



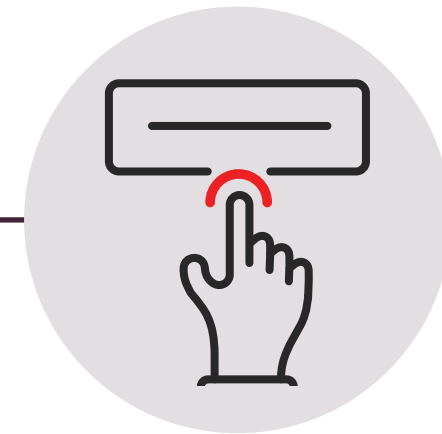
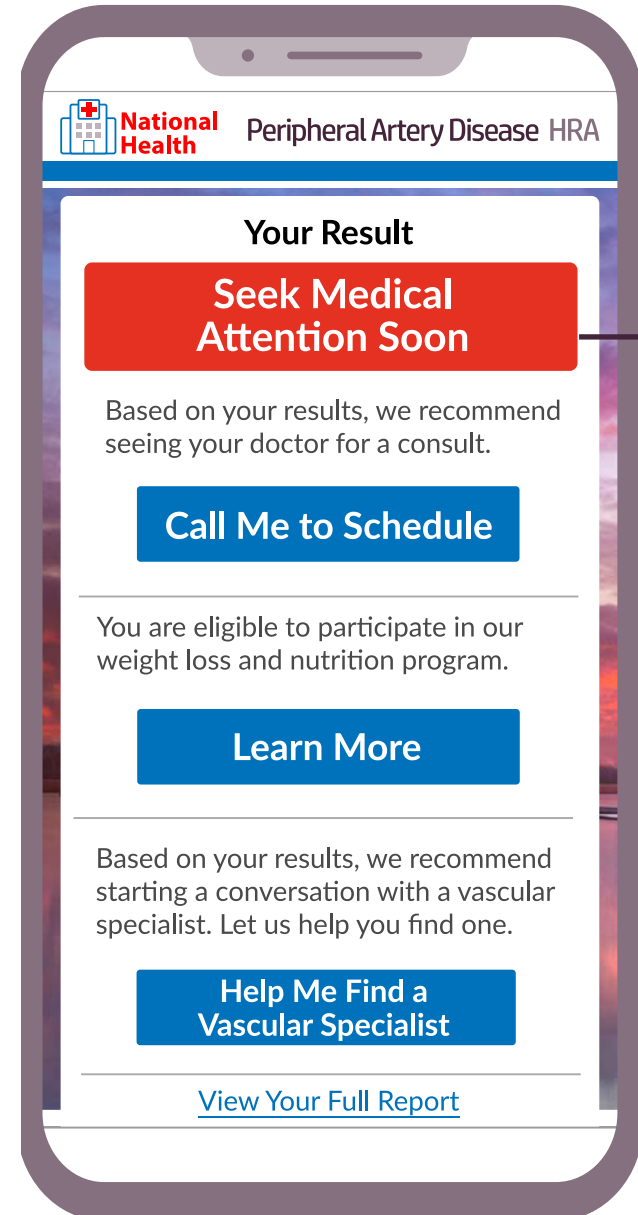
SUBSTANCE USE HRA

GOAL: SCHEDULING CARE AT A TREATMENT FACILITY

GET CONFIDENTIAL HELP TODAY

People in this group self-reported that they are at least slightly bothered by their recent use (within the past 2 weeks) of tobacco, alcohol and/or drugs. They also reported at least one of the following co-existing conditions:

- previous treatment for drugs or alcohol
- diagnosis of a mental health condition
- acquaintance or family concern
- previous failed attempt to quit



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Scheduling treatment intervention as soon as possible.
- Crisis or mental health emergency contact information.
- Health risk management programs.



FOLLOW UP

Follow up with the user as soon as possible to:

- Encourage a discussion with a counselor or primary care physician to receive information about substance use treatment options.
- Review the results report with them and explain their results.
- Emphasize that recovery is possible for people who are ready to change.



NURTURING

Customize your nurturing content to explain:

- The importance of recovery and staying in touch with a counselor and/or doctor.
- Who should seek substance use treatment, and why.



INPATIENT TREATMENT CARE

- These users have a high likelihood of significant substance use history and have not been successful with quitting on their own.
- This group is likely to have co-existing conditions that may indicate a need for other mental health services.
- In most cases, patients in this group should be under the care of a doctor and/or counselor.



EXAMPLE PERSONA

Roberto is a 68-year-old Hispanic man with a history of depression. He is a long-time smoker and heavy drinker. Lately, he has become increasingly concerned about his drinking habits and their impact on his health.

After his daughter expressed worry about his health, Roberto found and took the Substance Use HRA online, which confirmed he is a good candidate for professional treatment.

