to create a new pilot in two of

NOTE Confidence: 0.89691016

00:47:49.426 --> 00:47:51.270 their hospitals to see how we can

NOTE Confidence: 0.89691016

00:47:51.270 --> 00:47:52.530 reduce stigma of professional medical

NOTE Confidence: 0.89691016

00:47:52.576 --> 00:47:53.948 professionals in the hospital.

NOTE Confidence: 0.89691016

00:47:53.950 --> 00:47:56.188 Doctors and nurses.

NOTE Confidence: 0.89691016

00:47:56.190 --> 00:47:57.870 The state of Oregon excuse me.

NOTE Confidence: 0.89691016

00:47:57.870 --> 00:48:00.870 The States of Kentucky in Colorado

NOTE Confidence: 0.89691016

00:48:00.870 --> 00:48:04.138 saw these results and we just started
NOTE Confidence: 0.89691016

00:48:04.138 --> 00:48:06.790 November 1st with this state based
NOTE Confidence: 0.89691016

00:48:06.881 --> 00:48:09.666 campaign in Kentucky and Colorado.
NOTE Confidence: 0.89691016

00:48:09.670 --> 00:48:11.692 And we're expecting to announce two
NOTE Confidence: 0.89691016

00:48:11.692 --> 00:48:14.577 other states in the next four to five weeks.
NOTE Confidence: 0.89691016

00:48:14.580 --> 00:48:16.986 The results are just too powerful.
NOTE Confidence: 0.89691016

00:48:16.990 --> 00:48:18.082 It's science based.
NOTE Confidence: 0.89691016

00:48:18.082 --> 00:48:19.474 It's work, it works.
NOTE Confidence: 0.89691016

00:48:19.474 --> 00:48:21.134 It's not about creating impressions,
NOTE Confidence: 0.89691016

00:48:21.140 --> 00:48:22.720 it's about these results.
NOTE Confidence: 0.7124409625

00:48:26.870 --> 00:48:28.058 On next slide please.
NOTE Confidence: 0.945990434444444

00:48:30.150 --> 00:48:33.282 So if you want to learn more about this.
NOTE Confidence: 0.945990434444444

00:48:33.290 --> 00:48:34.862 Please feel free to reach out
NOTE Confidence: 0.945990434444444

00:48:34.862 --> 00:48:36.370 at shatterproof on our website.
NOTE Confidence: 0.945990434444444

00:48:36.370 --> 00:48:38.390 There's a contact, there's information,
NOTE Confidence: 0.945990434444444

00:48:38.390 --> 00:48:39.476 there's information there

NOTE Confidence: 0.945990434444444

00:48:39.476 --> 00:48:41.286 where you can contact someone,

NOTE Confidence: 0.945990434444444

00:48:41.290 --> 00:48:44.578 or if you want to learn about our

NOTE Confidence: 0.945990434444444

00:48:44.578 --> 00:48:46.540 stigma initiative specifically.

NOTE Confidence: 0.945990434444444

00:48:46.540 --> 00:48:48.586 Reach out to Matt at M.

NOTE Confidence: 0.945990434444444

00:48:48.590 --> 00:48:50.460 Steven koatshadowproof.org.

NOTE Confidence: 0.870210408

00:48:54.810 --> 00:48:56.090 I want to close with.

NOTE Confidence: 0.60281783

00:48:58.560 --> 00:49:03.488 Sharing that. As I mentioned earlier.

NOTE Confidence: 0.60281783

00:49:03.490 --> 00:49:06.745 My son didn't die of an overdose.

NOTE Confidence: 0.60281783

00:49:06.750 --> 00:49:07.830 He took his own life.

NOTE Confidence: 0.819322555

00:49:10.600 --> 00:49:16.188 So why? Why did someone?

NOTE Confidence: 0.819322555

00:49:16.190 --> 00:49:18.990 25 years old, physically healthy.

NOTE Confidence: 0.819322555

00:49:18.990 --> 00:49:21.286 Hadn't used a substance in 13 months.

NOTE Confidence: 0.819322555

00:49:21.290 --> 00:49:22.602 Had a great relationship

NOTE Confidence: 0.819322555

00:49:22.602 --> 00:49:25.840 with his family and friends.

NOTE Confidence: 0.819322555

00:49:25.840 --> 00:49:27.160 Why did someone with that

NOTE Confidence: 0.819322555

00:49:27.160 --> 00:49:28.480 profile take his own life?
NOTE Confidence: 0.889110654

00:49:31.770 --> 00:49:34.888 I've never had to wonder. 'cause he
NOTE Confidence: 0.889110654

00:49:34.888 --> 00:49:38.136 wrote about it in his suicide note.
NOTE Confidence: 0.889110654

00:49:38.140 --> 00:49:40.975 After telling us all how much he loved us.
NOTE Confidence: 0.845483728571429

00:49:44.580 --> 00:49:47.910 And about feeling so bad about the shame he
NOTE Confidence: 0.845483728571429

00:49:47.910 --> 00:49:52.748 had brought to our family. He wrote dad.
NOTE Confidence: 0.845483728571429

00:49:52.750 --> 00:49:56.534 It's about not being treated as a human.
NOTE Confidence: 0.845483728571429

00:49:56.540 --> 00:49:59.580 After I tried so hard to get back to normal.
NOTE Confidence: 0.8929057333333333

00:50:02.290 --> 00:50:05.430 My son didn't see a world where as a
NOTE Confidence: 0.8929057333333333

00:50:05.430 --> 00:50:08.030 young man he could develop a disease,
NOTE Confidence: 0.8929057333333333

00:50:08.030 --> 00:50:11.236 get treated in our health care system.
NOTE Confidence: 0.8929057333333333

00:50:11.240 --> 00:50:15.150 By trained professionals. Get better.
NOTE Confidence: 0.8929057333333333

00:50:15.150 --> 00:50:16.795 And live a full and fulfilling life.
NOTE Confidence: 0.929533111428571

00:50:19.840 --> 00:50:22.710 Well, I'm here to ask to to
NOTE Confidence: 0.929533111428571

00:50:22.710 --> 00:50:25.640 ask you today to join with us.
NOTE Confidence: 0.929533111428571

00:50:25.640 --> 00:50:27.500 Please let everyone know

NOTE Confidence: 0.929533111428571
00:50:27.500 --> 00:50:29.360 that change is coming.
NOTE Confidence: 0.929533111428571
00:50:29.360 --> 00:50:32.472 Because it is coming. And together.
NOTE Confidence: 0.929533111428571
00:50:32.472 --> 00:50:35.419 We can end the stigma of addiction.
NOTE Confidence: 0.929533111428571
00:50:35.420 --> 00:50:36.855 We've proved that in the
NOTE Confidence: 0.929533111428571
00:50:36.855 --> 00:50:37.716 state of Pennsylvania,
NOTE Confidence: 0.929533111428571
00:50:37.720 --> 00:50:39.720 we're going to prove it in two hospitals.
NOTE Confidence: 0.929533111428571
00:50:39.720 --> 00:50:41.656 We're going to prove it in other states.
NOTE Confidence: 0.929533111428571
00:50:41.660 --> 00:50:43.948 We're going to bring it to to health
NOTE Confidence: 0.929533111428571
00:50:43.948 --> 00:50:45.650 care providers across the country.
NOTE Confidence: 0.929533111428571
00:50:45.650 --> 00:50:48.345 We're going to bring it to employers.
NOTE Confidence: 0.929533111428571
00:50:48.350 --> 00:50:49.694 We're going to bring it to
NOTE Confidence: 0.929533111428571
00:50:49.694 --> 00:50:50.590 the criminal justice system.
NOTE Confidence: 0.929533111428571
00:50:50.590 --> 00:50:51.705 We're going to bring it
NOTE Confidence: 0.929533111428571
00:50:51.705 --> 00:50:52.374 to media entertainment,
NOTE Confidence: 0.929533111428571
00:50:52.380 --> 00:50:54.572 and we're going to bring it to our
NOTE Confidence: 0.929533111428571

00:50:54.572 --> 00:50:56.112 local communities and together.
NOTE Confidence: 0.929533111428571

00:50:56.112 --> 00:50:58.456 We can do this shadowproof
NOTE Confidence: 0.929533111428571

00:50:58.456 --> 00:51:00.948 could never do it on our own.
NOTE Confidence: 0.929533111428571

00:51:00.950 --> 00:51:04.200 But working together we can.
NOTE Confidence: 0.929533111428571

00:51:04.200 --> 00:51:05.388 So thank you.
NOTE Confidence: 0.929533111428571

00:51:05.388 --> 00:51:08.750 And I'm really honored to be here today.
NOTE Confidence: 0.929533111428571

00:51:08.750 --> 00:51:11.550 And I'm thrilled to take any questions.
NOTE Confidence: 0.929533111428571

00:51:11.550 --> 00:51:11.980 Thank you.
NOTE Confidence: 0.94248784125

00:51:15.820 --> 00:51:17.916 Thank you Gary. I wish you were here.
NOTE Confidence: 0.94248784125

00:51:17.920 --> 00:51:20.008 We could give you a standing.
NOTE Confidence: 0.94248784125

00:51:20.010 --> 00:51:22.070 Ovation and round of applause,
NOTE Confidence: 0.94248784125

00:51:22.070 --> 00:51:25.980 but more importantly really appreciate.
NOTE Confidence: 0.94248784125

00:51:25.980 --> 00:51:28.440 Your openness and willingness to Share
NOTE Confidence: 0.94248784125

00:51:28.440 --> 00:51:31.708 your story and the way you've taken that
NOTE Confidence: 0.94248784125

00:51:31.708 --> 00:51:35.231 story as a as a message and a impetus
NOTE Confidence: 0.94248784125

00:51:35.231 --> 00:51:37.959 to to change the system so that things

NOTE Confidence: 0.94248784125
00:51:37.959 --> 00:51:40.755 don't have to be the same for others
NOTE Confidence: 0.94248784125
00:51:40.755 --> 00:51:42.699 as they unfortunately were for you.
NOTE Confidence: 0.94248784125
00:51:42.700 --> 00:51:46.186 So thank you for for that work.
NOTE Confidence: 0.94248784125
00:51:46.190 --> 00:51:48.130 We've had a couple of questions
NOTE Confidence: 0.94248784125
00:51:48.130 --> 00:51:49.630 that I want to share.
NOTE Confidence: 0.94248784125
00:51:49.630 --> 00:51:52.519 I think most of them have to do with
NOTE Confidence: 0.94248784125
00:51:52.519 --> 00:51:55.209 making sure folks know that they'll be
NOTE Confidence: 0.94248784125
00:51:55.209 --> 00:51:57.710 able to access this event afterwards.
NOTE Confidence: 0.94248784125
00:51:57.710 --> 00:52:01.590 If you've registered for the for the session,
NOTE Confidence: 0.94248784125
00:52:01.590 --> 00:52:05.294 then you will receive a link following the
NOTE Confidence: 0.94248784125
00:52:05.294 --> 00:52:08.030 session that will allow you to access this.
NOTE Confidence: 0.94248784125
00:52:08.030 --> 00:52:11.228 And please feel free to share
NOTE Confidence: 0.94248784125
00:52:11.228 --> 00:52:13.360 that with your colleagues.
NOTE Confidence: 0.94248784125
00:52:13.360 --> 00:52:15.908 Gary, I'm going to take the sort
NOTE Confidence: 0.94248784125
00:52:15.908 --> 00:52:18.330 of the host prerogative to.
NOTE Confidence: 0.94248784125

00:52:18.330 --> 00:52:20.538 To ask you about the issue
NOTE Confidence: 0.94248784125

00:52:20.538 --> 00:52:22.300 that you briefly touched on,
NOTE Confidence: 0.94248784125

00:52:22.300 --> 00:52:24.352 which is the stigma.
NOTE Confidence: 0.94248784125

00:52:24.352 --> 00:52:27.430 In the lack of perhaps understanding
NOTE Confidence: 0.94248784125

00:52:27.520 --> 00:52:30.670 and maybe the two are interrelated.
NOTE Confidence: 0.94248784125

00:52:30.670 --> 00:52:33.574 Within the health care system within
NOTE Confidence: 0.94248784125

00:52:33.574 --> 00:52:36.215 health care professionals and what what
NOTE Confidence: 0.94248784125

00:52:36.215 --> 00:52:39.048 are the what are the options that we
NOTE Confidence: 0.94248784125

00:52:39.048 --> 00:52:41.479 have about about changing that because?
NOTE Confidence: 0.94248784125

00:52:41.480 --> 00:52:43.200 You know you would think if if somebody
NOTE Confidence: 0.94248784125

00:52:43.200 --> 00:52:44.918 came to a health care professional,
NOTE Confidence: 0.94248784125

00:52:44.920 --> 00:52:48.238 then those individuals should be poised
NOTE Confidence: 0.94248784125

00:52:48.238 --> 00:52:51.858 to to provide the least stigmatized
NOTE Confidence: 0.94248784125

00:52:51.858 --> 00:52:55.118 and most evidence based care.
NOTE Confidence: 0.94248784125

00:52:55.120 --> 00:52:55.868 But unfortunately,
NOTE Confidence: 0.94248784125

00:52:55.868 --> 00:52:57.738 that's not always the case,

NOTE Confidence: 0.94248784125

00:52:57.740 --> 00:53:02.960 so thoughts on that. Sure.

NOTE Confidence: 0.89224398

00:53:02.960 --> 00:53:07.130 For the pilot again state based.

NOTE Confidence: 0.89224398

00:53:07.130 --> 00:53:08.795 Changing the way the public

NOTE Confidence: 0.89224398

00:53:08.795 --> 00:53:10.127 feels about this disease,

NOTE Confidence: 0.89224398

00:53:10.130 --> 00:53:12.615 which then pushes down to structural stigma

NOTE Confidence: 0.89224398

00:53:12.615 --> 00:53:15.068 and self stigma and medication stigma.

NOTE Confidence: 0.89224398

00:53:15.070 --> 00:53:16.726 We've proven it. We know how to do it.

NOTE Confidence: 0.89224398

00:53:16.730 --> 00:53:17.886 It's working, we're adding.

NOTE Confidence: 0.89224398

00:53:17.886 --> 00:53:19.620 We just added two more states.

NOTE Confidence: 0.89224398

00:53:19.620 --> 00:53:20.370 We're going to add others,

NOTE Confidence: 0.89224398

00:53:20.370 --> 00:53:21.090 and we're going to.

NOTE Confidence: 0.89224398

00:53:21.090 --> 00:53:22.360 We're going to get better and better

NOTE Confidence: 0.89224398

00:53:22.360 --> 00:53:24.183 as we do this related to changing

NOTE Confidence: 0.89224398

00:53:24.183 --> 00:53:26.649 the stigma in the healthcare system.

NOTE Confidence: 0.89224398

00:53:26.650 --> 00:53:29.845 We have a pilot, so it's not proven yet.

