

Member Transformation

Coaching Outcomes Report

2016-2018

Harnessing the power of the peer, technology and data science to get - and keep - people with addiction and their loved ones well.



The world has one data point for addiction wellness: sobriety. We don't buy that.

We focus on all aspects of life. We ask our members, "Are you more hopeful?" "Is your employment more stable?" "Are things better at home?" and yes, "Have you used?"

These and many other measurements prove our members are doing better. And doing better – not just being sober – is what gets people well.

Facing it better, together.



OUR MISSION
is to get people with addiction and their loved ones well.

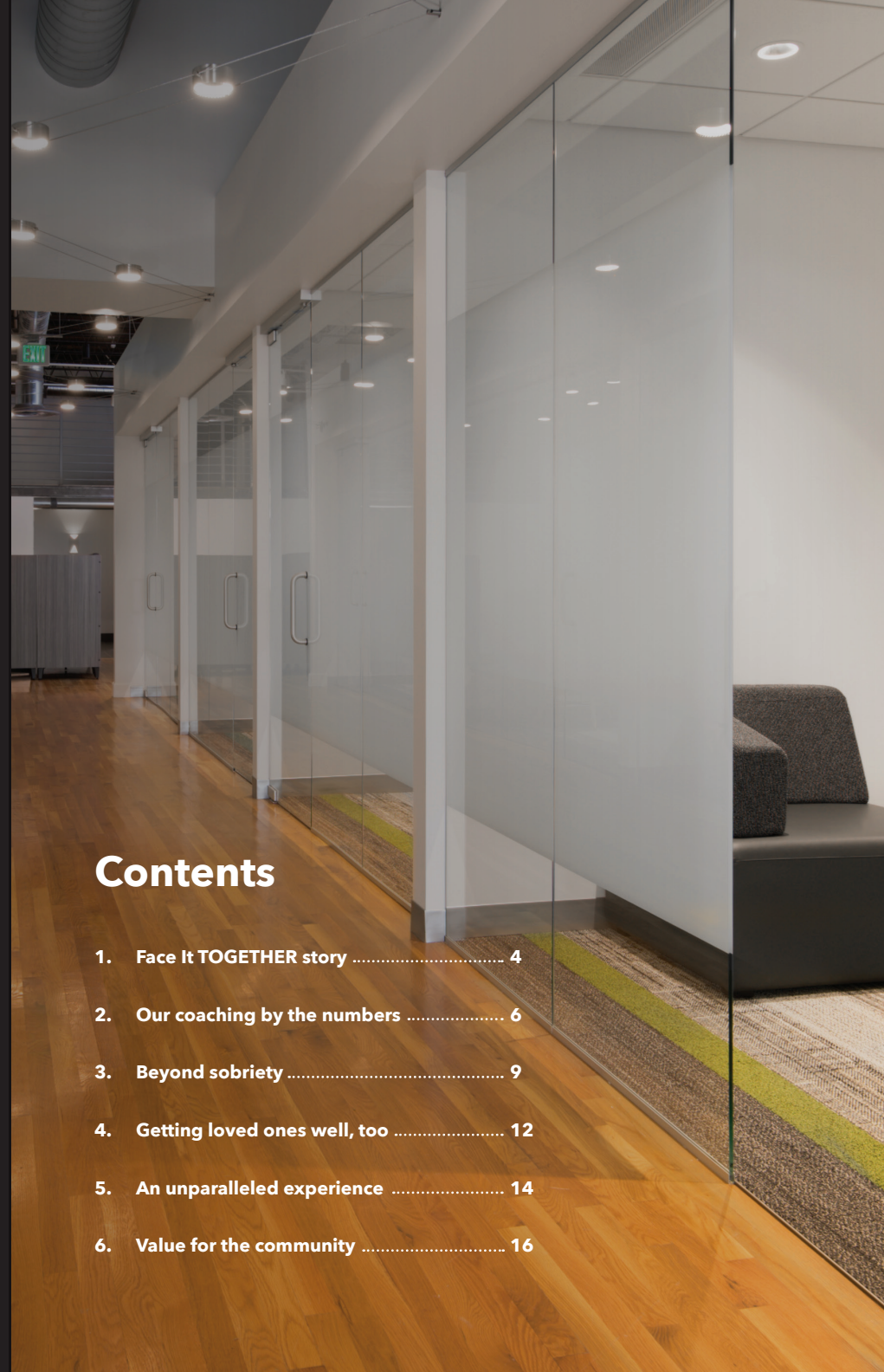


OUR VISION
is a nation that has solved the disease of drug and alcohol addiction.