Motivated by his own concerns and the assessment's results, Roberto is now planning to seek professional help to explore treatment options for his substance use.



SUBSTANCE USE HRA

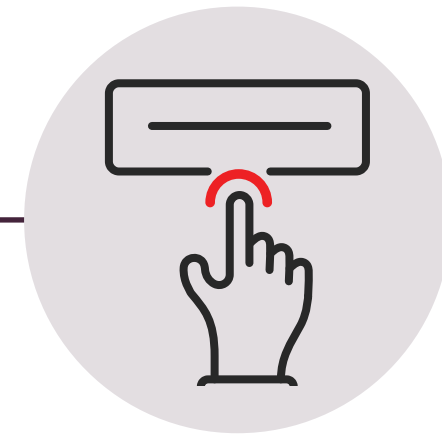
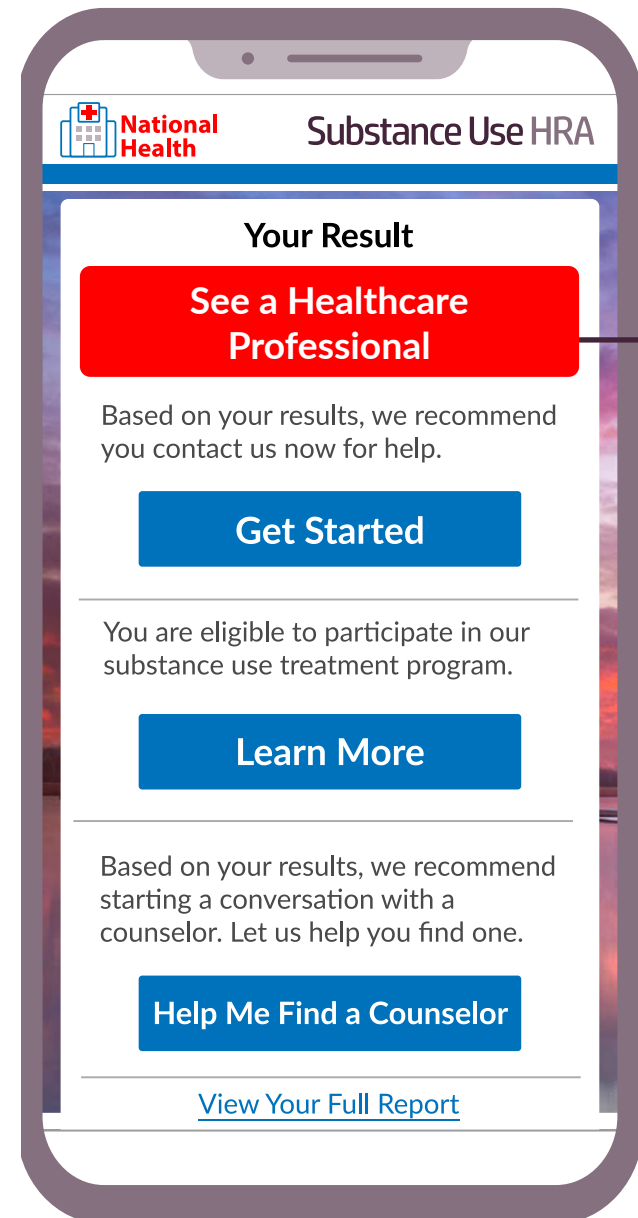
GOAL: SCHEDULING AN APPOINTMENT WITH PRIMARY CARE

SEE A HEALTHCARE PROFESSIONAL

People in this group self-reported that they are at least slightly bothered by their recent use (within the past 2 weeks) of tobacco, alcohol and/or drugs.

They did NOT report any of the following co-existing conditions:

- previous treatment for drugs or alcohol
- diagnosis of a mental health condition
- acquaintance or family concern
- previous failed attempt to quit



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Appointment scheduling.
- Crisis or mental health emergency contact information.
- Health risk management programs.



FOLLOW UP

Follow up with the user as soon as possible to:

- Encourage a discussion with a counselor or primary care physician to receive information about substance use treatment options.
- Review the results report with them and explain their results.
- Emphasize that recovery is possible for people who are ready to change.



NURTURING

Customize your nurturing content to explain:

- The importance of staying in touch with a counselor and/or doctor.
- Who should seek substance use treatment, and why.



EARLY INTERVENTION IN A PRIMARY CARE SETTING

- These users have reported concern about their recent substance use and may benefit by learning about recovery options available to them.
- These users may benefit from a referral to inpatient or outpatient treatment services.



EXAMPLE PERSONA

Lorna is a 56-year-old professional who enjoys social gatherings and the occasional wine tasting. She has no prior history of substance misuse treatment or serious attempts to quit drinking.

Recently, Lorna has started to feel uneasy about the frequency of her drinking, especially since it has become a nightly habit. She's noticing that she relies on a glass or two of wine to unwind every evening, which was not her routine before.