NOTE Confidence: 0.89224398

00:53:29.850 --> 00:53:32.076 That we're starting in two hospitals
NOTE Confidence: 0.89224398

00:53:32.076 --> 00:53:34.570 in the state of Pennsylvania.
NOTE Confidence: 0.89224398

00:53:34.570 --> 00:53:36.578 We're looking for funding to test it in
NOTE Confidence: 0.89224398

00:53:36.578 --> 00:53:39.100 two to five other hospitals somewhere else.
NOTE Confidence: 0.89224398

00:53:39.100 --> 00:53:41.964 So we have a large enough sample size,
NOTE Confidence: 0.89224398

00:53:41.970 --> 00:53:45.826 and we designed a pilot that has
NOTE Confidence: 0.89224398

00:53:45.826 --> 00:53:47.618 three options randomly controlled.
NOTE Confidence: 0.89224398

00:53:47.620 --> 00:53:50.084 We'll be we'll be doing things in three
NOTE Confidence: 0.89224398

00:53:50.084 --> 00:53:52.249 different ways and see what works better,
NOTE Confidence: 0.89224398

00:53:52.250 --> 00:53:53.923 or if they all work or what
NOTE Confidence: 0.89224398

00:53:53.923 --> 00:53:55.590 works better or they don't work.
NOTE Confidence: 0.89224398

00:53:55.590 --> 00:53:58.478 We're going to learn something so number one.
NOTE Confidence: 0.89224398

00:53:58.480 --> 00:54:00.979 Again, this is for health care professionals.
NOTE Confidence: 0.89224398

00:54:00.980 --> 00:54:03.700 In the hospital, nurses, doctors,
NOTE Confidence: 0.89224398

00:54:03.700 --> 00:54:04.059 etc.
NOTE Confidence: 0.89224398

00:54:04.059 --> 00:54:07.290 So one of the audience one one of that

NOTE Confidence: 0.89224398

00:54:07.376 --> 00:54:10.448 data set one of the segments of people

NOTE Confidence: 0.89224398

00:54:10.448 --> 00:54:13.805 will be served up just only just five.

NOTE Confidence: 0.89224398

00:54:13.810 --> 00:54:15.040 That education program.

NOTE Confidence: 0.89224398

00:54:15.040 --> 00:54:17.500 Another one will be served up.

NOTE Confidence: 0.893154164545454

00:54:20.850 --> 00:54:23.145 A stigma reduction program that

NOTE Confidence: 0.893154164545454

00:54:23.145 --> 00:54:25.440 was developed by Dell Medical

NOTE Confidence: 0.893154164545454

00:54:25.518 --> 00:54:27.500 School solely for professionals.

NOTE Confidence: 0.893154164545454

00:54:27.500 --> 00:54:31.430 And the third one will be served up.

NOTE Confidence: 0.893154164545454

00:54:31.430 --> 00:54:33.094 A connection to ECHO,

NOTE Confidence: 0.893154164545454

00:54:33.094 --> 00:54:35.174 which I suspect everybody listening

NOTE Confidence: 0.893154164545454

00:54:35.174 --> 00:54:37.809 here is familiar with ECHO it's it's.

NOTE Confidence: 0.893154164545454

00:54:37.810 --> 00:54:39.622 It's basically to get for professionals

NOTE Confidence: 0.893154164545454

00:54:39.622 --> 00:54:41.719 to get advice from other professionals

NOTE Confidence: 0.893154164545454

00:54:41.719 --> 00:54:43.770 in the consolidated, efficient way.

NOTE Confidence: 0.893154164545454

00:54:43.770 --> 00:54:46.170 We're going to be developing a

NOTE Confidence: 0.893154164545454

00:54:46.170 --> 00:54:48.486 program that Eco will distribute
NOTE Confidence: 0.893154164545454

00:54:48.486 --> 00:54:50.414 to health care professionals,
NOTE Confidence: 0.893154164545454

00:54:50.420 --> 00:54:51.340 so that's the three ways
NOTE Confidence: 0.893154164545454

00:54:51.340 --> 00:54:52.420 that we're going to do it,
NOTE Confidence: 0.893154164545454

00:54:52.420 --> 00:54:54.919 and we're going to learn from it.
NOTE Confidence: 0.893154164545454

00:54:54.920 --> 00:54:56.432 But we're also looking for funding to
NOTE Confidence: 0.893154164545454

00:54:56.432 --> 00:54:58.468 try it in two or three other hospitals,
NOTE Confidence: 0.893154164545454

00:54:58.470 --> 00:54:59.856 so we have a larger sample size,
NOTE Confidence: 0.893154164545454

00:54:59.860 --> 00:55:01.018 but we've already got the funding
NOTE Confidence: 0.893154164545454

00:55:01.018 --> 00:55:02.320 from the state of Pennsylvania.
NOTE Confidence: 0.893154164545454

00:55:02.320 --> 00:55:03.280 We're moving forward there.
NOTE Confidence: 0.796950703333333

00:55:04.730 --> 00:55:07.490 Again, kudos for developing the program,
NOTE Confidence: 0.796950703333333

00:55:07.490 --> 00:55:10.584 and kudos for taking a scientific approach
NOTE Confidence: 0.796950703333333

00:55:10.584 --> 00:55:13.310 to the evaluation of these programs.
NOTE Confidence: 0.796950703333333

00:55:13.310 --> 00:55:15.746 I think we all understand and agree
NOTE Confidence: 0.796950703333333

00:55:15.746 --> 00:55:17.630 that addressing stigma is important,

NOTE Confidence: 0.7969507033333333
00:55:17.630 --> 00:55:20.168 but we need to be able to say we're
NOTE Confidence: 0.7969507033333333
00:55:20.168 --> 00:55:22.396 doing it with effective strategies
NOTE Confidence: 0.7969507033333333
00:55:22.396 --> 00:55:25.204 with the greatest return on investment.
NOTE Confidence: 0.7969507033333333
00:55:25.210 --> 00:55:25.806 And there's.
NOTE Confidence: 0.7969507033333333
00:55:25.806 --> 00:55:28.190 Kyle, I couldn't tell if you had a
NOTE Confidence: 0.7969507033333333
00:55:28.256 --> 00:55:30.533 question or if I can move on to the.
NOTE Confidence: 0.7969507033333333
00:55:30.540 --> 00:55:31.938 The audience questions.
NOTE Confidence: 0.819822102
00:55:34.030 --> 00:55:37.126 I just I just want to say what an
NOTE Confidence: 0.819822102
00:55:37.126 --> 00:55:38.572 exceptional presentation Gary.
NOTE Confidence: 0.819822102
00:55:38.572 --> 00:55:41.308 You had me tearing up a few times.
NOTE Confidence: 0.819822102
00:55:41.310 --> 00:55:43.164 I'm definitely going to be sharing
NOTE Confidence: 0.819822102
00:55:43.164 --> 00:55:44.790 and watching this one again.
NOTE Confidence: 0.819822102
00:55:44.790 --> 00:55:46.752 I just wanted to say thank
NOTE Confidence: 0.819822102
00:55:46.752 --> 00:55:48.698 you and I love how you're.
NOTE Confidence: 0.819822102
00:55:48.698 --> 00:55:49.986 You're turning your story,
NOTE Confidence: 0.819822102

00:55:49.990 --> 00:55:51.906 you know, from tragedy,
NOTE Confidence: 0.819822102

00:55:51.906 --> 00:55:55.194 to triumph and inspiring others so.
NOTE Confidence: 0.819822102

00:55:55.200 --> 00:55:55.634 It's wonderful.
NOTE Confidence: 0.819822102

00:55:55.634 --> 00:55:56.285 We're definitely going
NOTE Confidence: 0.819822102

00:55:56.285 --> 00:55:57.153 to be connecting more.
NOTE Confidence: 0.815077542307692

00:55:57.490 --> 00:55:59.180 Great. Thanks Kyle, and thanks
NOTE Confidence: 0.815077542307692

00:55:59.180 --> 00:56:00.870 to this angered foundation for
NOTE Confidence: 0.815077542307692

00:56:00.932 --> 00:56:03.338 all the support. Thank you. Yeah,
NOTE Confidence: 0.63550292

00:56:04.830 --> 00:56:08.042 so Alexa banista indicates that
NOTE Confidence: 0.63550292

00:56:08.042 --> 00:56:09.690 they're looking to implement
NOTE Confidence: 0.63550292

00:56:09.690 --> 00:56:11.338 justify that Lockheed Martin,
NOTE Confidence: 0.63550292

00:56:11.340 --> 00:56:13.332 hopefully early in 2022.
NOTE Confidence: 0.63550292

00:56:13.332 --> 00:56:16.390 So right here, that's that's a
NOTE Confidence: 0.63550292

00:56:16.390 --> 00:56:19.800 large manufacturer, obviously.
NOTE Confidence: 0.63550292

00:56:19.800 --> 00:56:22.120 John Hamilton has a question.
NOTE Confidence: 0.63550292

00:56:22.120 --> 00:56:24.262 John says thank you for all

NOTE Confidence: 0.63550292
00:56:24.262 --> 00:56:26.220 you're doing for the field.
NOTE Confidence: 0.63550292
00:56:26.220 --> 00:56:27.080 Johns, a local guy.
NOTE Confidence: 0.63550292
00:56:27.080 --> 00:56:27.725 In case you
NOTE Confidence: 0.615494894
00:56:27.740 --> 00:56:29.880 don't actually know John well.
NOTE Confidence: 0.9179404075
00:56:31.730 --> 00:56:33.030 Thanks for joining John,
NOTE Confidence: 0.9179404075
00:56:33.030 --> 00:56:37.194 and he's asking why not lean
NOTE Confidence: 0.9179404075
00:56:37.194 --> 00:56:39.786 into discrimination over stigma?
NOTE Confidence: 0.9179404075
00:56:39.790 --> 00:56:41.850 Is making a contrast between
NOTE Confidence: 0.9179404075
00:56:41.850 --> 00:56:43.086 discrimination and stigma,
NOTE Confidence: 0.9179404075
00:56:43.090 --> 00:56:45.853 and is there a is a rationale for that?
NOTE Confidence: 0.84458214
00:56:47.020 --> 00:56:47.630 Sure.
NOTE Confidence: 0.89226320125
00:56:50.280 --> 00:56:53.112 We actually played with both words when we
NOTE Confidence: 0.89226320125
00:56:53.112 --> 00:56:56.148 that year that we were doing this research.
NOTE Confidence: 0.89226320125
00:56:56.150 --> 00:56:59.657 And we were a little worried about.
NOTE Confidence: 0.89226320125
00:56:59.660 --> 00:57:02.762 Possible Chris criticism by using the
NOTE Confidence: 0.89226320125

00:57:02.762 --> 00:57:06.704 word discrimination where there could
NOTE Confidence: 0.89226320125

00:57:06.704 --> 00:57:09.700 be no criticism of the word stigma.
NOTE Confidence: 0.89226320125

00:57:09.700 --> 00:57:12.202 Having said that, so that is why we use
NOTE Confidence: 0.89226320125

00:57:12.202 --> 00:57:14.758 the word stigma versus discrimination.
NOTE Confidence: 0.89226320125

00:57:14.760 --> 00:57:15.732 Having said that,
NOTE Confidence: 0.89226320125

00:57:15.732 --> 00:57:17.676 we are very focused right now,
NOTE Confidence: 0.89226320125

00:57:17.680 --> 00:57:18.660 and if anybody wants
NOTE Confidence: 0.89226320125

00:57:18.660 --> 00:57:19.640 further information on it,
NOTE Confidence: 0.89226320125

00:57:19.640 --> 00:57:21.138 please reach out to shadowproof and ask
NOTE Confidence: 0.89226320125

00:57:21.138 --> 00:57:23.000 to speak to me and we'll send it to you.
NOTE Confidence: 0.89226320125

00:57:23.000 --> 00:57:24.841 Or you can ask Matt Stefanko you
NOTE Confidence: 0.89226320125

00:57:24.841 --> 00:57:26.499 had his email address there.
NOTE Confidence: 0.89226320125

00:57:26.500 --> 00:57:29.741 We are very focused on the fact
NOTE Confidence: 0.89226320125

00:57:29.741 --> 00:57:31.920 of the discrimination against.
NOTE Confidence: 0.89226320125

00:57:31.920 --> 00:57:33.208 Black people right now.
NOTE Confidence: 0.841282901428571

00:57:35.560 --> 00:57:39.393 People who are Caucasian have 30 * 30

NOTE Confidence: 0.841282901428571
00:57:39.393 --> 00:57:41.871 times the probability of being prescribed
NOTE Confidence: 0.841282901428571
00:57:41.871 --> 00:57:44.470 Lupron orphine than those who are black.
NOTE Confidence: 0.841282901428571
00:57:44.470 --> 00:57:46.830 And I can go on and on with the statistics
NOTE Confidence: 0.841282901428571
00:57:46.895 --> 00:57:49.143 we put together statistics in in a deck,
NOTE Confidence: 0.841282901428571
00:57:49.150 --> 00:57:51.634 and we can. We'll be happy to send it
NOTE Confidence: 0.841282901428571
00:57:51.634 --> 00:57:54.198 to anybody so you can see the data.
NOTE Confidence: 0.841282901428571
00:57:54.200 --> 00:57:56.377 And we are very focused on what
NOTE Confidence: 0.841282901428571
00:57:56.377 --> 00:57:58.598 we can do to improve that.
NOTE Confidence: 0.841282901428571
00:57:58.600 --> 00:58:00.974 So some of the things we've done just
NOTE Confidence: 0.841282901428571
00:58:00.974 --> 00:58:03.098 five is now convertible to Spanish,
NOTE Confidence: 0.841282901428571
00:58:03.100 --> 00:58:05.156 so we have it available for that audience.
NOTE Confidence: 0.841282901428571
00:58:05.160 --> 00:58:07.248 Atlas is now convertible to Spanish,
NOTE Confidence: 0.841282901428571
00:58:07.250 --> 00:58:07.910 actually just five.
NOTE Confidence: 0.841282901428571
00:58:07.910 --> 00:58:08.790 We have two versions,
NOTE Confidence: 0.841282901428571
00:58:08.790 --> 00:58:11.275 Spanish and in English, just five right?
NOTE Confidence: 0.841282901428571

00:58:11.280 --> 00:58:13.736 In the website you can just click Spanish
NOTE Confidence: 0.841282901428571

00:58:13.736 --> 00:58:16.338 the whole the whole site turns to Spanish.
NOTE Confidence: 0.841282901428571

00:58:16.340 --> 00:58:18.050 We just got a grant from
NOTE Confidence: 0.841282901428571

00:58:18.050 --> 00:58:19.190 the state of California.
NOTE Confidence: 0.841282901428571

00:58:19.190 --> 00:58:21.230 When we take Atlas to California,
NOTE Confidence: 0.841282901428571

00:58:21.230 --> 00:58:23.174 we have a separate pot of money to
NOTE Confidence: 0.841282901428571

00:58:23.174 --> 00:58:24.820 go into underserved neighborhoods to
NOTE Confidence: 0.841282901428571

00:58:24.820 --> 00:58:27.375 make sure Atlas is being served up
NOTE Confidence: 0.841282901428571

00:58:27.439 --> 00:58:29.467 to those underserved neighborhoods.
NOTE Confidence: 0.841282901428571

00:58:29.470 --> 00:58:31.062 And we're looking at a bunch of other
NOTE Confidence: 0.841282901428571

00:58:31.062 --> 00:58:32.885 areas to attack this right now and again,
NOTE Confidence: 0.841282901428571

00:58:32.890 --> 00:58:34.402 a lot is based on funding coming
NOTE Confidence: 0.841282901428571

00:58:34.402 --> 00:58:35.869 in and being able to do that,
NOTE Confidence: 0.841282901428571

00:58:35.870 --> 00:58:37.851 but we have identified a list of
NOTE Confidence: 0.841282901428571

00:58:37.851 --> 00:58:39.898 things that we can do to reduce that.
NOTE Confidence: 0.920784594545455

00:58:42.850 --> 00:58:44.230 Thank you, that's very.