We provide professional, science-based peer coaching to help people navigate the challenges of alcohol and other drug addiction.

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01.

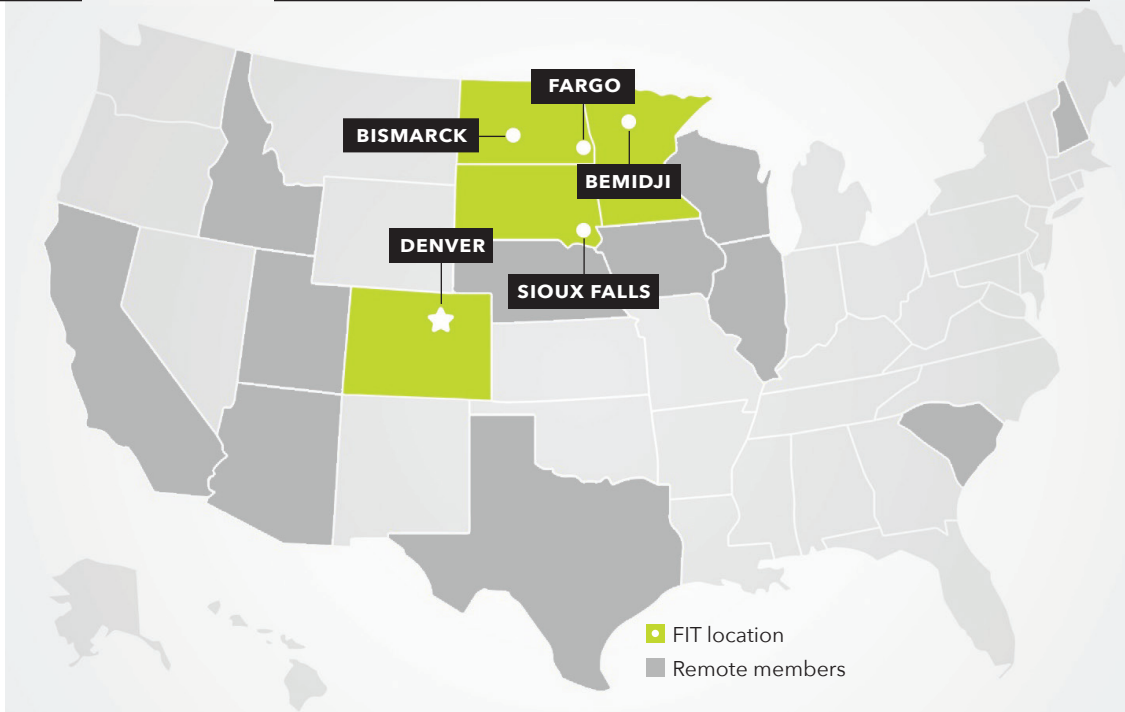
The Face It TOGETHER story

Over the past ten years we've embraced innovation, pioneering a whole new generation of addiction care.

