Using Technology to Reach Millennials and Gen Z

The Apportis Opioid Solution - AOS
Connecting Humans to Humans at the Moment of Need
THE WHY
3 ARTICLES
3 AT THE HEART OF OUR SOLUTION

Digital is a now thing

The moment of need

Barriers to care
ABSTRACT

Background: Problematic substance use in adolescence and emerging adulthood is a significant public health concern in the United States due to high recurrence of use rates and unmet treatment needs coupled with increased use. Consequently, there is a need for both improved service utilization and availability of recovery supports. Given the ubiquitous use of the internet and social media via smartphones, a viable option is to design digital treatments and recovery support services to include internet and social media platforms.

Results

Background: Substance use disorder research and practice have not yet taken advantage of emerging changes in communication patterns. While internet and social media use is widespread in the general population, little is known about how these mediums are used in substance use disorder treatment.

Accessed the internet mainly through their mobile phone.

Comparison of Smartphone Ownership, Social Media Use, and Willingness to Use Digital Interventions Between Generation Z and Millennials in the Treatment of Substance Use: Cross-Sectional Questionnaire Study

Curtis BL, Ashford RD, Magnuson KI, Ryan-Pettes SR
J Med Internet Res 2019;21(4):e13050
URL: https://www.jmir.org/2019/4/e13050
DOI: 10.2196/13050
PMID: 30994464
PMCID: 6492066
Published April 2019
SMARTPHONE OWNERSHIP

M

93.7%
aged 18-35 years

Z

90.6%
aged 12-17 years
ACCESS INTERNET VIA PHONE

M

86.5%

aged 18-35 years

Z

96.2%

aged 12-17 years
ABSTRACT
Background: Substance use disorder research and practice have not yet taken advantage of emerging changes in communication patterns. While internet and social media use is widespread in the general population, little is known about how these mediums are used in substance use disorder treatment.

Conclusions: Given the high rates of exposure to drug cues on social media, disseminating recovery support within a social media platform may be the ideal just-in-time intervention needed to decrease the rates of recurrent drug use. However, our results suggest that cross-platform solutions capable of transcending generational preferences are necessary and one-size-fits-all digital interventions should be avoided.

develop dynamic digital interventions capable of delivering just-in-time treatment and recovery supports.
ABSTRACT

Background: Problematic substance use in adolescence and emerging adulthood is a significant public health concern in the United States due to high recurrence of use rates and unmet treatment needs coupled with increased use. Consequently, there is a need for both improved service utilization and availability of recovery supports. Given the ubiquitous use of the internet and social media via smartphones, a viable option is to design digital treatments and recovery support services to include internet and social media platforms.

Results

High satisfaction with the simple interventions. For example, some studies reported that the participants were generally highly satisfied \([49,56]\) or that they “felt connected” via the intervention.

...develop even more feasible and effective digital interventions, using all the technological possibilities and appealing user interface designs of modern mobile technologies.

They “felt connected”
BARRIERS TO LONG TERM CARE

Relapse Risk

Limited Counselor Availability

Difficulty Marshaling Other Recovery Supports
THE WHAT
AOS (BETA)
Apportis Opioid Solution (Beta)

NOTHING TO DOWNLOAD

WORKS EVERYWHERE

HELP IS AVAILABLE 24/7

CONNECTS LOCAL FIRST

HIPAA AND 42 CFR PT 2 COMPLIANT

CONTINUUM OF CARE
### Users

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Role</th>
<th>Status</th>
<th>Action</th>
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<tbody>
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<td>Admin AOS Demo</td>
<td><a href="mailto:jamiemckeww@gmail.com">jamiemckeww@gmail.com</a></td>
<td>Clinic Admin</td>
<td>Active</td>
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<tr>
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<td><a href="mailto:clinicadmin@apportis.com">clinicadmin@apportis.com</a></td>
<td>Clinic Admin</td>
<td>Active</td>
<td></td>
</tr>
<tr>
<td>Clinician Test</td>
<td><a href="mailto:clinician@apportis.com">clinician@apportis.com</a></td>
<td>Clinician</td>
<td>Active</td>
<td></td>
</tr>
<tr>
<td>Clinician AOS Demo</td>
<td><a href="mailto:jamiemckew@hotmail.com">jamiemckew@hotmail.com</a></td>
<td>Clinician</td>
<td>Active</td>
<td></td>
</tr>
</tbody>
</table>
WHERE NOW
LOTS TO DO
VOLUNTEERS TO TEST
CREATE STANDARDS
CONNECT TO LOCAL SUPPORT
VIDEO + CHAT
ePRESCRIBE
CONTENT MANAGEMENT SYSTEM
ASPIRATIONAL WANTS

1. Ohio Dept of Corrections
2. Small and Critical Access Hospitals
3. Secret Shoppers
4. Connect to Local Support
IN CONCLUSION

1. The opiate crisis persists
2. Have you tried tech?
3. Piece of the solution

Talk to us about how we can partner with you to extend the impact you’re making in your community
THANK YOU

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