NOTE Confidence: 0.920784594545455

00:58:44.230 --> 00:58:46.960 That's that's wonderful and and so important.

NOTE Confidence: 0.920784594545455

00:58:46.960 --> 00:58:48.348 It's a real challenge,

NOTE Confidence: 0.920784594545455

00:58:48.348 --> 00:58:50.430 quite frankly in the field of

NOTE Confidence: 0.920784594545455

00:58:50.497 --> 00:58:52.497 addiction and addiction medicine to

NOTE Confidence: 0.920784594545455

00:58:52.497 --> 00:58:55.302 make for sure that we're creating a

NOTE Confidence: 0.920784594545455

00:58:55.302 --> 00:58:57.970 workforce that we flex the spectrum of

NOTE Confidence: 0.920784594545455

00:58:57.970 --> 00:58:59.970 individuals with with these diseases.

NOTE Confidence: 0.920784594545455

00:58:59.970 --> 00:59:01.842 And it's an area we've been

NOTE Confidence: 0.920784594545455

00:59:01.842 --> 00:59:02.720 focusing on. This

NOTE Confidence: 0.799356751538461

00:59:02.730 --> 00:59:04.666 we want to bring back to the previous

NOTE Confidence: 0.799356751538461

00:59:04.666 --> 00:59:06.108 question I forgot to mention.

NOTE Confidence: 0.799356751538461

00:59:06.110 --> 00:59:07.736 One thing that I wanted to

NOTE Confidence: 0.799356751538461

00:59:07.736 --> 00:59:09.180 mention when you mentioned about.

NOTE Confidence: 0.799356751538461

00:59:09.180 --> 00:59:10.284 You asked about what we're going

NOTE Confidence: 0.799356751538461

00:59:10.284 --> 00:59:11.618 to be doing to reduce stigma

NOTE Confidence: 0.799356751538461

00:59:11.618 --> 00:59:12.718 with health care prevention,
NOTE Confidence: 0.799356751538461

00:59:12.720 --> 00:59:14.911 and I meant 33 segmented ways of
NOTE Confidence: 0.799356751538461

00:59:14.911 --> 00:59:16.839 approaching it and see what works,
NOTE Confidence: 0.799356751538461

00:59:16.840 --> 00:59:17.995 doesn't Work etc.
NOTE Confidence: 0.799356751538461

00:59:17.995 --> 00:59:20.690 You know we did a survey just
NOTE Confidence: 0.799356751538461

00:59:20.780 --> 00:59:23.160 to give you some stats on it.
NOTE Confidence: 0.799356751538461

00:59:23.160 --> 00:59:24.471 1 stat troubling.
NOTE Confidence: 0.799356751538461

00:59:24.471 --> 00:59:27.093 We partnered with the Medical Society
NOTE Confidence: 0.799356751538461

00:59:27.093 --> 00:59:30.035 in the state of Massachusetts and
NOTE Confidence: 0.799356751538461

00:59:30.035 --> 00:59:32.360 we surveyed primary care doctors
NOTE Confidence: 0.799356751538461

00:59:32.360 --> 00:59:35.570 in the state of Massachusetts.
NOTE Confidence: 0.799356751538461

00:59:35.570 --> 00:59:38.586 Why don't you treat those who are addicted?
NOTE Confidence: 0.799356751538461

00:59:38.590 --> 00:59:40.558 Half said because I was never
NOTE Confidence: 0.799356751538461

00:59:40.558 --> 00:59:41.870 taught in medical school.
NOTE Confidence: 0.799356751538461

00:59:41.870 --> 00:59:43.106 I don't know anything about it.
NOTE Confidence: 0.799356751538461

00:59:43.110 --> 00:59:44.766 Why weren't they taught medical school?

NOTE Confidence: 0.799356751538461
00:59:44.770 --> 00:59:47.270 Because medical schools mostly like.
NOTE Confidence: 0.799356751538461
00:59:47.270 --> 00:59:48.746 From him, it's not a disease.
NOTE Confidence: 0.799356751538461
00:59:48.750 --> 00:59:51.110 Why do we have to require it to be taught?
NOTE Confidence: 0.799356751538461
00:59:51.110 --> 00:59:53.698 Not all, but most.
NOTE Confidence: 0.799356751538461
00:59:53.700 --> 00:59:54.102 Also,
NOTE Confidence: 0.799356751538461
00:59:54.102 --> 00:59:56.514 the second reason they listed just
NOTE Confidence: 0.799356751538461
00:59:56.514 --> 00:59:59.580 below 50% was if there's an issue.
NOTE Confidence: 0.799356751538461
00:59:59.580 --> 01:00:00.879 I don't know.
NOTE Confidence: 0.799356751538461
01:00:00.879 --> 01:00:02.611 Therapist or behavioral health
NOTE Confidence: 0.799356751538461
01:00:02.611 --> 01:00:05.378 specialist that I can refer people to,
NOTE Confidence: 0.799356751538461
01:00:05.380 --> 01:00:06.785 why 'cause they haven't been
NOTE Confidence: 0.799356751538461
01:00:06.785 --> 01:00:08.190 taught enough in schools and
NOTE Confidence: 0.799356751538461
01:00:08.246 --> 01:00:09.576 there's not enough of them.
NOTE Confidence: 0.799356751538461
01:00:09.580 --> 01:00:11.358 You know what the third reason was?
NOTE Confidence: 0.799356751538461
01:00:11.360 --> 01:00:13.080 A quarter of primary care,
NOTE Confidence: 0.799356751538461

01:00:13.080 --> 01:00:13.746 doctors said,
NOTE Confidence: 0.799356751538461
01:00:13.746 --> 01:00:14.079 I,
NOTE Confidence: 0.799356751538461
01:00:14.079 --> 01:00:16.077 I don't want to treat people
NOTE Confidence: 0.799356751538461
01:00:16.077 --> 01:00:17.594 anybody addicted to opioids
NOTE Confidence: 0.799356751538461
01:00:17.594 --> 01:00:19.820 'cause it might hurt my practice.
NOTE Confidence: 0.799356751538461
01:00:19.820 --> 01:00:22.879 Having those people in my waiting room.
NOTE Confidence: 0.799356751538461
01:00:22.880 --> 01:00:23.390 1/4
NOTE Confidence: 0.882615972
01:00:25.860 --> 01:00:27.900 But we're starting in Pennsylvania,
NOTE Confidence: 0.882615972
01:00:27.900 --> 01:00:28.690 and as we get funding,
NOTE Confidence: 0.882615972
01:00:28.690 --> 01:00:29.898 we'll test other hospitals.
NOTE Confidence: 0.882615972
01:00:29.898 --> 01:00:31.408 Our whole thing is testing
NOTE Confidence: 0.882615972
01:00:31.408 --> 01:00:32.762 things once at work, scale it,
NOTE Confidence: 0.882615972
01:00:32.762 --> 01:00:33.818 but we don't want to scale
NOTE Confidence: 0.882615972
01:00:33.818 --> 01:00:34.875 it and spend money scaling
NOTE Confidence: 0.882615972
01:00:34.875 --> 01:00:36.189 until we know that it works.
NOTE Confidence: 0.802860208333333
01:00:37.900 --> 01:00:39.358 Thank you for sharing that carrier,

NOTE Confidence: 0.802860208333333
01:00:39.360 --> 01:00:42.014 I've been. Working in that area
NOTE Confidence: 0.802860208333333
01:00:42.014 --> 01:00:43.748 for for quite some time so and
NOTE Confidence: 0.802860208333333
01:00:43.748 --> 01:00:45.048 I have heard those stories,
NOTE Confidence: 0.802860208333333
01:00:45.050 --> 01:00:47.241 I think the thing that I found
NOTE Confidence: 0.802860208333333
01:00:47.241 --> 01:00:49.994 to be most successful is patient
NOTE Confidence: 0.802860208333333
01:00:49.994 --> 01:00:52.306 success and patient experience.
NOTE Confidence: 0.802860208333333
01:00:52.310 --> 01:00:54.452 Having patients come back doing well
NOTE Confidence: 0.802860208333333
01:00:54.452 --> 01:00:56.520 is very reinforcing for the clinician
NOTE Confidence: 0.802860208333333
01:00:56.520 --> 01:00:59.222 and they come back and tell me I'm the
NOTE Confidence: 0.802860208333333
01:00:59.222 --> 01:01:01.328 best prescribe you know best physician
NOTE Confidence: 0.802860208333333
01:01:01.328 --> 01:01:03.954 they've ever had and and you know,
NOTE Confidence: 0.802860208333333
01:01:03.954 --> 01:01:06.850 I think it's really important that we
NOTE Confidence: 0.802860208333333
01:01:06.850 --> 01:01:09.215 provide trainees with the opportunity
NOTE Confidence: 0.802860208333333
01:01:09.215 --> 01:01:12.320 to see individuals who are doing well.
NOTE Confidence: 0.802860208333333
01:01:12.320 --> 01:01:13.310 In their treatment,
NOTE Confidence: 0.802860208333333

01:01:13.310 --> 01:01:15.620 not just the the the toughest cases
NOTE Confidence: 0.802860208333333

01:01:15.680 --> 01:01:18.080 that they often may see in the hospital,
NOTE Confidence: 0.802860208333333

01:01:18.080 --> 01:01:20.150 I want to make sure I I'm catching
NOTE Confidence: 0.802860208333333

01:01:20.150 --> 01:01:22.939 up on the the Q&A Rana chamois from
NOTE Confidence: 0.802860208333333

01:01:22.939 --> 01:01:25.417 Stamford asked what do you believe
NOTE Confidence: 0.802860208333333

01:01:25.417 --> 01:01:28.120 the root causes of the stigma are?
NOTE Confidence: 0.802860208333333

01:01:28.120 --> 01:01:30.320 I understand the media plays a role and
NOTE Confidence: 0.802860208333333

01:01:30.320 --> 01:01:32.297 and that's a really important point,
NOTE Confidence: 0.802860208333333

01:01:32.300 --> 01:01:35.020 but do you believe education about drugs?
NOTE Confidence: 0.802860208333333

01:01:35.020 --> 01:01:37.258 That's geared towards youth has perpetuated
NOTE Confidence: 0.802860208333333

01:01:37.258 --> 01:01:39.424 stigma towards people who use drugs
NOTE Confidence: 0.802860208333333

01:01:39.424 --> 01:01:41.284 and those who suffer with addiction.
NOTE Confidence: 0.897166008571428

01:01:42.400 --> 01:01:45.179 The answer to that last question of
NOTE Confidence: 0.897166008571428

01:01:45.179 --> 01:01:48.530 the of the broader question is yes.
NOTE Confidence: 0.897166008571428

01:01:48.530 --> 01:01:51.428 And it's how you how we talk about it,
NOTE Confidence: 0.897166008571428

01:01:51.430 --> 01:01:53.522 which I mentioned earlier.

NOTE Confidence: 0.897166008571428
01:01:53.522 --> 01:01:55.461 I learned prior to this
NOTE Confidence: 0.897166008571428
01:01:55.461 --> 01:01:57.596 research that we did in 2019.
NOTE Confidence: 0.897166008571428
01:01:57.596 --> 01:02:00.826 Shadowproof was doing it wrong.
NOTE Confidence: 0.897166008571428
01:02:00.830 --> 01:02:02.412 We were out there saying addiction is
NOTE Confidence: 0.897166008571428
01:02:02.412 --> 01:02:05.270 a disease. Addiction is a disease.
NOTE Confidence: 0.897166008571428
01:02:05.270 --> 01:02:07.292 Yes, it's important to change the
NOTE Confidence: 0.897166008571428
01:02:07.292 --> 01:02:09.289 perception that this is a disease,
NOTE Confidence: 0.897166008571428
01:02:09.290 --> 01:02:13.238 but that actually could be stigmatized.
NOTE Confidence: 0.897166008571428
01:02:13.240 --> 01:02:15.352 Would you rather be neighbors with
NOTE Confidence: 0.897166008571428
01:02:15.352 --> 01:02:17.575 someone who is not trying hard
NOTE Confidence: 0.897166008571428
01:02:17.575 --> 01:02:19.813 enough that can change like that?
NOTE Confidence: 0.897166008571428
01:02:19.820 --> 01:02:22.564 Or neighbors with someone that's got a
NOTE Confidence: 0.897166008571428
01:02:22.564 --> 01:02:24.938 chronic illness that can never change.
NOTE Confidence: 0.897166008571428
01:02:24.940 --> 01:02:27.328 It actually could make it worse.
NOTE Confidence: 0.897166008571428
01:02:27.330 --> 01:02:29.098 The right message is.
NOTE Confidence: 0.897166008571428

01:02:29.098 --> 01:02:30.866 It's a treatable disease.
NOTE Confidence: 0.897166008571428

01:02:30.870 --> 01:02:32.838 When we studied all the literature
NOTE Confidence: 0.897166008571428

01:02:32.838 --> 01:02:34.150 and all the history.
NOTE Confidence: 0.897166008571428

01:02:34.150 --> 01:02:35.890 What changed with HIV AIDS?
NOTE Confidence: 0.897166008571428

01:02:35.890 --> 01:02:37.954 It wasn't when Magic Johnson came
NOTE Confidence: 0.897166008571428

01:02:37.954 --> 01:02:40.568 out and said and said he had aids.
NOTE Confidence: 0.897166008571428

01:02:40.570 --> 01:02:42.376 No, it's when he came back two
NOTE Confidence: 0.897166008571428

01:02:42.376 --> 01:02:44.326 years later and he was sweating on
NOTE Confidence: 0.897166008571428

01:02:44.326 --> 01:02:46.006 the court with nine other guys.
NOTE Confidence: 0.897166008571428

01:02:46.010 --> 01:02:49.170 And yes, you can get into a taxi cab with me.
NOTE Confidence: 0.897166008571428

01:02:49.170 --> 01:02:50.628 You can be. You can eat dinner with me.
NOTE Confidence: 0.897166008571428

01:02:50.630 --> 01:02:51.986 I can be in your neighborhood.
NOTE Confidence: 0.897166008571428

01:02:51.990 --> 01:02:54.419 It's not going to explode on you.
NOTE Confidence: 0.897166008571428

01:02:54.420 --> 01:02:56.868 These stories of people with success
NOTE Confidence: 0.897166008571428

01:02:56.868 --> 01:02:59.189 changes the perception that someone with
NOTE Confidence: 0.897166008571428

01:02:59.189 --> 01:03:01.685 this disease is not in a back alley.