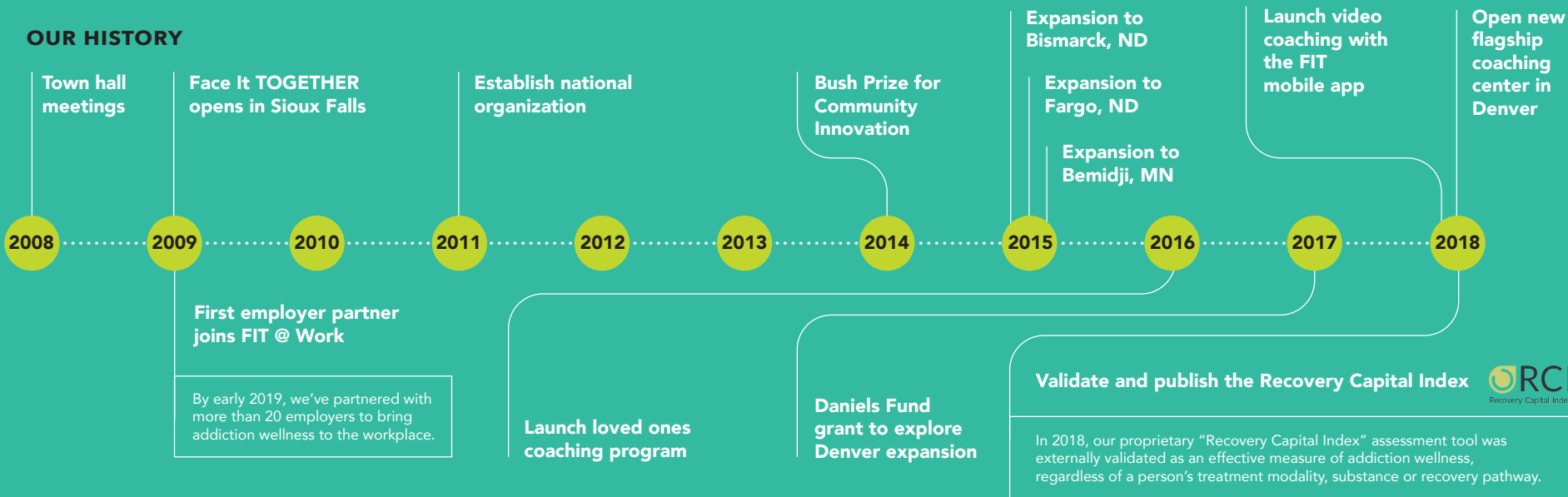
We're a team of social entrepreneurs bringing a meaningful and sustainable solution to our nation's top public health crisis. Our work marries social mission with business innovation to transform the way communities deal with this costly and devastating illness.

"Our hope is to be as disruptive to the system of addiction care as Amazon has been in retail or Uber in transportation. That's the scale of what it's going to take to give 19 million American consumers suffering from addiction what they want more than anything else: wellness."

-KEVIN KIRBY, CO-FOUNDER AND CEO, FACE IT TOGETHER



OUR HISTORY

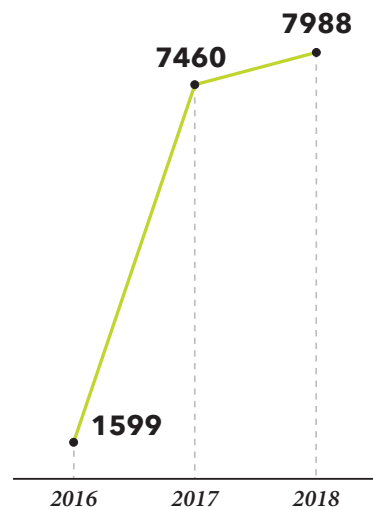


02.