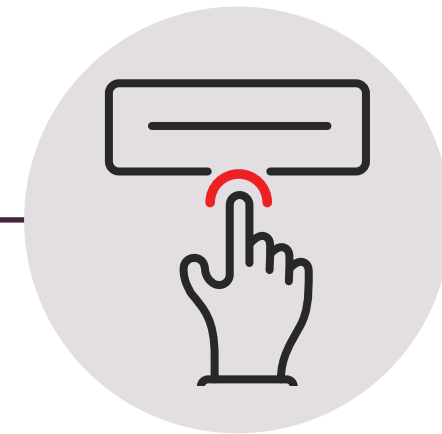
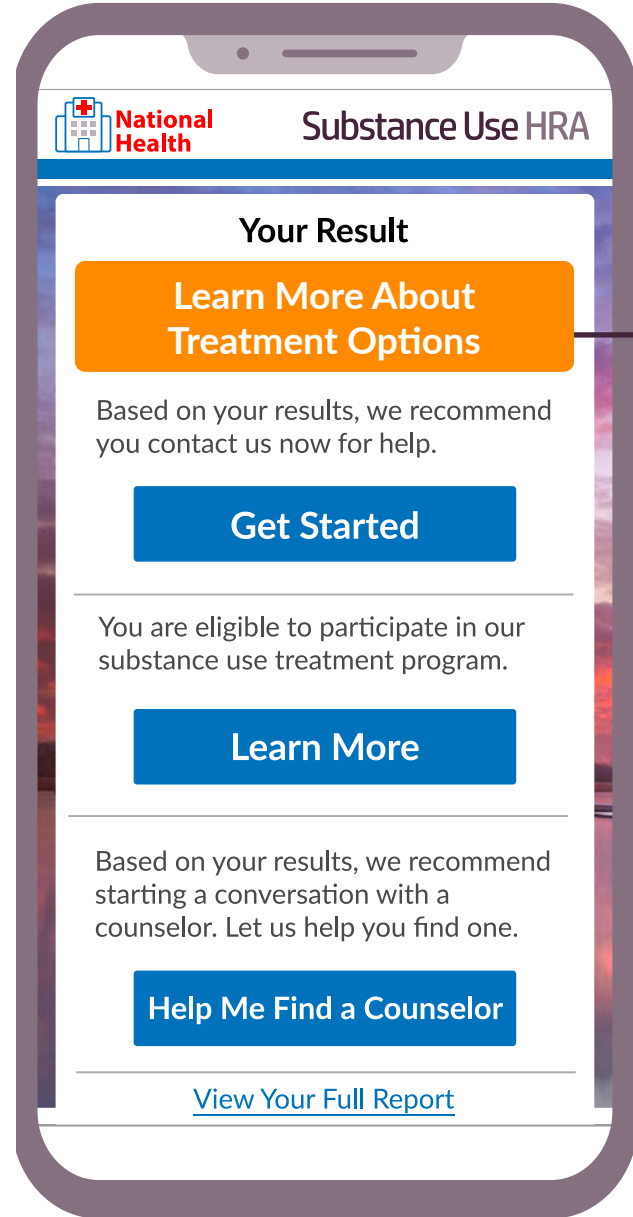
She's starting to question whether her current alcohol consumption could be problematic in the future, so she decided to take the Substance Use HRA offered through her hospital's website.

Her result prompted her to discuss her drinking habits with her doctor to better understand the implications for her health.



SUBSTANCE USE HRA

GOAL: PROVIDE EDUCATION AND TREATMENT RESOURCES FOR CAREGIVERS



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Relevant health content.
- Appointment scheduling.
- Crisis or mental health emergency contact information.
- Health risk management programs.



FOLLOW UP

Follow up with the user as soon as possible to:

- Encourage a discussion with a counselor or primary care physician to receive information about substance use treatment options.
- Review the results report with them and explain their results.
- Emphasize that recovery is possible for people who are ready to change.



NURTURING

Customize your nurturing content to explain:

- The importance of staying in touch with a counselor and/or doctor.
- Who should seek substance use treatment, and why.



EDUCATION AND SUPPORT

- These users may need options and next steps to help support a loved one who may be struggling with substance use.
- Loved ones may also have co-existing conditions that indicate a need for other mental health services.

LEARN MORE ABOUT TREATMENT OPTIONS

People in this group completed the assessment on behalf of another person. This group reported that their loved one had a history of at least one of the following:

- previous treatment for drugs or alcohol
- diagnosis of a mental health condition
- acquaintance or family concern
- previous failed attempt to quit

This group may or may not have reported that their loved one was at least slightly bothered by their recent use (within the past 2 weeks) of tobacco, alcohol, and/or drugs.