NOTE Confidence: 0.897166008571428
01:03:01.690 --> 01:03:02.800 Sticking a needle in their arm.
NOTE Confidence: 0.897166008571428
01:03:02.800 --> 01:03:04.792 That's going to break into your
NOTE Confidence: 0.897166008571428
01:03:04.792 --> 01:03:07.200 house now there's 10s of millions of
NOTE Confidence: 0.897166008571428
01:03:07.200 --> 01:03:09.563 people in this country that have been
NOTE Confidence: 0.897166008571428
01:03:09.563 --> 01:03:11.489 treated properly and are doing well.
NOTE Confidence: 0.897166008571428
01:03:11.490 --> 01:03:13.334 And that is the.
NOTE Confidence: 0.897166008571428
01:03:13.334 --> 01:03:15.178 It's a treatable disease.
NOTE Confidence: 0.897166008571428
01:03:15.180 --> 01:03:16.830 And then the other messages that's
NOTE Confidence: 0.897166008571428
01:03:16.830 --> 01:03:18.120 been proven in research is.
NOTE Confidence: 0.897166008571428
01:03:18.120 --> 01:03:19.680 Here's the barriers that I went
NOTE Confidence: 0.897166008571428
01:03:19.680 --> 01:03:21.952 through to get treated and that
NOTE Confidence: 0.897166008571428
01:03:21.952 --> 01:03:24.416 changes structural stigma policies.
NOTE Confidence: 0.897166008571428
01:03:24.420 --> 01:03:25.475 Those are the two messages
NOTE Confidence: 0.897166008571428
01:03:25.475 --> 01:03:26.319 that we're working on,
NOTE Confidence: 0.897166008571428
01:03:26.320 --> 01:03:28.714 as well as the message about medications.
NOTE Confidence: 0.897166008571428

01:03:28.720 --> 01:03:30.248 'cause there's such a
NOTE Confidence: 0.897166008571428

01:03:30.248 --> 01:03:31.394 stigma against medications,
NOTE Confidence: 0.897166008571428

01:03:31.400 --> 01:03:33.263 but also just to keep going on that question.
NOTE Confidence: 0.897166008571428

01:03:33.270 --> 01:03:34.344 If I could,
NOTE Confidence: 0.897166008571428

01:03:34.344 --> 01:03:37.370 because part of that question was the media.
NOTE Confidence: 0.897166008571428

01:03:37.370 --> 01:03:40.289 So remember I mentioned 66 sectors of
NOTE Confidence: 0.897166008571428

01:03:40.289 --> 01:03:43.506 society that we want to give content to.
NOTE Confidence: 0.897166008571428

01:03:43.510 --> 01:03:46.650 One of those is media.
NOTE Confidence: 0.897166008571428

01:03:46.650 --> 01:03:48.390 I can't tell you how many
NOTE Confidence: 0.897166008571428

01:03:48.390 --> 01:03:50.190 wonderful stories that I have read,
NOTE Confidence: 0.897166008571428

01:03:50.190 --> 01:03:51.642 written by a journalist.
NOTE Confidence: 0.897166008571428

01:03:51.642 --> 01:03:54.730 That had their heart in the right place.
NOTE Confidence: 0.897166008571428

01:03:54.730 --> 01:03:57.140 Total wrote a meaningful editorial
NOTE Confidence: 0.897166008571428

01:03:57.140 --> 01:04:00.642 or story about someone who had a
NOTE Confidence: 0.897166008571428

01:04:00.642 --> 01:04:03.786 substance use disorder or had died.
NOTE Confidence: 0.897166008571428

01:04:03.790 --> 01:04:06.798 And they met all with the best intentions.

NOTE Confidence: 0.897166008571428

01:04:06.800 --> 01:04:07.718 Writing that article,

NOTE Confidence: 0.897166008571428

01:04:07.718 --> 01:04:09.248 and they described that person

NOTE Confidence: 0.897166008571428

01:04:09.248 --> 01:04:11.209 as A at an attic or a junkie.

NOTE Confidence: 0.885235767272727

01:04:13.270 --> 01:04:14.590 That is stigmatising.

NOTE Confidence: 0.885235767272727

01:04:14.590 --> 01:04:18.050 There was a study done several years ago.

NOTE Confidence: 0.885235767272727

01:04:18.050 --> 01:04:20.030 300 health care professionals.

NOTE Confidence: 0.885235767272727

01:04:20.030 --> 01:04:23.213 150 in one room, 150 in another,

NOTE Confidence: 0.885235767272727

01:04:23.213 --> 01:04:25.218 and these are healthcare professions.

NOTE Confidence: 0.885235767272727

01:04:25.220 --> 01:04:27.215 The first group randomly controlled

NOTE Confidence: 0.885235767272727

01:04:27.215 --> 01:04:30.312 which room you were in the first group

NOTE Confidence: 0.885235767272727

01:04:30.312 --> 01:04:32.720 was told the story about John Doe.

NOTE Confidence: 0.885235767272727

01:04:32.720 --> 01:04:34.620 Who was an addict?

NOTE Confidence: 0.885235767272727

01:04:34.620 --> 01:04:36.660 The second group was told the

NOTE Confidence: 0.885235767272727

01:04:36.660 --> 01:04:39.066 exact same story about John Doe,

NOTE Confidence: 0.885235767272727

01:04:39.066 --> 01:04:41.376 who was addicted to drugs.

NOTE Confidence: 0.885235767272727

01:04:41.380 --> 01:04:42.320 But he was John Doe.
NOTE Confidence: 0.885235767272727

01:04:42.320 --> 01:04:42.908 He was Johnny.
NOTE Confidence: 0.910125832222222

01:04:44.980 --> 01:04:46.810 Then they surveyed the people when
NOTE Confidence: 0.910125832222222

01:04:46.810 --> 01:04:49.194 they got out. The first group.
NOTE Confidence: 0.910125832222222

01:04:49.194 --> 01:04:52.610 We're more likely to say by far.
NOTE Confidence: 0.910125832222222

01:04:52.610 --> 01:04:55.046 He needs to go to the criminal
NOTE Confidence: 0.910125832222222

01:04:55.046 --> 01:04:56.728 justice system. He's an addict.
NOTE Confidence: 0.910125832222222

01:04:56.728 --> 01:04:58.358 Second group was more likely
NOTE Confidence: 0.910125832222222

01:04:58.358 --> 01:05:00.773 to say get him to the health
NOTE Confidence: 0.910125832222222

01:05:00.773 --> 01:05:02.468 care system 'cause he's Johnny.
NOTE Confidence: 0.910125832222222

01:05:02.470 --> 01:05:04.006 He has a substance use disorder
NOTE Confidence: 0.910125832222222

01:05:04.006 --> 01:05:06.045 or he is addicted to drugs or he
NOTE Confidence: 0.910125832222222

01:05:06.045 --> 01:05:07.485 has diabetes or whatever it is.
NOTE Confidence: 0.910125832222222

01:05:07.490 --> 01:05:10.256 Let's get him to health care.
NOTE Confidence: 0.910125832222222

01:05:10.260 --> 01:05:12.900 So that's one of the six sectors we
NOTE Confidence: 0.910125832222222

01:05:12.900 --> 01:05:15.570 need to bring the media together.

NOTE Confidence: 0.910125832222222

01:05:15.570 --> 01:05:17.663 And just make sure that they all

NOTE Confidence: 0.910125832222222

01:05:17.663 --> 01:05:19.409 understand the right language and

NOTE Confidence: 0.910125832222222

01:05:19.409 --> 01:05:20.989 we celebrate the journalists,

NOTE Confidence: 0.910125832222222

01:05:20.990 --> 01:05:22.606 do it right and we call out the

NOTE Confidence: 0.910125832222222

01:05:22.606 --> 01:05:23.658 ones that do it wrong.

NOTE Confidence: 0.716993062

01:05:25.690 --> 01:05:28.040 I agree, pretty simple. Very

NOTE Confidence: 0.903876798333333

01:05:28.050 --> 01:05:30.520 important message and very impactful

NOTE Confidence: 0.903876798333333

01:05:30.520 --> 01:05:33.530 research done both with health professionals

NOTE Confidence: 0.903876798333333

01:05:33.530 --> 01:05:36.757 and with the the Community at large.

NOTE Confidence: 0.813514736666667

01:05:38.110 --> 01:05:38.881 Part time David.

NOTE Confidence: 0.813514736666667

01:05:38.881 --> 01:05:40.423 I saw a comment on there.

NOTE Confidence: 0.813514736666667

01:05:40.430 --> 01:05:42.050 I'm not sure if it turned into a question,

NOTE Confidence: 0.813514736666667

01:05:42.050 --> 01:05:44.038 but somebody said there was a comment

NOTE Confidence: 0.813514736666667

01:05:44.038 --> 01:05:46.688 I saw by a less aleska talking about.

NOTE Confidence: 0.813514736666667

01:05:46.690 --> 01:05:48.550 We need this in all corporations.

NOTE Confidence: 0.813514736666667

01:05:48.550 --> 01:05:51.620 That's also one of the six sectors, so again,
NOTE Confidence: 0.813514736666667

01:05:51.620 --> 01:05:54.295 the six sectors are corporations healthcare.
NOTE Confidence: 0.813514736666667

01:05:54.295 --> 01:05:57.020 State government could be national,
NOTE Confidence: 0.813514736666667

01:05:57.020 --> 01:06:00.476 but let's focus on states first.
NOTE Confidence: 0.813514736666667

01:06:00.480 --> 01:06:01.462 Media, entertainment,
NOTE Confidence: 0.813514736666667

01:06:01.462 --> 01:06:03.917 criminal justice system and communities.
NOTE Confidence: 0.813514736666667

01:06:03.920 --> 01:06:06.580 We just prior to COVID.
NOTE Confidence: 0.813514736666667

01:06:06.580 --> 01:06:09.100 We were going into States and
NOTE Confidence: 0.813514736666667

01:06:09.100 --> 01:06:11.190 companies as our first two.
NOTE Confidence: 0.813514736666667

01:06:11.190 --> 01:06:12.558 And then COVID disrupted.
NOTE Confidence: 0.813514736666667

01:06:12.558 --> 01:06:13.584 Going into companies,
NOTE Confidence: 0.813514736666667

01:06:13.590 --> 01:06:15.510 we have a program already
NOTE Confidence: 0.813514736666667

01:06:15.510 --> 01:06:17.430 designed to go into companies.
NOTE Confidence: 0.813514736666667

01:06:17.430 --> 01:06:19.719 Our thought is to wait till after
NOTE Confidence: 0.813514736666667

01:06:19.719 --> 01:06:21.270 employees are back at work.
NOTE Confidence: 0.813514736666667

01:06:21.270 --> 01:06:23.174 But a lot of the same methodology

NOTE Confidence: 0.813514736666667
01:06:23.174 --> 01:06:25.248 where we're using in the state of
NOTE Confidence: 0.813514736666667
01:06:25.248 --> 01:06:26.550 Pennsylvania we could use in companies.
NOTE Confidence: 0.813514736666667
01:06:26.550 --> 01:06:27.396 It's interesting.
NOTE Confidence: 0.813514736666667
01:06:27.396 --> 01:06:29.882 It's a distribution channel of getting
NOTE Confidence: 0.813514736666667
01:06:29.882 --> 01:06:32.654 out the short videos and the stories.
NOTE Confidence: 0.813514736666667
01:06:32.660 --> 01:06:33.046 Absolutely,
NOTE Confidence: 0.813514736666667
01:06:33.046 --> 01:06:33.818 it'll work.
NOTE Confidence: 0.920355853333333
01:06:34.940 --> 01:06:37.096 Well then also sends a message right
NOTE Confidence: 0.920355853333333
01:06:37.096 --> 01:06:38.798 that the company is acknowledged
NOTE Confidence: 0.920355853333333
01:06:38.798 --> 01:06:40.958 that this is not something that
NOTE Confidence: 0.920355853333333
01:06:40.958 --> 01:06:42.946 they shouldn't talk about or they
NOTE Confidence: 0.920355853333333
01:06:42.946 --> 01:06:44.758 don't talk about that by stepping
NOTE Confidence: 0.920355853333333
01:06:44.760 --> 01:06:46.992 up their modeling the type of
NOTE Confidence: 0.920355853333333
01:06:46.992 --> 01:06:49.360 behavior that we want individuals
NOTE Confidence: 0.8158122
01:06:49.370 --> 01:06:51.573 absolutely and we already have a list
NOTE Confidence: 0.8158122

01:06:51.573 --> 01:06:53.238 of policies ready for companies.
NOTE Confidence: 0.8158122

01:06:53.240 --> 01:06:54.696 Here's what you do with the stories.
NOTE Confidence: 0.8158122

01:06:54.700 --> 01:06:57.016 Here's how you here's how languages
NOTE Confidence: 0.8158122

01:06:57.016 --> 01:06:59.809 should never be used in any corporate.
NOTE Confidence: 0.8158122

01:06:59.810 --> 01:07:00.962 Communication never.
NOTE Confidence: 0.8158122

01:07:00.962 --> 01:07:02.690 Junkie addict, nothing.
NOTE Confidence: 0.8158122

01:07:02.690 --> 01:07:04.450 Not that it would be typically used anyway,
NOTE Confidence: 0.8158122

01:07:04.450 --> 01:07:06.830 but that's an easy lift for companies.
NOTE Confidence: 0.8158122

01:07:06.830 --> 01:07:09.068 We have a list of policies,
NOTE Confidence: 0.8158122

01:07:09.070 --> 01:07:10.970 easy lift and harder lift.
NOTE Confidence: 0.8158122

01:07:10.970 --> 01:07:12.580 Do the easier lifts their stuff 1st
NOTE Confidence: 0.8158122

01:07:12.580 --> 01:07:14.217 and aspire to do the harder lift.
NOTE Confidence: 0.912320141111111

01:07:16.050 --> 01:07:17.949 So again, trying to catch up with the chat,
NOTE Confidence: 0.912320141111111

01:07:17.950 --> 01:07:20.194 I want to acknowledge the the
NOTE Confidence: 0.912320141111111

01:07:20.194 --> 01:07:22.370 sharing that Joseph Adams has done.
NOTE Confidence: 0.912320141111111

01:07:22.370 --> 01:07:27.383 He's given us some links to NVIDIA to videos

NOTE Confidence: 0.9123201411111111
01:07:27.390 --> 01:07:29.928 about people who are receiving medication.
NOTE Confidence: 0.9123201411111111
01:07:29.930 --> 01:07:32.426 I happen to know a couple of the
NOTE Confidence: 0.9123201411111111
01:07:32.426 --> 01:07:34.206 names Walter Ginter and Joycelyn
NOTE Confidence: 0.9123201411111111
01:07:34.206 --> 01:07:37.150 Woods are really sort of the the early
NOTE Confidence: 0.9123201411111111
01:07:37.150 --> 01:07:40.660 individuals in the field ten 1520 years
NOTE Confidence: 0.9123201411111111
01:07:40.660 --> 01:07:43.600 ago who formed the National Alliance
NOTE Confidence: 0.9123201411111111
01:07:43.600 --> 01:07:45.640 for Medication Assisted Recovery.
NOTE Confidence: 0.9123201411111111
01:07:45.640 --> 01:07:47.432 Remember our and so I would encourage
NOTE Confidence: 0.9123201411111111
01:07:47.432 --> 01:07:49.437 you to take a look at those videos
NOTE Confidence: 0.9123201411111111
01:07:49.437 --> 01:07:51.490 and he makes the point that we rarely
NOTE Confidence: 0.9123201411111111
01:07:51.490 --> 01:07:53.394 if ever see individuals who are doing
NOTE Confidence: 0.9123201411111111
01:07:53.400 --> 01:07:55.470 well who are receiving medication,
NOTE Confidence: 0.9123201411111111
01:07:55.470 --> 01:07:59.016 and that's that's gotta change and
NOTE Confidence: 0.9123201411111111
01:07:59.016 --> 01:08:01.380 brentmoor also followed provides
NOTE Confidence: 0.9123201411111111
01:08:01.478 --> 01:08:03.728 narratives from from veterans as
NOTE Confidence: 0.9123201411111111