Our coaching by the numbers



SMS/TEXT MESSAGES between coaches and members



GENDER

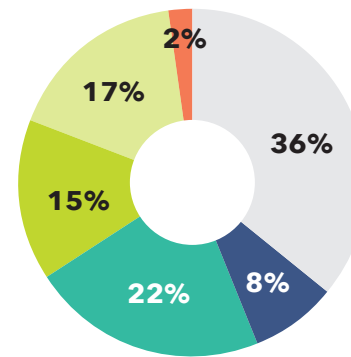
person with addiction



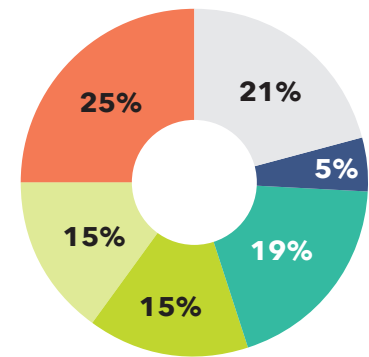
loved one



AGE



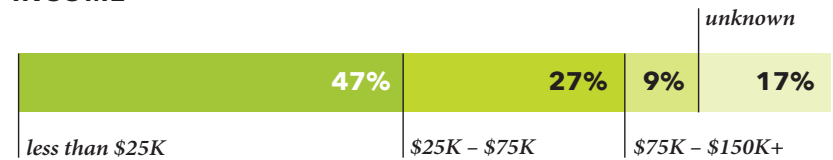
person with addiction



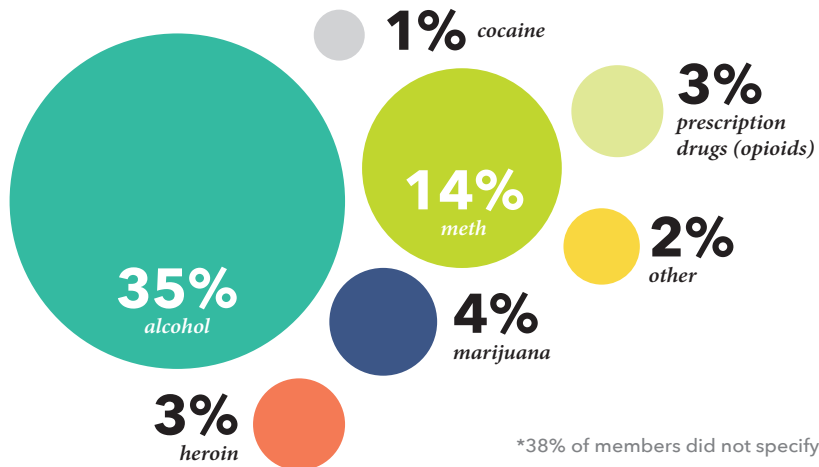
loved one

unknown 18-24 25-34 35-44 45-64 64+

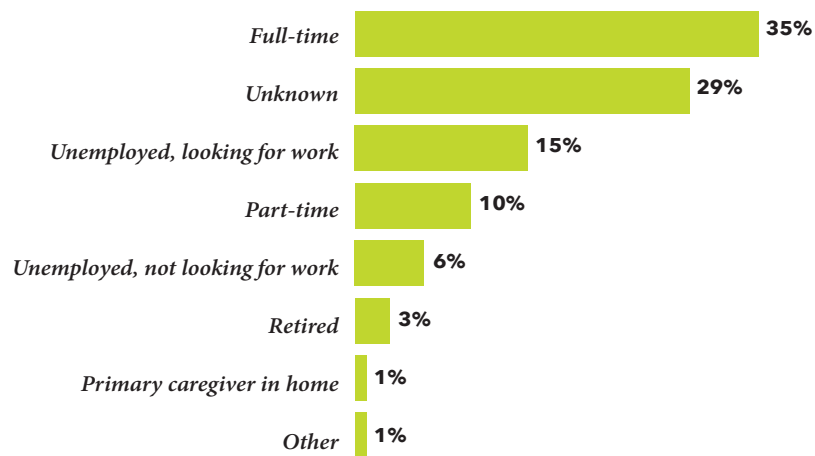
INCOME



PRIMARY ADDICTION



EMPLOYMENT STATUS OF ALL MEMBERS



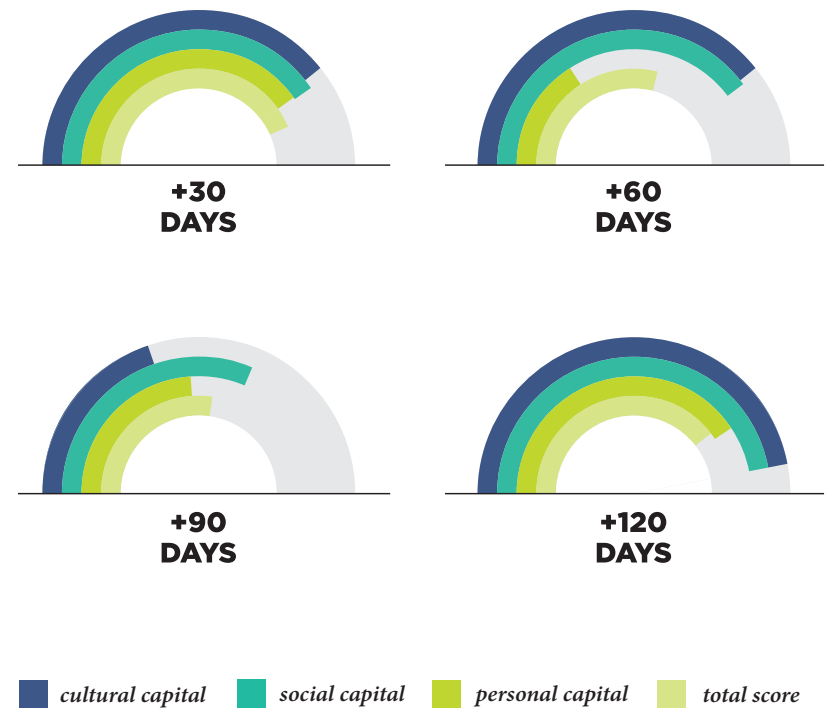
03.