EXAMPLE PERSONA

Tara is mom to 22-year-old Emily, who has struggled with a history of drug and alcohol dependency and a previous unsuccessful rehab attempt. Emily has also been previously treated for anxiety, which complicates her substance use issues.

Emily has been passive and in denial about her substance misuse, prompting Tara to actively seek better treatment solutions.

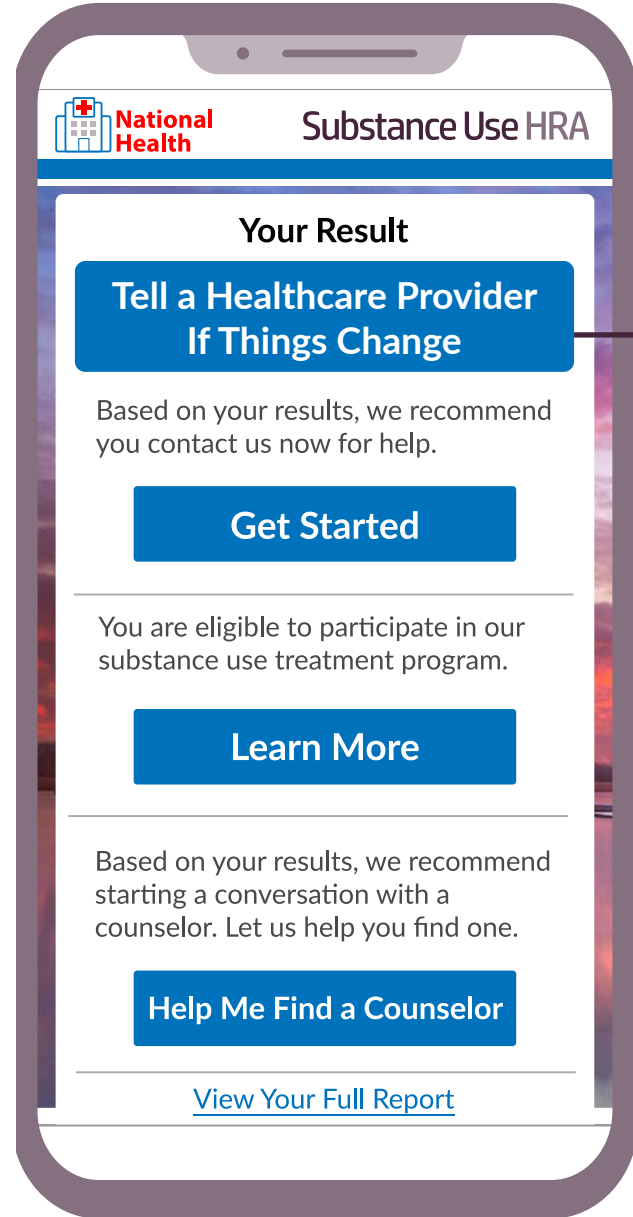
After taking the Substance Use HRA for Emily, Tara plans to consult healthcare professionals in her community to explore effective treatment options to aid Emily's recovery.





SUBSTANCE USE HRA

GOAL: EDUCATION AND A RELATIONSHIP WITH PRIMARY CARE



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Relevant health content.
- Appointment scheduling.
- Crisis or mental health emergency contact information.
- Health risk management programs.



FOLLOW UP

Follow up with the user as soon as possible to:

- Review the results report with them and explain their results.
- Encourage them to keep a journal to monitor if anything changes in their behavior or feelings about their substance use.



NURTURING

Customize your nurturing content to explain:

- The importance of staying in touch with a counselor and/or doctor.
- Who should seek substance use treatment, and why.



EDUCATION VIA PRIMARY CARE

- In most cases, these users don't require any immediate intervention.
- These users may benefit most from educational health content during a regular primary care visit.



TELL A HEALTHCARE PROVIDER IF THINGS CHANGE

People in this group fall into one of two categories:

- they self-reported that they are NOT bothered by their recent use (within the past 2 weeks) of tobacco, alcohol and/or drugs
- OR
- they reported on behalf of another person that their loved one is NOT bothered by their recent use of tobacco, alcohol and/or drugs

AND

neither group reported any of the following co-existing conditions:

- previous treatment for drugs or alcohol
- diagnosis of a mental health condition
- acquaintance or family concern
- previous failed attempt to quit

EXAMPLE PERSONA



Mike is a 29-year-old male who enjoys social drinking and occasionally uses recreational drugs at gatherings with friends. He is a sociable person with a steady job and active social life.

Mike has never felt his substance use negatively affects his life, and he has never attempted to quit or reduce his consumption. None of his friends or family have expressed concerns about his behavior.

Recently, Mike took the Substance Use HRA out of curiosity. He decided to keep his results in mind and to stay aware of his consumption patterns. He intends to consult a healthcare professional if he notices any concerning changes in his behavior or health.