01:08:03.728 --> 01:08:06.690 he works in the VA system.
NOTE Confidence: 0.9123201411111111

01:08:06.690 --> 01:08:09.618 Let's see Joseph Adams also notes
NOTE Confidence: 0.9123201411111111

01:08:09.618 --> 01:08:12.134 that 70% of residential treatment
NOTE Confidence: 0.9123201411111111

01:08:12.134 --> 01:08:15.270 programs do not allow offer or allow.
NOTE Confidence: 0.9123201411111111

01:08:15.270 --> 01:08:18.920 Medications for opioid use disorders.
NOTE Confidence: 0.9123201411111111

01:08:18.920 --> 01:08:21.385 Many of these programs are getting
NOTE Confidence: 0.9123201411111111

01:08:21.385 --> 01:08:23.109 state licensing or accreditation.
NOTE Confidence: 0.9123201411111111

01:08:23.110 --> 01:08:24.730 Is there something we should be
NOTE Confidence: 0.9123201411111111

01:08:24.730 --> 01:08:26.510 doing and from that perspective,
NOTE Confidence: 0.9123201411111111

01:08:26.510 --> 01:08:28.814 sort of from the regulatory perspective
NOTE Confidence: 0.9123201411111111

01:08:28.814 --> 01:08:31.596 to address the lack of potentially
NOTE Confidence: 0.9123201411111111

01:08:31.596 --> 01:08:34.848 lack of evidence based treatment at
NOTE Confidence: 0.9123201411111111

01:08:34.848 --> 01:08:37.280 quote UN quote treatment facilities.
NOTE Confidence: 0.934216198181818

01:08:38.650 --> 01:08:41.054 Absolutely 100% that is,
NOTE Confidence: 0.934216198181818

01:08:41.054 --> 01:08:44.059 Atlas Atlas provides that information
NOTE Confidence: 0.934216198181818

01:08:44.059 --> 01:08:46.895 to States and states will be states

NOTE Confidence: 0.934216198181818
01:08:46.895 --> 01:08:48.881 are telling us they're going to
NOTE Confidence: 0.934216198181818
01:08:48.881 --> 01:08:50.546 start using this for licensing.
NOTE Confidence: 0.934216198181818
01:08:50.550 --> 01:08:53.140 Again, we've only been up and running
NOTE Confidence: 0.934216198181818
01:08:53.140 --> 01:08:56.110 now in six states for a year and a
NOTE Confidence: 0.934216198181818
01:08:56.110 --> 01:08:58.934 little less than a year and a half.
NOTE Confidence: 0.934216198181818
01:08:58.940 --> 01:09:01.348 But as this and now we're adding
NOTE Confidence: 0.934216198181818
01:09:01.348 --> 01:09:04.136 seven new states will be in states
NOTE Confidence: 0.934216198181818
01:09:04.136 --> 01:09:05.748 representing 4243% of the population.
NOTE Confidence: 0.904253655
01:09:07.830 --> 01:09:08.786 Absolutely, states are already
NOTE Confidence: 0.904253655
01:09:08.786 --> 01:09:09.981 telling us they're going to
NOTE Confidence: 0.904253655
01:09:09.981 --> 01:09:11.200 start using this for licensing.
NOTE Confidence: 0.803539701666667
01:09:13.080 --> 01:09:15.760 And then along that line to Kathleen Ward,
NOTE Confidence: 0.803539701666667
01:09:15.760 --> 01:09:19.136 Ward says thank you for sharing your work.
NOTE Confidence: 0.803539701666667
01:09:19.140 --> 01:09:21.210 She does some work evaluating
NOTE Confidence: 0.803539701666667
01:09:21.210 --> 01:09:24.659 a aissam levels of care,
NOTE Confidence: 0.803539701666667

01:09:24.659 --> 01:09:26.924 certified drug and Alcohol Assessment
NOTE Confidence: 0.803539701666667

01:09:26.924 --> 01:09:30.186 Center in Philadelphia and wonders if
NOTE Confidence: 0.803539701666667

01:09:30.186 --> 01:09:32.548 Atlas collaborates with these types of
NOTE Confidence: 0.803539701666667

01:09:32.548 --> 01:09:34.971 sites to use assessment to refer patients
NOTE Confidence: 0.803539701666667

01:09:34.971 --> 01:09:37.256 to evidence based treatment locally.
NOTE Confidence: 0.803539701666667

01:09:37.260 --> 01:09:39.920 So I think again the question is great.
NOTE Confidence: 0.803539701666667

01:09:39.920 --> 01:09:40.650 Great question.
NOTE Confidence: 0.840694949166667

01:09:43.420 --> 01:09:45.168 We first for Atlas.
NOTE Confidence: 0.840694949166667

01:09:45.168 --> 01:09:47.353 We first developed the national
NOTE Confidence: 0.840694949166667

01:09:47.353 --> 01:09:49.342 principles of care. And you know,
NOTE Confidence: 0.840694949166667

01:09:49.342 --> 01:09:51.166 coming from a background in business,
NOTE Confidence: 0.840694949166667

01:09:51.170 --> 01:09:53.690 it was very clear to me that what we
NOTE Confidence: 0.840694949166667

01:09:53.690 --> 01:09:56.250 needed was one national standard of care.
NOTE Confidence: 0.840694949166667

01:09:56.250 --> 01:09:58.070 Which unbelievably didn't exist.
NOTE Confidence: 0.840694949166667

01:09:58.070 --> 01:10:01.615 And there were dozens of practices that that
NOTE Confidence: 0.840694949166667

01:10:01.615 --> 01:10:04.226 night at National Institute of Drug Abuse

NOTE Confidence: 0.840694949166667
01:10:04.226 --> 01:10:07.046 and others and put out there Sam's etc.
NOTE Confidence: 0.840694949166667
01:10:07.050 --> 01:10:08.360 So from background in business,
NOTE Confidence: 0.840694949166667
01:10:08.360 --> 01:10:10.928 you realize you can't have dozens.
NOTE Confidence: 0.840694949166667
01:10:10.930 --> 01:10:12.496 There's no business in the world
NOTE Confidence: 0.840694949166667
01:10:12.496 --> 01:10:14.099 that bonuses any people on anybody,
NOTE Confidence: 0.840694949166667
01:10:14.100 --> 01:10:15.468 on dozens of things.
NOTE Confidence: 0.840694949166667
01:10:15.468 --> 01:10:18.430 What are the less than 10 core things
NOTE Confidence: 0.840694949166667
01:10:18.430 --> 01:10:20.926 that should be in every treatment
NOTE Confidence: 0.840694949166667
01:10:20.926 --> 01:10:23.178 program in the United States?
NOTE Confidence: 0.840694949166667
01:10:23.180 --> 01:10:25.950 Based on certain 2016 Surgeon
NOTE Confidence: 0.840694949166667
01:10:25.950 --> 01:10:27.058 General's report.
NOTE Confidence: 0.840694949166667
01:10:27.060 --> 01:10:28.943 And then we we work together with
NOTE Confidence: 0.840694949166667
01:10:28.943 --> 01:10:30.702 Pew Charitable Trust in the leading
NOTE Confidence: 0.840694949166667
01:10:30.702 --> 01:10:32.496 author of the Surgeon General's report,
NOTE Confidence: 0.840694949166667
01:10:32.500 --> 01:10:35.788 and we drafted 7 Principles of Care Plus
NOTE Confidence: 0.840694949166667

01:10:35.788 --> 01:10:38.358 one screening to get into treatment.
NOTE Confidence: 0.840694949166667

01:10:38.360 --> 01:10:41.504 And then we brought together a
NOTE Confidence: 0.840694949166667

01:10:41.504 --> 01:10:43.568 group of experts around the country
NOTE Confidence: 0.840694949166667

01:10:43.568 --> 01:10:45.169 and got consensus on this.
NOTE Confidence: 0.840694949166667

01:10:45.170 --> 01:10:47.230 So that's our national standard.
NOTE Confidence: 0.840694949166667

01:10:47.230 --> 01:10:50.022 Then we built a business plan for Atlas
NOTE Confidence: 0.840694949166667

01:10:50.022 --> 01:10:53.986 for bringing in data from three sources.
NOTE Confidence: 0.840694949166667

01:10:53.986 --> 01:10:55.311 Providers patience.
NOTE Confidence: 0.840694949166667

01:10:55.311 --> 01:10:58.677 And claims data to create the
NOTE Confidence: 0.840694949166667

01:10:58.677 --> 01:11:00.360 quality measurement system,
NOTE Confidence: 0.840694949166667

01:11:00.360 --> 01:11:02.320 and we built a business plan around that.
NOTE Confidence: 0.840694949166667

01:11:02.320 --> 01:11:05.256 To do that, we raised 5,000,000 in funding.
NOTE Confidence: 0.840694949166667

01:11:05.260 --> 01:11:07.036 We received the funding
NOTE Confidence: 0.840694949166667

01:11:07.036 --> 01:11:09.256 and we started building it.
NOTE Confidence: 0.840694949166667

01:11:09.260 --> 01:11:10.620 And when we hired a team to do
NOTE Confidence: 0.840694949166667

01:11:10.620 --> 01:11:11.897 so once that team was hired,

NOTE Confidence: 0.840694949166667
01:11:11.900 --> 01:11:12.980 we looked at the next question.
NOTE Confidence: 0.840694949166667
01:11:12.980 --> 01:11:14.510 Which exactly is the question
NOTE Confidence: 0.840694949166667
01:11:14.510 --> 01:11:15.734 that was just asked.
NOTE Confidence: 0.840694949166667
01:11:15.740 --> 01:11:16.886 You can give the best care
NOTE Confidence: 0.840694949166667
01:11:16.886 --> 01:11:18.060 in the world to someone,
NOTE Confidence: 0.840694949166667
01:11:18.060 --> 01:11:20.444 but if they're if they're better to be
NOTE Confidence: 0.840694949166667
01:11:20.444 --> 01:11:22.568 in residential and they're in outpatient,
NOTE Confidence: 0.840694949166667
01:11:22.570 --> 01:11:24.416 it's not going to work, or vice versa.
NOTE Confidence: 0.840694949166667
01:11:24.416 --> 01:11:26.076 And as we all know,
NOTE Confidence: 0.840694949166667
01:11:26.080 --> 01:11:28.880 a Sam has the gold standard of level of care,
NOTE Confidence: 0.840694949166667
01:11:28.880 --> 01:11:30.836 but it's 12 levels of care,
NOTE Confidence: 0.840694949166667
01:11:30.840 --> 01:11:32.559 so we went to a Sam and we said,
NOTE Confidence: 0.840694949166667
01:11:32.560 --> 01:11:35.400 look, we have a request.
NOTE Confidence: 0.840694949166667
01:11:35.400 --> 01:11:40.328 Your criteria for levels of care is superb.
NOTE Confidence: 0.840694949166667
01:11:40.330 --> 01:11:41.694 It's the best ever.
NOTE Confidence: 0.840694949166667

01:11:41.694 --> 01:11:43.058 It's the gold standard.
NOTE Confidence: 0.840694949166667

01:11:43.060 --> 01:11:45.489 But the problem is, it's usually usually
NOTE Confidence: 0.840694949166667

01:11:45.489 --> 01:11:47.478 not always usually given too late.
NOTE Confidence: 0.840694949166667

01:11:47.480 --> 01:11:50.060 Someone already had a treatment program,
NOTE Confidence: 0.840694949166667

01:11:50.060 --> 01:11:51.500 and if they're at a residential
NOTE Confidence: 0.840694949166667

01:11:51.500 --> 01:11:52.460 and they need outpatient,
NOTE Confidence: 0.840694949166667

01:11:52.460 --> 01:11:54.240 they're in the wrong place.
NOTE Confidence: 0.840694949166667

01:11:54.240 --> 01:11:56.634 So would you work with us in in there?
NOTE Confidence: 0.840694949166667

01:11:56.640 --> 01:11:58.484 There's because it's comprehensive.
NOTE Confidence: 0.840694949166667

01:11:58.484 --> 01:12:01.250 It needs to be delivered by
NOTE Confidence: 0.840694949166667

01:12:01.329 --> 01:12:03.159 a clinician to a patient.
NOTE Confidence: 0.840694949166667

01:12:03.160 --> 01:12:04.225 So I said,
NOTE Confidence: 0.840694949166667

01:12:04.225 --> 01:12:07.204 would you work with us and create a
NOTE Confidence: 0.840694949166667

01:12:07.204 --> 01:12:09.314 summary version of your sophisticated,
NOTE Confidence: 0.840694949166667

01:12:09.320 --> 01:12:11.620 comprehensive levels of care
NOTE Confidence: 0.840694949166667

01:12:11.620 --> 01:12:14.495 that only has two outputs?

NOTE Confidence: 0.840694949166667
01:12:14.500 --> 01:12:15.706 Outpatient or residential?
NOTE Confidence: 0.840694949166667
01:12:15.706 --> 01:12:18.520 Less than 15 minutes that a consumer
NOTE Confidence: 0.840694949166667
01:12:18.586 --> 01:12:20.341 can take confidentially on their
NOTE Confidence: 0.840694949166667
01:12:20.341 --> 01:12:22.480 own to just steer them down.
NOTE Confidence: 0.840694949166667
01:12:22.480 --> 01:12:25.048 One of two paths and then when they
NOTE Confidence: 0.840694949166667
01:12:25.048 --> 01:12:28.270 get there, they take the a Sam.
NOTE Confidence: 0.840694949166667
01:12:28.270 --> 01:12:31.332 Comprehensive assessment he said,
NOTE Confidence: 0.840694949166667
01:12:31.332 --> 01:12:33.087 hey Sam, wonderfully said yes,
NOTE Confidence: 0.840694949166667
01:12:33.090 --> 01:12:35.088 we worked on it together with
NOTE Confidence: 0.840694949166667
01:12:35.088 --> 01:12:37.713 open beds and over a year and a
NOTE Confidence: 0.840694949166667
01:12:37.713 --> 01:12:38.929 half it was developed.
NOTE Confidence: 0.840694949166667
01:12:38.930 --> 01:12:41.037 It's turned into a little bit more
NOTE Confidence: 0.840694949166667
01:12:41.037 --> 01:12:43.148 comprehensive than I had originally asked.
NOTE Confidence: 0.840694949166667
01:12:43.150 --> 01:12:43.880 That's OK.
NOTE Confidence: 0.840694949166667
01:12:43.880 --> 01:12:46.070 The science is all a Sam,
NOTE Confidence: 0.801020384

01:12:46.070 --> 01:12:49.290 not ours. All a Sam.
NOTE Confidence: 0.801020384

01:12:49.290 --> 01:12:52.815 13 questions less than 10 minutes and
NOTE Confidence: 0.801020384

01:12:52.815 --> 01:12:54.810 it got a little bit more sophisticated.
NOTE Confidence: 0.801020384

01:12:54.810 --> 01:12:56.028 It's at 2 levels of care.
NOTE Confidence: 0.801020384

01:12:56.030 --> 01:12:57.350 Outpatient residential.
NOTE Confidence: 0.801020384

01:12:57.350 --> 01:12:59.936 It was five hospitalization
NOTE Confidence: 0.801020384

01:12:59.936 --> 01:13:01.148 residential intensive,
NOTE Confidence: 0.801020384

01:13:01.148 --> 01:13:05.390 outpatient outpatient or you don't need care.
NOTE Confidence: 0.801020384

01:13:05.390 --> 01:13:07.250 You need an intervention.
NOTE Confidence: 0.801020384

01:13:07.250 --> 01:13:09.202 And a SIM added another feature which we
NOTE Confidence: 0.801020384

01:13:09.202 --> 01:13:11.374 had in conceptualized, which is great base.
NOTE Confidence: 0.801020384

01:13:11.374 --> 01:13:13.520 Once they tell you one of those five things,
NOTE Confidence: 0.801020384

01:13:13.520 --> 01:13:15.302 or one of the four where you need treatment,
NOTE Confidence: 0.801020384

01:13:15.310 --> 01:13:17.266 here's what additional services you need.
NOTE Confidence: 0.801020384

01:13:17.270 --> 01:13:19.349 You need medication for opiate use disorder.
NOTE Confidence: 0.801020384

01:13:19.350 --> 01:13:21.326 You need mental health services or you don't,

NOTE Confidence: 0.801020384

01:13:21.330 --> 01:13:25.766 etc. And that was completed by a

NOTE Confidence: 0.801020384

01:13:25.766 --> 01:13:29.165 Sam a year last June June of 2020.