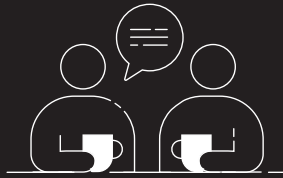
Beyond sobriety

We help people get well in ways that go far beyond abstinence.

Our proprietary Recovery Capital Index (RCI) assessment provides a meaningful picture of addiction health, measuring change in 22 areas covering emotional, mental and physical wellness.

Highs and lows on the path to addiction wellness are normal. Those impacted by the disease, including loved ones, have many obstacles to overcome, from family acceptance to criminal justice involvement. As shown below, levels of personal, social and cultural recovery capital fluctuate as our members engage in coaching.





62% of the time, members had not used after their last visit with a coach

AT 30 DAYS OF COACHING:

83%

reduce their cravings to use



81%

feel better overall



80%

are more likely to have someone to turn to when their emotions are overwhelming

77%

no longer feel depressed



75%

are more likely to be supported by their family



72%

reduce the impact of PTSD-like symptoms

AT 60 DAYS OF COACHING:

- **100%** have goals for their future
- **89%** reduce the negative impact on their employment
- **84%** feel greater connectedness to the world around them
- **80%** are no longer giving up important activities
- **79%** reduce involvement with criminal justice system because of addiction-related issues
- **61%** feel less stress

AT 90 DAYS OF COACHING:

- **91%** say close relationships benefit their decision-making
- **89%** reduce alcohol intake
- **88%** feel their emotions are less disruptive to their lives
- **75%** are more hopeful

AT 120 DAYS OF COACHING:

- **93%** establish routines that support their wellness plan
- **92%** feel better about their overall health
- **83%** have more meaningful participation in their community
- **80%** are happier with their social/professional network
- **77%** are more satisfied with their emotions and mental health
- **75%** are more likely to feel their life has purpose
- **71%** reduce use of drugs other than those required for medical reasons
- **66%** are more likely to have friends to count on when things go wrong

"HOW HAS COACHING CONTINUED TO IMPACT YOUR LIFE?"



50%

have positive change in their employment and financial health



82%

improve connections to others and their community



79%

improve their relationships with family and friends



68%

are abstinent or have reduced use



82%

improve their health

04.

Getting loved ones well, too

Our coaching for loved ones focuses on positive and supportive approaches.

We help people make sense of their loved one's addiction and empower them with the tools to better support those they care about – and to get well themselves.

“Individuals who engage Face It TOGETHER for coaching become a member of something larger than themselves. They're part of an extended ecosystem of support, motivation, health, strength, connection and wellness. Our membership experience is all of these things and more. At their core, these interactions are purposefully designed to reduce fear, build trust and create connection to that greater whole.”

-DAVID WHITESOCK, CHIEF INNOVATION OFFICER, FACE IT TOGETHER



AT 30 DAYS OF COACHING:

59%
feel less stress

88%
feel addiction is no longer
interfering with healthy
decision-making

69%
no longer participate
in unhealthy enabling

40%
experience a growing
connection to their core beliefs

33%
are more likely to have
someone to turn to when their
emotions feel overwhelming

33%
have more meaningful
participation in their community

AT 60 DAYS OF COACHING:

- **83%** feel more connected to the world around them
- **71%** feel more hopeful
- **69%** say their values are no longer being compromised
- **67%** have families that are now on the same page
- **67%** feel better overall
- **38%** now have people in their community that look to them for support

AT 90 DAYS OF COACHING:

- **100%** have established routines to support their wellness plan
- **75%** are more satisfied with their emotions
- **69%** are less likely to have addiction negatively impacting their employment
- **67%** wake up feeling rested
- **65%** are less likely to cut back on activities that are important to them
- **39%** feel less depressed

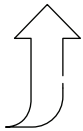
05.

