

Treating the substance use crisis—one patient at a time

Do you have a proven strategy to engage this vulnerable population in their moment of need? Nearly 50 million people over age 12 had a substance use disorder in 2023.

Two-thirds of adults say they or a family member have a substance addiction, experienced homelessness due to addiction, or experienced a drug overdose leading to an ER visit, hospitalization, or death.

Unlock clients see an average reduction in cost per acquisition of **48%** when integrating HRAs with SEM campaigns.

Getting help can be an uphill climb when stigmas and lack of awareness persist, but integrated campaigns paired with the Unlock Substance Use Health Risk Assessment (HRA) provide breakthrough experiences that connect substance use patients to the providers who can help them.

Media campaigns alone produce too many unqualified leads, and HRAs decoupled from campaigns lack visibility. But bring them together, and you can help the most in-need patients find critical care at the moment they or their loved ones are ready to seek help.

Sources:

- U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration, "2023 National Survey on Drug Use and Health"
- Kaiser Family Foundation, "KFF Tracking Poll July 2023: Substance Use Crisis And Accessing Treatment"



Addiction treatment consumers:

Meet Roberto



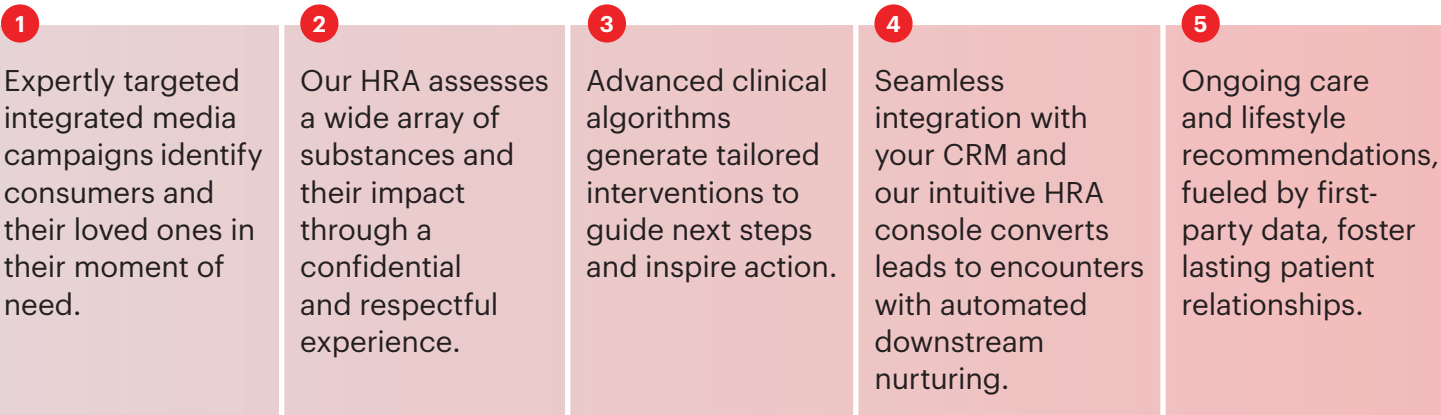
Roberto, 58, has struggled with depression for much of his adult life. He has used smoking and alcohol to help him cope for years. Lately, he's become concerned about his drinking habits and their impact on his health.

Meet Tara

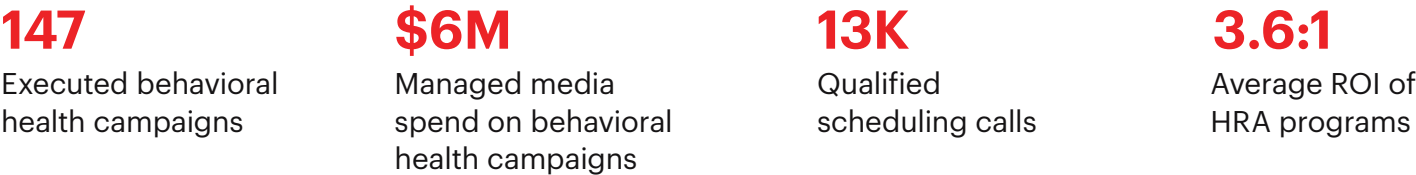


Tara is a mom of a 22-year-old daughter, who has struggled with drug and alcohol dependency and a previous unsuccessful rehab attempt. Her daughter has also been previously treated for anxiety, which complicates her substance use issues. Tara wants to seek better treatment solutions to help her daughter.

How our HRA shortens the distance between substance use & recovery



Behavioral health treatment centers trust Unlock Health for a reason:



Source: Unlock Health 2024 book of business data

Let's keep the conversation going. Give us 30 minutes and we can prove *how* we can address your critical issues, and *why* Unlock Health should be your partner.

UnlockHealthNow.com/contact