NOTE Confidence: 0.801020384

01:13:29.165 --> 01:13:31.280 So a year and a half ago we

NOTE Confidence: 0.801020384

01:13:31.280 --> 01:13:33.280 we launched Atlas in July.

NOTE Confidence: 0.801020384

01:13:33.280 --> 01:13:35.160 A month later, when you go to Atlas.

NOTE Confidence: 0.801020384

01:13:35.160 --> 01:13:36.600 Now we combine the two.

NOTE Confidence: 0.801020384

01:13:36.600 --> 01:13:38.910 So the first thing is taking assessment.

NOTE Confidence: 0.801020384

01:13:38.910 --> 01:13:41.426 If you take the assessment and it

NOTE Confidence: 0.801020384

01:13:41.426 --> 01:13:43.416 determines you need intensive outpatient

NOTE Confidence: 0.801020384

01:13:43.416 --> 01:13:45.710 for opiate use disorder and then

NOTE Confidence: 0.801020384

01:13:45.710 --> 01:13:47.010 you search for treatment programs,

NOTE Confidence: 0.801020384

01:13:47.010 --> 01:13:48.972 it will only show you treatment

NOTE Confidence: 0.801020384

01:13:48.972 --> 01:13:50.890 programs that hit that criteria.

NOTE Confidence: 0.801020384

01:13:50.890 --> 01:13:52.498 If you skip that and go right to

NOTE Confidence: 0.801020384

01:13:52.498 --> 01:13:54.029 the search for treatment programs,

NOTE Confidence: 0.801020384

01:13:54.030 --> 01:13:55.356 obviously you can't filter by that
NOTE Confidence: 0.801020384

01:13:55.356 --> 01:13:56.840 'cause you haven't taken the assessment.
NOTE Confidence: 0.801020384

01:13:56.840 --> 01:13:58.896 It's completely 100% confidential
NOTE Confidence: 0.801020384

01:13:58.896 --> 01:14:01.466 and unlike the search feature,
NOTE Confidence: 0.801020384

01:14:01.470 --> 01:14:04.410 we only have data for right now
NOTE Confidence: 0.801020384

01:14:04.410 --> 01:14:06.455 states six states anywhere in the
NOTE Confidence: 0.801020384

01:14:06.455 --> 01:14:08.505 country can go onto Atlas right
NOTE Confidence: 0.801020384

01:14:08.505 --> 01:14:10.280 now and take the assessment.
NOTE Confidence: 0.801020384

01:14:10.280 --> 01:14:12.120 In its treatment atlas.org.
NOTE Confidence: 0.801020384

01:14:12.120 --> 01:14:13.500 It's all free.
NOTE Confidence: 0.8758382325

01:14:16.660 --> 01:14:19.408 10 minutes completely confidential.
NOTE Confidence: 0.8758382325

01:14:19.410 --> 01:14:21.666 All based on a sale ACM built in.
NOTE Confidence: 0.799407034285714

01:14:24.200 --> 01:14:27.686 You know, and I think I'm like,
NOTE Confidence: 0.799407034285714

01:14:27.690 --> 01:14:29.458 I'm often flipping a little bit in this,
NOTE Confidence: 0.799407034285714

01:14:29.460 --> 01:14:32.332 but you know, I think you're the story
NOTE Confidence: 0.799407034285714

01:14:32.332 --> 01:14:34.891 you tell at the beginning highlights

NOTE Confidence: 0.799407034285714
01:14:34.891 --> 01:14:38.077 this that if you have cancer.
NOTE Confidence: 0.799407034285714
01:14:38.080 --> 01:14:39.886 You know you go and ask an
NOTE Confidence: 0.799407034285714
01:14:39.886 --> 01:14:41.576 oncologist what you should do and
NOTE Confidence: 0.799407034285714
01:14:41.576 --> 01:14:43.292 and if you have cardiac disease,
NOTE Confidence: 0.799407034285714
01:14:43.300 --> 01:14:45.260 you go to a cardiologist,
NOTE Confidence: 0.799407034285714
01:14:45.260 --> 01:14:47.660 but I think for addiction.
NOTE Confidence: 0.799407034285714
01:14:47.660 --> 01:14:49.590 Often times people feel like
NOTE Confidence: 0.799407034285714
01:14:49.590 --> 01:14:51.134 everybody and their grandmother
NOTE Confidence: 0.799407034285714
01:14:51.134 --> 01:14:52.865 knows what's best for her for
NOTE Confidence: 0.799407034285714
01:14:52.865 --> 01:14:55.090 Johnny or or Jane in that situation.
NOTE Confidence: 0.799407034285714
01:14:55.090 --> 01:14:58.149 And the the extent to which we've
NOTE Confidence: 0.799407034285714
01:14:58.149 --> 01:15:01.039 been able to create this cadre
NOTE Confidence: 0.799407034285714
01:15:01.039 --> 01:15:03.673 in this algorithm that that takes
NOTE Confidence: 0.799407034285714
01:15:03.673 --> 01:15:06.378 into account what the condition is,
NOTE Confidence: 0.799407034285714
01:15:06.380 --> 01:15:08.500 the severity of the condition,
NOTE Confidence: 0.799407034285714

01:15:08.500 --> 01:15:10.864 and then work with existing strategies
NOTE Confidence: 0.799407034285714

01:15:10.864 --> 01:15:13.342 to match patients to push an
NOTE Confidence: 0.799407034285714

01:15:13.342 --> 01:15:14.998 appropriate treatment really resonates
NOTE Confidence: 0.799407034285714

01:15:14.998 --> 01:15:17.800 with with me as a clinician and.
NOTE Confidence: 0.799407034285714

01:15:17.800 --> 01:15:20.200 And reflects where the science is?
NOTE Confidence: 0.799407034285714

01:15:20.200 --> 01:15:23.140 I think so that's that's very important.
NOTE Confidence: 0.799407034285714

01:15:23.140 --> 01:15:25.180 So John Kimberly asks.
NOTE Confidence: 0.799407034285714

01:15:25.180 --> 01:15:28.806 It strikes him that shatter proof is
NOTE Confidence: 0.799407034285714

01:15:28.806 --> 01:15:31.620 close to hitting a tipping point.
NOTE Confidence: 0.799407034285714

01:15:31.620 --> 01:15:33.652 The momentum is impressive,
NOTE Confidence: 0.799407034285714

01:15:33.652 --> 01:15:36.700 and the way you are learning
NOTE Confidence: 0.799407034285714

01:15:36.700 --> 01:15:38.512 you're learning as you go is
NOTE Confidence: 0.799407034285714

01:15:38.512 --> 01:15:39.116 particularly noteworthy.
NOTE Confidence: 0.799407034285714

01:15:39.120 --> 01:15:41.178 So those are some comments from John
NOTE Confidence: 0.799407034285714

01:15:41.178 --> 01:15:43.588 Kimberly from the University of Pennsylvania.
NOTE Confidence: 0.813893927272727

01:15:44.720 --> 01:15:45.746 Well thanks Shannon,

NOTE Confidence: 0.813893927272727

01:15:45.746 --> 01:15:48.590 and I feel like we are as well.

NOTE Confidence: 0.813893927272727

01:15:48.590 --> 01:15:52.798 I I have presented to our board that.

NOTE Confidence: 0.813893927272727

01:15:52.800 --> 01:15:54.984 Let's not consider anything new right now

NOTE Confidence: 0.813893927272727

01:15:54.984 --> 01:15:58.849 for the next year or two, at a minimum.

NOTE Confidence: 0.813893927272727

01:15:58.850 --> 01:16:00.824 We could do research. We can we.

NOTE Confidence: 0.813893927272727

01:16:00.830 --> 01:16:03.150 We have information on prevention

NOTE Confidence: 0.813893927272727

01:16:03.150 --> 01:16:05.490 on our website and on justified,

NOTE Confidence: 0.813893927272727

01:16:05.490 --> 01:16:07.975 but we're not doing prevention

NOTE Confidence: 0.813893927272727

01:16:07.975 --> 01:16:09.466 programming in communities.

NOTE Confidence: 0.813893927272727

01:16:09.470 --> 01:16:11.666 Let's focus on what we have.

NOTE Confidence: 0.813893927272727

01:16:11.670 --> 01:16:13.749 Let's get Atlas in every state for

NOTE Confidence: 0.813893927272727

01:16:13.749 --> 01:16:15.442 every American that's looking for

NOTE Confidence: 0.813893927272727

01:16:15.442 --> 01:16:16.930 treatment with the assessment.

NOTE Confidence: 0.813893927272727

01:16:16.930 --> 01:16:19.345 Let's get policies changed in states related

NOTE Confidence: 0.813893927272727

01:16:19.345 --> 01:16:22.168 to how they pay for addiction treatment.

NOTE Confidence: 0.813893927272727

01:16:22.170 --> 01:16:24.600 Using the collaborative care model.
NOTE Confidence: 0.813893927272727

01:16:24.600 --> 01:16:27.000 Let's get a bill signed by the President,
NOTE Confidence: 0.813893927272727

01:16:27.000 --> 01:16:28.074 United States,
NOTE Confidence: 0.813893927272727

01:16:28.074 --> 01:16:31.296 that requires every health care professional.
NOTE Confidence: 0.813893927272727

01:16:31.300 --> 01:16:33.533 They have basic coursework in the prevention
NOTE Confidence: 0.813893927272727

01:16:33.533 --> 01:16:35.680 and treatment and recovery of addiction,
NOTE Confidence: 0.813893927272727

01:16:35.680 --> 01:16:38.160 and if we get that done then medical
NOTE Confidence: 0.813893927272727

01:16:38.160 --> 01:16:40.648 schools will accredit it and then we
NOTE Confidence: 0.813893927272727

01:16:40.648 --> 01:16:42.720 brought it all into the healthcare system.
NOTE Confidence: 0.813893927272727

01:16:42.720 --> 01:16:46.028 Let's get stigma ended.
NOTE Confidence: 0.813893927272727

01:16:46.030 --> 01:16:47.558 And once we move,
NOTE Confidence: 0.813893927272727

01:16:47.558 --> 01:16:50.172 we continue on the momentum we have
NOTE Confidence: 0.813893927272727

01:16:50.172 --> 01:16:52.595 now and we make national impact
NOTE Confidence: 0.813893927272727

01:16:52.595 --> 01:16:55.394 not 5% of the 15 points of the
NOTE Confidence: 0.813893927272727

01:16:55.394 --> 01:16:58.040 people who see it in Pennsylvania.
NOTE Confidence: 0.813893927272727

01:16:58.040 --> 01:16:59.640 By the third saw it,

NOTE Confidence: 0.813893927272727

01:16:59.640 --> 01:17:00.816 but by the end of the year.

NOTE Confidence: 0.813893927272727

01:17:00.820 --> 01:17:02.549 So that was about a five point

NOTE Confidence: 0.813893927272727

01:17:02.549 --> 01:17:04.370 of across the entire population.

NOTE Confidence: 0.813893927272727

01:17:04.370 --> 01:17:05.786 Let's get this in every state,

NOTE Confidence: 0.813893927272727

01:17:05.790 --> 01:17:07.194 not just in Pennsylvania,

NOTE Confidence: 0.813893927272727

01:17:07.194 --> 01:17:10.050 and let's get 20-30 forty point reductions,

NOTE Confidence: 0.813893927272727

01:17:10.050 --> 01:17:11.679 and then we can move on to something else.

NOTE Confidence: 0.868707879411765

01:17:14.040 --> 01:17:16.040 Terry, can I ask you to reflect a

NOTE Confidence: 0.868707879411765

01:17:16.040 --> 01:17:18.581 little bit on this issue around health

NOTE Confidence: 0.868707879411765

01:17:18.581 --> 01:17:20.790 professional training and the data

NOTE Confidence: 0.868707879411765

01:17:20.790 --> 01:17:24.290 2000 and the X waiver your organization

NOTE Confidence: 0.868707879411765

01:17:24.290 --> 01:17:27.165 has made some tactical decisions

NOTE Confidence: 0.868707879411765

01:17:27.165 --> 01:17:30.500 about the legislation and legislative

NOTE Confidence: 0.868707879411765

01:17:30.500 --> 01:17:33.128 changes that I think speak to to some

NOTE Confidence: 0.868707879411765

01:17:33.128 --> 01:17:34.500 of your thoughts about this issue.

NOTE Confidence: 0.868707879411765

01:17:34.500 --> 01:17:36.212 'cause you're you're acknowledging
NOTE Confidence: 0.868707879411765

01:17:36.212 --> 01:17:38.432 that health care professionals may
NOTE Confidence: 0.868707879411765

01:17:38.432 --> 01:17:41.075 lack the expertise or the knowledge
NOTE Confidence: 0.868707879411765

01:17:41.075 --> 01:17:42.785 and the skills and the attitude.
NOTE Confidence: 0.868707879411765

01:17:42.790 --> 01:17:45.520 To treat addiction on the other hand,
NOTE Confidence: 0.868707879411765

01:17:45.520 --> 01:17:47.148 you're advocating for more
NOTE Confidence: 0.868707879411765

01:17:47.148 --> 01:17:49.183 ready access to to treatment.
NOTE Confidence: 0.868707879411765

01:17:49.190 --> 01:17:50.142 So how do we?
NOTE Confidence: 0.868707879411765

01:17:50.142 --> 01:17:51.332 How do we reconcile those
NOTE Confidence: 0.828924658571429

01:17:51.720 --> 01:17:55.087 great question? And it's a simple answer.
NOTE Confidence: 0.828924658571429

01:17:55.090 --> 01:17:57.624 And that's how we're working at politically
NOTE Confidence: 0.828924658571429

01:17:57.624 --> 01:17:59.834 with the health care professionals that
NOTE Confidence: 0.828924658571429

01:17:59.834 --> 01:18:01.689 work for congressmen and senators.
NOTE Confidence: 0.828924658571429

01:18:01.690 --> 01:18:03.242 Let's end data. 2000.
NOTE Confidence: 0.828924658571429

01:18:03.242 --> 01:18:06.838 So there's not this extra level of care that
NOTE Confidence: 0.828924658571429

01:18:06.838 --> 01:18:09.610 you need to go through liberal treatment.