An unparalleled experience

Our coaching space, technology and customer experience have all been thoughtfully designed to bring something new – and far more effective – to those impacted by addiction.



90% of all sessions are helpful to the member



After **89%** of all sessions, members feel more hopeful



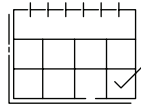
86% feel less stress at the coaching center



94% say being in the center gives them hope



96% feel it is easy to get to the center



96% have no problems scheduling a time with their coach



96% say their coach is good about explaining addiction to them



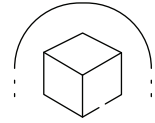
99% feel listened to by their coach



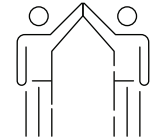
91% feel they're treated with dignity and respect



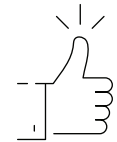
98% feel their coaches help them



97% feel their coach has the knowledge and skills to help them



98% say coaching met their expectations



98% are satisfied with their coaching



99% would recommend FIT to others

"I fully trust my coach to help me get back on track. Her compassion for my situation is important to me, and I believe her own experiences are key in getting me back to a good place."

-FIT MEMBER

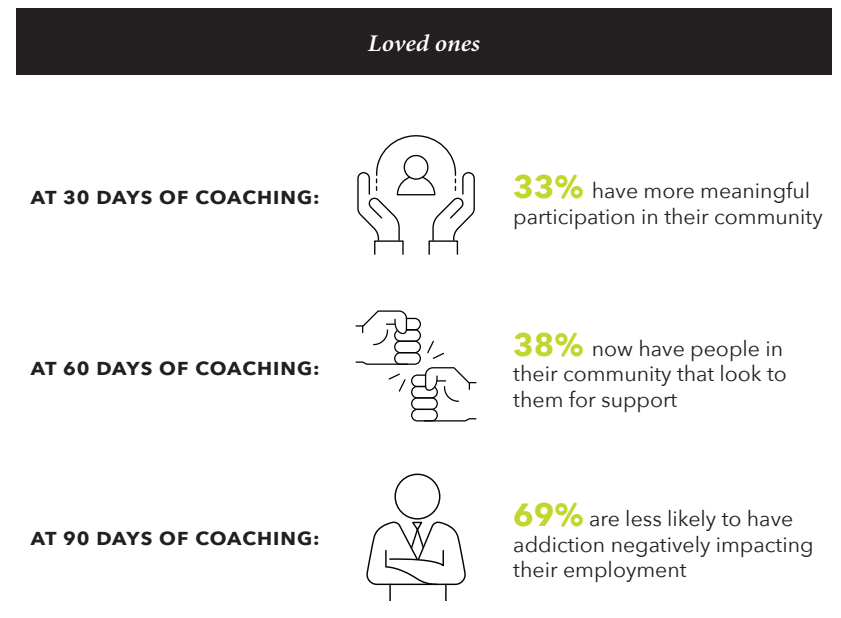
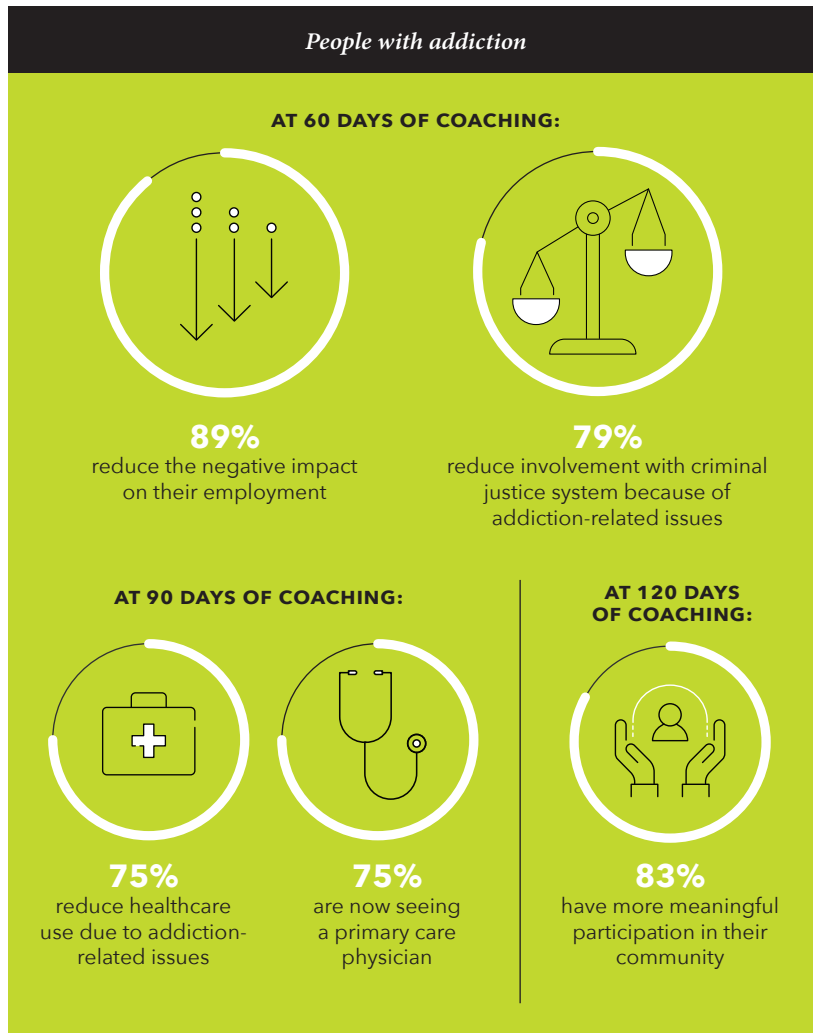
"It wasn't until we found Face It TOGETHER that we felt real hope. We finally felt we had the correct resources and support to help our loved one. We learned how to cope with the nightmare we were living in and we started to see a change in our son for the first time in many years."