NOTE Confidence: 0.828924658571429
01:18:09.610 --> 01:18:12.315 Excuse me to prescribe something
NOTE Confidence: 0.828924658571429
01:18:12.315 --> 01:18:15.020 that treats someone who's addicted.
NOTE Confidence: 0.828924658571429
01:18:15.020 --> 01:18:16.952 But let's make sure that every
NOTE Confidence: 0.828924658571429
01:18:16.952 --> 01:18:21.340 health care and replace that with.
NOTE Confidence: 0.828924658571429
01:18:21.340 --> 01:18:23.160 Required we absolutely required
NOTE Confidence: 0.828924658571429
01:18:23.160 --> 01:18:24.980 education and prevention and
NOTE Confidence: 0.828924658571429
01:18:24.980 --> 01:18:26.699 treatment recovery of addiction.
NOTE Confidence: 0.828924658571429
01:18:26.700 --> 01:18:30.468 It's unconscionable in this country today.
NOTE Confidence: 0.828924658571429
01:18:30.470 --> 01:18:35.097 That a doctor doesn't need any extra
NOTE Confidence: 0.828924658571429
01:18:35.097 --> 01:18:39.968 level of education to prescribe an opioid.
NOTE Confidence: 0.828924658571429
01:18:39.970 --> 01:18:41.680 But they go through these hurdles
NOTE Confidence: 0.828924658571429
01:18:41.680 --> 01:18:43.168 to prescribe something that will
NOTE Confidence: 0.828924658571429
01:18:43.168 --> 01:18:44.648 treat someone addicted to opioid.
NOTE Confidence: 0.828924658571429
01:18:44.650 --> 01:18:46.155 I actually don't think it was unconscionable
NOTE Confidence: 0.828924658571429
01:18:46.155 --> 01:18:47.529 when it was created back into.
NOTE Confidence: 0.828924658571429

01:18:47.530 --> 01:18:48.364 You know,
NOTE Confidence: 0.828924658571429

01:18:48.364 --> 01:18:50.866 back when the medications were created,
NOTE Confidence: 0.828924658571429

01:18:50.870 --> 01:18:52.930 I think it was probably smart to do it then,
NOTE Confidence: 0.828924658571429

01:18:52.930 --> 01:18:56.116 but not today and let's replace
NOTE Confidence: 0.828924658571429

01:18:56.116 --> 01:18:58.240 it with comprehensive education.
NOTE Confidence: 0.9046163222222222

01:19:01.450 --> 01:19:02.705 OK, I think we're winding
NOTE Confidence: 0.9046163222222222

01:19:02.705 --> 01:19:03.709 up two more questions.
NOTE Confidence: 0.9046163222222222

01:19:03.710 --> 01:19:06.160 One is is is there a well?
NOTE Confidence: 0.9046163222222222

01:19:06.160 --> 01:19:07.612 The first is?
NOTE Confidence: 0.9046163222222222

01:19:07.612 --> 01:19:10.467 What's the estimated success rate?
NOTE Confidence: 0.9046163222222222

01:19:10.470 --> 01:19:12.960 Of drug addiction recovery in general,
NOTE Confidence: 0.9046163222222222

01:19:12.960 --> 01:19:14.860 and that's some comes from
NOTE Confidence: 0.9046163222222222

01:19:14.860 --> 01:19:17.228 Gabriella Garden, Tigard Rama.
NOTE Confidence: 0.89610593

01:19:18.610 --> 01:19:19.825 Properly treated well,
NOTE Confidence: 0.89610593

01:19:19.825 --> 01:19:22.660 that's a hard question to answer because.
NOTE Confidence: 0.89610593

01:19:22.660 --> 01:19:24.688 It's you know there's.

NOTE Confidence: 0.89610593

01:19:24.688 --> 01:19:26.716 All levels of addiction.

NOTE Confidence: 0.89610593

01:19:26.720 --> 01:19:27.520 You know there's slight,

NOTE Confidence: 0.89610593

01:19:27.520 --> 01:19:28.810 you know, there's moderate.

NOTE Confidence: 0.89610593

01:19:28.810 --> 01:19:31.035 There's medium, there's there is

NOTE Confidence: 0.89610593

01:19:31.035 --> 01:19:33.094 very extensive addiction and it

NOTE Confidence: 0.89610593

01:19:33.094 --> 01:19:35.054 depends what you're addicted to. So.

NOTE Confidence: 0.89610593

01:19:35.054 --> 01:19:37.790 It's a it's a so because of that there's

NOTE Confidence: 0.89610593

01:19:37.862 --> 01:19:40.487 two matrices you have to put together.

NOTE Confidence: 0.89610593

01:19:40.490 --> 01:19:42.745 How addicted somebody is and

NOTE Confidence: 0.89610593

01:19:42.745 --> 01:19:44.549 what they're addicted to.

NOTE Confidence: 0.89610593

01:19:44.550 --> 01:19:46.250 So that's hard to answer.

NOTE Confidence: 0.89610593

01:19:46.250 --> 01:19:48.910 I will say generally though.

NOTE Confidence: 0.89610593

01:19:48.910 --> 01:19:51.750 If you're addicted to opioids.

NOTE Confidence: 0.89610593

01:19:51.750 --> 01:19:53.850 And you're treated and you don't

NOTE Confidence: 0.89610593

01:19:53.850 --> 01:19:55.962 have mental health issues and

NOTE Confidence: 0.89610593

01:19:55.962 --> 01:19:58.810 you're treated with medications.
NOTE Confidence: 0.89610593

01:19:58.810 --> 01:20:02.788 The success rate is extremely high.
NOTE Confidence: 0.89610593

01:20:02.790 --> 01:20:05.190 If you have mental health issues
NOTE Confidence: 0.89610593

01:20:05.190 --> 01:20:06.790 and you're treated product,
NOTE Confidence: 0.89610593

01:20:06.790 --> 01:20:09.324 depends what they are and how extensive,
NOTE Confidence: 0.89610593

01:20:09.330 --> 01:20:11.490 but you're treated with one
NOTE Confidence: 0.89610593

01:20:11.490 --> 01:20:14.111 of the six therapies that are
NOTE Confidence: 0.89610593

01:20:14.111 --> 01:20:16.349 on Atlas that we talk about.
NOTE Confidence: 0.89610593

01:20:16.350 --> 01:20:19.692 The providers offer these six 'cause
NOTE Confidence: 0.89610593

01:20:19.692 --> 01:20:22.314 these six are based on randomly
NOTE Confidence: 0.89610593

01:20:22.314 --> 01:20:24.570 controlled trials and proven to work.
NOTE Confidence: 0.89610593

01:20:24.570 --> 01:20:25.786 Obviously outcomes are better
NOTE Confidence: 0.89610593

01:20:25.786 --> 01:20:27.306 if you're treated with others.
NOTE Confidence: 0.89610593

01:20:27.310 --> 01:20:28.687 We don't know if they work or don't work,
NOTE Confidence: 0.89610593

01:20:28.690 --> 01:20:30.320 they could, which there's the
NOTE Confidence: 0.89610593

01:20:30.320 --> 01:20:31.950 research hasn't proven it yet.

NOTE Confidence: 0.89610593

01:20:31.950 --> 01:20:33.170 We're not saying they're bad,

NOTE Confidence: 0.89610593

01:20:33.170 --> 01:20:35.228 it's just we haven't proved they work.

NOTE Confidence: 0.89610593

01:20:35.230 --> 01:20:37.456 But these six on our website on

NOTE Confidence: 0.89610593

01:20:37.456 --> 01:20:39.829 Atlas we know work and it's been.

NOTE Confidence: 0.89610593

01:20:39.830 --> 01:20:41.168 It's in the Surgeon General's report.

NOTE Confidence: 0.89610593

01:20:41.170 --> 01:20:44.630 They're listed these are the six and

NOTE Confidence: 0.89610593

01:20:44.630 --> 01:20:47.438 if you're addicted to cocaine harder.

NOTE Confidence: 0.89610593

01:20:47.440 --> 01:20:49.939 There's no medications for it right now,

NOTE Confidence: 0.89610593

01:20:49.940 --> 01:20:51.600 harder.

NOTE Confidence: 0.89610593

01:20:51.600 --> 01:20:53.760 If you're addicted to alcohol,

NOTE Confidence: 0.89610593

01:20:53.760 --> 01:20:56.735 there are medications that work really well,

NOTE Confidence: 0.89610593

01:20:56.740 --> 01:20:57.724 but they don't,

NOTE Confidence: 0.89610593

01:20:57.724 --> 01:21:00.498 but they work for a smaller percent of

NOTE Confidence: 0.89610593

01:21:00.498 --> 01:21:02.976 the population that's addicted to alcohol.

NOTE Confidence: 0.89610593

01:21:02.980 --> 01:21:04.318 But for the ones that work,

NOTE Confidence: 0.89610593

01:21:04.320 --> 01:21:05.708 it works for it.
NOTE Confidence: 0.89610593

01:21:05.708 --> 01:21:06.749 They work great.
NOTE Confidence: 0.89610593

01:21:06.750 --> 01:21:08.806 So I know that's not a succinct answer,
NOTE Confidence: 0.89610593

01:21:08.810 --> 01:21:11.379 but it's the best I can give.
NOTE Confidence: 0.89610593

01:21:11.380 --> 01:21:11.560 Now
NOTE Confidence: 0.853810978

01:21:11.570 --> 01:21:13.030 it's a very important concept.
NOTE Confidence: 0.853810978

01:21:13.030 --> 01:21:15.484 I think for individuals to understand
NOTE Confidence: 0.853810978

01:21:15.484 --> 01:21:18.289 that not all substance use is the same.
NOTE Confidence: 0.853810978

01:21:18.290 --> 01:21:20.390 Not all substances the same,
NOTE Confidence: 0.853810978

01:21:20.390 --> 01:21:23.365 and that there are variety of treatment
NOTE Confidence: 0.853810978

01:21:23.365 --> 01:21:25.450 modalities that include counseling,
NOTE Confidence: 0.853810978

01:21:25.450 --> 01:21:26.598 behavioral treatments,
NOTE Confidence: 0.853810978

01:21:26.598 --> 01:21:29.468 medication and location of care.
NOTE Confidence: 0.853810978

01:21:29.470 --> 01:21:30.538 As you were addressing.
NOTE Confidence: 0.728585821

01:21:30.840 --> 01:21:32.065 And David, I want to
NOTE Confidence: 0.728585821

01:21:32.065 --> 01:21:33.290 jump in and stress again.

NOTE Confidence: 0.728585821

01:21:33.290 --> 01:21:36.530 I mentioned it earlier that nothing that

NOTE Confidence: 0.728585821

01:21:36.530 --> 01:21:38.997 shatterproof does is my opinion, nothing.

NOTE Confidence: 0.728585821

01:21:38.997 --> 01:21:42.266 The word proof is in shadow proof.

NOTE Confidence: 0.728585821

01:21:42.270 --> 01:21:44.706 It's all based on what the CDC,

NOTE Confidence: 0.728585821

01:21:44.710 --> 01:21:47.590 HHS SAMHSA randomly controlled

NOTE Confidence: 0.728585821

01:21:47.590 --> 01:21:50.470 trials Surgeon General's report.

NOTE Confidence: 0.728585821

01:21:50.470 --> 01:21:53.330 We're simply the implementer.

NOTE Confidence: 0.728585821

01:21:53.330 --> 01:21:54.874 That's it, we're getting.

NOTE Confidence: 0.728585821

01:21:54.874 --> 01:21:56.804 We're using basic business practices

NOTE Confidence: 0.728585821

01:21:56.804 --> 01:21:58.449 which are fairly intuitive.

NOTE Confidence: 0.728585821

01:21:58.450 --> 01:22:01.170 National National standard of care.

NOTE Confidence: 0.728585821

01:22:01.170 --> 01:22:01.806 Gather data,

NOTE Confidence: 0.728585821

01:22:01.806 --> 01:22:03.078 show which treatment programs

NOTE Confidence: 0.728585821

01:22:03.078 --> 01:22:04.350 are delivering quality care,

NOTE Confidence: 0.728585821

01:22:04.350 --> 01:22:05.698 and which ones aren't.

NOTE Confidence: 0.728585821

01:22:05.698 --> 01:22:07.383 Keep that information to consumers
NOTE Confidence: 0.728585821

01:22:07.383 --> 01:22:09.737 so they can choose treatment and then
NOTE Confidence: 0.728585821

01:22:09.737 --> 01:22:11.993 supply and demand takes over and the
NOTE Confidence: 0.728585821

01:22:11.993 --> 01:22:13.781 better quality care gets more demand
NOTE Confidence: 0.728585821

01:22:13.781 --> 01:22:16.210 and the whole level of care rises.
NOTE Confidence: 0.728585821

01:22:16.210 --> 01:22:17.062 It's it's.
NOTE Confidence: 0.728585821

01:22:17.062 --> 01:22:20.240 It's not rocket science, what we're doing.
NOTE Confidence: 0.728585821

01:22:20.240 --> 01:22:21.710 It's basic intuitive.
NOTE Confidence: 0.728585821

01:22:21.710 --> 01:22:24.517 The rocket science is all the researchers.
NOTE Confidence: 0.728585821

01:22:24.520 --> 01:22:26.158 And they have developed this content.
NOTE Confidence: 0.728585821

01:22:26.160 --> 01:22:27.208 We're simply following it.
NOTE Confidence: 0.795653852

01:22:29.930 --> 01:22:31.890 And convening bringing people together.
NOTE Confidence: 0.795653852

01:22:31.890 --> 01:22:33.507 We can't do this on our own.
NOTE Confidence: 0.795653852

01:22:33.510 --> 01:22:35.006 Its partnerships with states,
NOTE Confidence: 0.795653852

01:22:35.006 --> 01:22:36.502 Lockheed Martin doing just
NOTE Confidence: 0.795653852

01:22:36.502 --> 01:22:38.229 fine for their employees.

NOTE Confidence: 0.795653852

01:22:38.230 --> 01:22:40.342 The 13 states partnering with us

NOTE Confidence: 0.795653852

01:22:40.342 --> 01:22:41.836 without Atlas, JP Morgan Chase

NOTE Confidence: 0.795653852

01:22:41.836 --> 01:22:43.910 with just five on and on and on,

NOTE Confidence: 0.795653852

01:22:43.910 --> 01:22:45.075 60 companies and every day

NOTE Confidence: 0.795653852

01:22:45.075 --> 01:22:46.007 we're adding another one.

NOTE Confidence: 0.795653852

01:22:46.010 --> 01:22:48.230 We just added Aetna and CVS

NOTE Confidence: 0.795653852

01:22:48.230 --> 01:22:49.710 for all their employees.