-FIT MEMBER

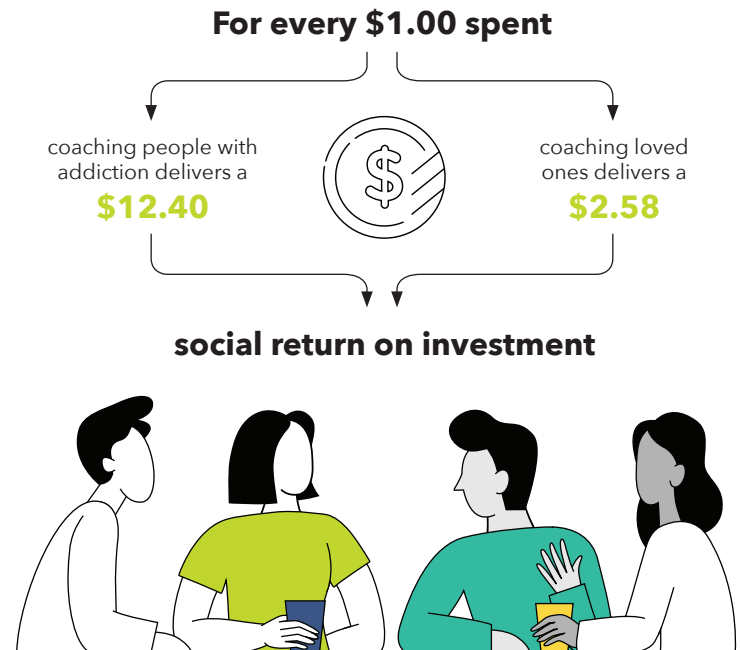
06.

Value for the community

Face It TOGETHER's bold vision is a nation that has solved the disease of addiction. It will take years to achieve, but we believe it's doable by solving addiction community-by-community. Here are just a few ways we provide value at the community level.



A social return on investment



The greatest beneficiaries of our coaching include the individuals coached (people with the disease and loved ones), government, healthcare, employers and victims of crime.

Note: SROI analysis conducted externally by Ecotone Analytics GBC.



Understanding social return on investment is just one of the many ways we define and measure our impact overall. Knowing the SROI on every dollar spent on peer coaching keeps us true to our values as an organization. Face It TOGETHER not only improves the wellness of our members, but also brings value to communities.

- KRISTEN GOETTSCH,
Senior Evaluation Scientist,
Face It TOGETHER



Face it better, together.

We've been treating addiction differently since 2009.

Connect with our coaches and community at

WEFACEITTOGETHER.ORG.

care@wefaceittogether.org

(855) 539-9375