NOTE Confidence: 0.795653852

01:22:49.710 --> 01:22:52.390 I mean, as this grows,

NOTE Confidence: 0.795653852

01:22:52.390 --> 01:22:53.470 we're just taking the science

NOTE Confidence: 0.795653852

01:22:53.470 --> 01:22:54.550 and getting it out there.

NOTE Confidence: 0.842132089166666

01:22:57.080 --> 01:22:58.872 That's a great model, so I'm gonna

NOTE Confidence: 0.842132089166666

01:22:58.872 --> 01:23:01.920 let Emma have the last question.

NOTE Confidence: 0.842132089166666

01:23:01.920 --> 01:23:04.704 She's wondering if there is a hope for

NOTE Confidence: 0.842132089166666

01:23:04.704 --> 01:23:07.178 a provider facing version of Atlas.

NOTE Confidence: 0.920866255

01:23:09.060 --> 01:23:12.900 Yeah, so I I'm curious about

NOTE Confidence: 0.920866255

01:23:12.900 --> 01:23:16.066 obviously Atlas does this tremendous
NOTE Confidence: 0.920866255

01:23:16.066 --> 01:23:17.860 tremendous work of putting knowledge
NOTE Confidence: 0.920866255

01:23:17.860 --> 01:23:19.600 into the hands of families and
NOTE Confidence: 0.920866255

01:23:19.660 --> 01:23:21.748 patients knowledge that can be really
NOTE Confidence: 0.920866255

01:23:21.748 --> 01:23:24.068 difficult to collate when you are,
NOTE Confidence: 0.920866255

01:23:24.068 --> 01:23:25.532 you know, calling this number and
NOTE Confidence: 0.920866255

01:23:25.532 --> 01:23:27.122 that trying to figure out where your
NOTE Confidence: 0.920866255

01:23:27.122 --> 01:23:28.840 loved one can go to seek treatment.
NOTE Confidence: 0.920866255

01:23:28.840 --> 01:23:31.430 And I'm wondering if a system like
NOTE Confidence: 0.920866255

01:23:31.430 --> 01:23:33.918 Atlas can be similarly useful for
NOTE Confidence: 0.920866255

01:23:33.918 --> 01:23:36.291 providers who are trying to have an
NOTE Confidence: 0.920866255

01:23:36.291 --> 01:23:37.675 understanding the treatment landscape,
NOTE Confidence: 0.920866255

01:23:37.675 --> 01:23:40.050 especially at that critical point.
NOTE Confidence: 0.920866255

01:23:40.100 --> 01:23:40.910 Between.
NOTE Confidence: 0.92063616

01:23:42.610 --> 01:23:44.419 Transition between residential
NOTE Confidence: 0.899492165555556

01:23:44.430 --> 01:23:45.504 and outpatient care.

NOTE Confidence: 0.899492165555556
01:23:45.504 --> 01:23:47.652 Where can I send my patient?
NOTE Confidence: 0.761226698888889
01:23:49.140 --> 01:23:50.560 Already have it in addition
NOTE Confidence: 0.761226698888889
01:23:50.560 --> 01:23:51.696 to the consumer site,
NOTE Confidence: 0.761226698888889
01:23:51.700 --> 01:23:54.160 we have 3 password protected sites,
NOTE Confidence: 0.761226698888889
01:23:54.160 --> 01:23:56.446 one for providers, one for states.
NOTE Confidence: 0.802433404285714
01:23:58.740 --> 01:24:02.695 In 114 health care health care insurance,
NOTE Confidence: 0.802433404285714
01:24:02.700 --> 01:24:05.420 so a health care insurer can use it
NOTE Confidence: 0.802433404285714
01:24:05.420 --> 01:24:07.748 to see which providers are delivering
NOTE Confidence: 0.802433404285714
01:24:07.748 --> 01:24:10.519 evidence based care and which ones aren't.
NOTE Confidence: 0.802433404285714
01:24:10.520 --> 01:24:12.328 And if they see providers that are not
NOTE Confidence: 0.802433404285714
01:24:12.328 --> 01:24:14.177 in their network that are doing well,
NOTE Confidence: 0.802433404285714
01:24:14.180 --> 01:24:15.644 they can reach out to them and see
NOTE Confidence: 0.802433404285714
01:24:15.644 --> 01:24:17.098 if they will join their network.
NOTE Confidence: 0.802433404285714
01:24:17.100 --> 01:24:18.860 Alternatively, they can see if
NOTE Confidence: 0.802433404285714
01:24:18.860 --> 01:24:20.620 there's providers in their network
NOTE Confidence: 0.802433404285714

01:24:20.676 --> 01:24:21.759 not delivering care.
NOTE Confidence: 0.802433404285714

01:24:21.760 --> 01:24:24.802 They can speak with that provider
NOTE Confidence: 0.802433404285714

01:24:24.802 --> 01:24:26.830 about following the practices
NOTE Confidence: 0.802433404285714

01:24:26.830 --> 01:24:28.966 and they can start to use it for
NOTE Confidence: 0.802433404285714

01:24:28.966 --> 01:24:30.439 for incentive payment models.
NOTE Confidence: 0.802433404285714

01:24:30.440 --> 01:24:33.079 For commercial payers states can use it.
NOTE Confidence: 0.802433404285714

01:24:33.080 --> 01:24:35.882 Where where do I see lack of
NOTE Confidence: 0.802433404285714

01:24:35.882 --> 01:24:38.288 providers in certain GF erratic areas?
NOTE Confidence: 0.802433404285714

01:24:38.290 --> 01:24:40.824 What areas of the principles of care?
NOTE Confidence: 0.802433404285714

01:24:40.830 --> 01:24:43.693 Or providers in my state not following
NOTE Confidence: 0.802433404285714

01:24:43.693 --> 01:24:46.149 versus the average of other states.
NOTE Confidence: 0.802433404285714

01:24:46.150 --> 01:24:47.942 So we don't give a state with every
NOTE Confidence: 0.802433404285714

01:24:47.942 --> 01:24:49.588 other states doing but we give him
NOTE Confidence: 0.802433404285714

01:24:49.588 --> 01:24:51.259 the average of other States and they
NOTE Confidence: 0.802433404285714

01:24:51.259 --> 01:24:52.687 can see where their providers are
NOTE Confidence: 0.802433404285714

01:24:52.687 --> 01:24:54.898 doing in relation to the average

NOTE Confidence: 0.802433404285714
01:24:54.898 --> 01:24:57.482 of the other States and we do the
NOTE Confidence: 0.802433404285714
01:24:57.482 --> 01:24:58.547 same thing with commercial payers
NOTE Confidence: 0.802433404285714
01:24:58.547 --> 01:24:59.930 and we do the exact same thing.
NOTE Confidence: 0.802433404285714
01:24:59.930 --> 01:25:01.805 We have a password protected
NOTE Confidence: 0.802433404285714
01:25:01.805 --> 01:25:02.930 site for providers,
NOTE Confidence: 0.802433404285714
01:25:02.930 --> 01:25:04.568 so every provider in those six
NOTE Confidence: 0.802433404285714
01:25:04.568 --> 01:25:06.487 states right now is soon to be 13.
NOTE Confidence: 0.802433404285714
01:25:06.490 --> 01:25:08.205 Can go on there and see exactly
NOTE Confidence: 0.802433404285714
01:25:08.205 --> 01:25:10.061 where they are in the principles of
NOTE Confidence: 0.802433404285714
01:25:10.061 --> 01:25:12.190 care and what is the state average.
NOTE Confidence: 0.802433404285714
01:25:12.190 --> 01:25:13.882 And what is the state average
NOTE Confidence: 0.802433404285714
01:25:13.882 --> 01:25:14.728 for all providers?
NOTE Confidence: 0.802433404285714
01:25:14.730 --> 01:25:15.423 If they're outpatient,
NOTE Confidence: 0.802433404285714
01:25:15.423 --> 01:25:17.346 they can just click a button and they'll
NOTE Confidence: 0.802433404285714
01:25:17.346 --> 01:25:18.930 show the average for all outpatient.
NOTE Confidence: 0.802433404285714

01:25:18.930 --> 01:25:19.707 If they're residential,
NOTE Confidence: 0.802433404285714

01:25:19.707 --> 01:25:21.520 they can click a button that will
NOTE Confidence: 0.802433404285714

01:25:21.571 --> 01:25:23.209 show the average of all residential,
NOTE Confidence: 0.802433404285714

01:25:23.210 --> 01:25:24.926 and there's loads of information there,
NOTE Confidence: 0.802433404285714

01:25:24.930 --> 01:25:27.906 and we also have three times a year.
NOTE Confidence: 0.802433404285714

01:25:27.910 --> 01:25:28.348 Trainings,
NOTE Confidence: 0.802433404285714

01:25:28.348 --> 01:25:29.224 you know,
NOTE Confidence: 0.802433404285714

01:25:29.224 --> 01:25:31.852 webcast where we invite all the
NOTE Confidence: 0.802433404285714

01:25:31.852 --> 01:25:33.290 providers in and we we.
NOTE Confidence: 0.802433404285714

01:25:33.290 --> 01:25:35.222 We basically provide a segment of
NOTE Confidence: 0.802433404285714

01:25:35.222 --> 01:25:37.160 learning for the areas that all
NOTE Confidence: 0.802433404285714

01:25:37.160 --> 01:25:38.930 providers are not doing as well.
NOTE Confidence: 0.802433404285714

01:25:38.930 --> 01:25:40.478 We also take that information and
NOTE Confidence: 0.802433404285714

01:25:40.478 --> 01:25:42.678 look at it from a policy perspective.
NOTE Confidence: 0.802433404285714

01:25:42.680 --> 01:25:44.437 You know if one state is doing
NOTE Confidence: 0.802433404285714

01:25:44.437 --> 01:25:46.545 poor in one area of the principles

NOTE Confidence: 0.802433404285714
01:25:46.545 --> 01:25:48.483 of care compared to the average
NOTE Confidence: 0.802433404285714
01:25:48.544 --> 01:25:49.979 of all the other states,
NOTE Confidence: 0.802433404285714
01:25:49.980 --> 01:25:52.617 it could be as simple as a policy change.
NOTE Confidence: 0.802433404285714
01:25:52.620 --> 01:25:55.196 It needs to be done in that state.
NOTE Confidence: 0.802433404285714
01:25:55.200 --> 01:25:56.488 Everyone always blames providers.
NOTE Confidence: 0.802433404285714
01:25:56.488 --> 01:25:58.420 This is not about bad providers.
NOTE Confidence: 0.802433404285714
01:25:58.420 --> 01:26:00.304 This is about making sure providers
NOTE Confidence: 0.802433404285714
01:26:00.304 --> 01:26:01.900 have the right resources and
NOTE Confidence: 0.802433404285714
01:26:01.900 --> 01:26:03.295 the right policies in place.
NOTE Confidence: 0.802433404285714
01:26:03.300 --> 01:26:05.332 To do their jobs so we have all
NOTE Confidence: 0.802433404285714
01:26:05.332 --> 01:26:07.052 this and anybody interested just
NOTE Confidence: 0.802433404285714
01:26:07.052 --> 01:26:09.860 reach out to just go to our website
NOTE Confidence: 0.802433404285714
01:26:09.860 --> 01:26:10.994 andshatterproof.org and ask to speak to Gary.
NOTE Confidence: 0.802433404285714
01:26:11.000 --> 01:26:12.568 I'll put you in touch with the right
NOTE Confidence: 0.802433404285714
01:26:12.568 --> 01:26:13.900 person or they can contact you,
NOTE Confidence: 0.802433404285714

01:26:13.900 --> 01:26:15.580 Emma or Dave or any way you want.
NOTE Confidence: 0.802433404285714

01:26:15.580 --> 01:26:16.740 We have all that.
NOTE Confidence: 0.802433404285714

01:26:16.740 --> 01:26:19.639 We'll do a demo of the provider sites.
NOTE Confidence: 0.802433404285714

01:26:19.640 --> 01:26:21.355 Or anything we're talking about
NOTE Confidence: 0.802433404285714

01:26:21.355 --> 01:26:22.488 today we have it all.
NOTE Confidence: 0.034463525

01:26:24.950 --> 01:26:26.995 Yeah, and I'll say that we
NOTE Confidence: 0.034463525

01:26:26.995 --> 01:26:29.420 want to always make it better.
NOTE Confidence: 0.034463525

01:26:29.420 --> 01:26:31.282 Any provider that goes to our site
NOTE Confidence: 0.034463525

01:26:31.282 --> 01:26:32.760 and says if you could add this,
NOTE Confidence: 0.034463525

01:26:32.760 --> 01:26:35.497 it'll help me more will add it.
NOTE Confidence: 0.034463525

01:26:35.500 --> 01:26:37.700 I mean, it's just here to help people.
NOTE Confidence: 0.034463525

01:26:37.700 --> 01:26:39.490 It's not proprietary to us.
NOTE Confidence: 0.922915540666667

01:26:42.740 --> 01:26:45.710 So Gary again, I want to say thank you
NOTE Confidence: 0.922915540666667

01:26:45.710 --> 01:26:48.708 for taking the time for sharing the
NOTE Confidence: 0.922915540666667

01:26:48.708 --> 01:26:50.580 wonderful resources that shatterproof
NOTE Confidence: 0.922915540666667

01:26:50.580 --> 01:26:53.550 and for sharing your story with us,

NOTE Confidence: 0.922915540666667
01:26:53.550 --> 01:26:56.245 and to Kyle and the Sandgaard
NOTE Confidence: 0.922915540666667
01:26:56.245 --> 01:26:57.820 Foundation for supporting this.
NOTE Confidence: 0.922915540666667
01:26:57.820 --> 01:27:00.502 We look forward to future events
NOTE Confidence: 0.922915540666667
01:27:00.502 --> 01:27:03.880 such as this in future sessions.
NOTE Confidence: 0.922915540666667
01:27:03.880 --> 01:27:06.320 Please feel free to follow us.
NOTE Confidence: 0.922915540666667
01:27:06.320 --> 01:27:08.495 You can follow SAndgaard foundation.
NOTE Confidence: 0.922915540666667
01:27:08.500 --> 01:27:10.342 You can follow shatterproof you can
NOTE Confidence: 0.922915540666667
01:27:10.342 --> 01:27:13.217 follow Gary and you can follow us at the
NOTE Confidence: 0.922915540666667
01:27:13.217 --> 01:27:14.807 Yale program and addiction medicine.
NOTE Confidence: 0.922915540666667
01:27:14.810 --> 01:27:15.977 So thank you,
NOTE Confidence: 0.922915540666667
01:27:15.977 --> 01:27:17.533 everybody really appreciate your
NOTE Confidence: 0.922915540666667
01:27:17.533 --> 01:27:19.890 attention time this afternoon and Gary.
NOTE Confidence: 0.922915540666667
01:27:19.890 --> 01:27:21.036 Thank you again for all you've
NOTE Confidence: 0.922915540666667
01:27:21.036 --> 01:27:21.800 done for the field.
NOTE Confidence: 0.827396908333333
01:27:22.130 --> 01:27:23.510 Well, thank you all as well.
NOTE Confidence: 0.827396908333333

01:27:23.510 --> 01:27:24.890 We're doing this together. Thanks.

NOTE Confidence: 0.827396908333333

01:27:24.890 --> 01:27:28.240 Everybody. Take care. Here.