



BREAKING FREE:

Addressing Substance Use Disorders
through digital innovation

Introducing...

Breaking Free Group



- UK-based digital health and behavioural science company founded in 2010
- Specialize in developing digital behaviour change programs for addictions
- Team includes Clinical Psychologists, Health Psychologists, Behavioural Scientists
- Mission: to increase the access of people, including under-served communities, to effective behaviour change interventions for addictions
- Programs are utilized by leading UK addiction treatment providers and the NHS, and have been fully localized for Canada
- Digital innovations grounded in evidence and robust behavioural science
- Strong commitment to research and evaluation

Clinical effectiveness evidenced by research



Program has supported the recovery of over **75,000 people** in the UK, Canada and US

36 research studies published
in UK, Canadian and US
peer-reviewed journals



Using Breaking Free shown consistently to lead to very significant clinical improvements:

- ✓ Reduced drug and alcohol use
- ✓ Reduced substance dependence
- ✓ Improved mental health
- ✓ Improved quality of life
- ✓ Improved social functioning
- ✓ Improved recovery progression

Awarded grant funding by CIHR for a study with University of Toronto, CAMH and CAPSA

Accreditations for the program: assurance of quality and clinical integrity



Qualified by **Ontario Health** as a Vendor of Record for the provision of addictions solutions



Endorsed by **National Institute for Health and Care Excellence (NICE)** at UK Department of Health



Accredited by **Oxford University, Cambridge University and Royal Society of Arts (OCR)** awarding body



Accredited by **Correctional Services Advice and Accreditation Panel (CSAAP)** at UK Ministry of Justice as a gold standard intervention



Approved by **Her Majesty's Prison and Probation Service (HMPPS)** as an Effective Regime Intervention

Commissioners of our digital solutions include:



Ministry of
JUSTICE



**Ontario
Health**

Ohio

Department of
Rehabilitation
&
Correction

NHS
England

*cgl*TM
change,
grow,
live

nova scotia
health

Health PEI
One Island Health System



humankind[®]



**Provincial Health
Services Authority**
Province-wide solutions.
Better health.

TEN recovery network
Real. Hope. Now.
Serving Central Michigan since 1979

What is the problem that needs to be addressed?

Impact of drug and alcohol addiction in Canada



Opioid crisis



Heroin



Meth/crack



Prescription meds



Legalized marijuana



Alcohol abuse

How can we increase access to recovery support and therapeutic interventions for people with SUDs?

Introducing...

Breaking Free from Substance Use



- **PIPEDA- and PHIPA-compliant digital behaviour change intervention for Substance Use Disorders** that has been proven to be effective in multiple treatment settings
- **Interactive, engaging and highly personalized program** with full voiceover in English and French for clients with low levels of literacy and/or impaired concentration
- **Delivers Cognitive Behavioural Therapy** and integrates proven approaches such as mindfulness, relapse prevention, motivational enhancement and harm reduction
- **Facilitates recovery from substance dependence** and addresses associated mental health difficulties and substance-involved lifestyle
- **Complements and strengthens prescribing regimes** where Medication Assisted Treatment for opioid dependence is being delivered
- **Delivers continuous behavioural support** to help clients overcome addiction to drugs for which no medication is available – e.g. methamphetamine, cocaine, crack

Substances addressed by the program, including opioids and prescribed medications



- Adderall
- Acamprosate
- AH-7921
- Alcohol
- Alpha-PVP
- Amitriptyline
- Amphetamines
- Buprenorphine
- Butane
- Cannabis/Marijuana
- Clonazepam
- Cocaine
- Co-codamol
- Codeine
- Crack
- Demerol
- Dexedrine
- Diazepam
- Dihydrocodeine
- Disulphiram
- Ecstasy/MDMA
- Eszopiclone/Lunesta
- Etizolam
- Ephedrine
- Fentanyl
- Gabapentin
- Heroin
- Human Growth Hormone
- Hydromorphone
- GBL
- GHB
- Ketamine
- Khat
- Lorazepam
- MDVP
- Mephedrone
- Mephobarbital
- Methadone
- Methamphetamine
- Methoxetamine
- Modafinil
- Morphine
- MSJ
- Naltrexone
- Nitrazepam
- Nitrous oxide
- O-PCE
- Oxandrolone
- Oxycodone/Oxycontin
- Oxymorphone
- Phencyclidine (PCP)
- Phenobarbital
- Pholcodine
- Pregabalin
- Ritalin
- Suboxone
- Sustanon
- Synthetic cannabis
- Temazepam
- Testosterone
- Tobacco
- Tramadol
- Triazolam
- Vicodin/Hydrocodone
- Xanax/Alprazolam
- Zaleplon/Sonata
- Zolpidem/Ambien
- Zopiclone

Utilization of Breaking Free by addiction services

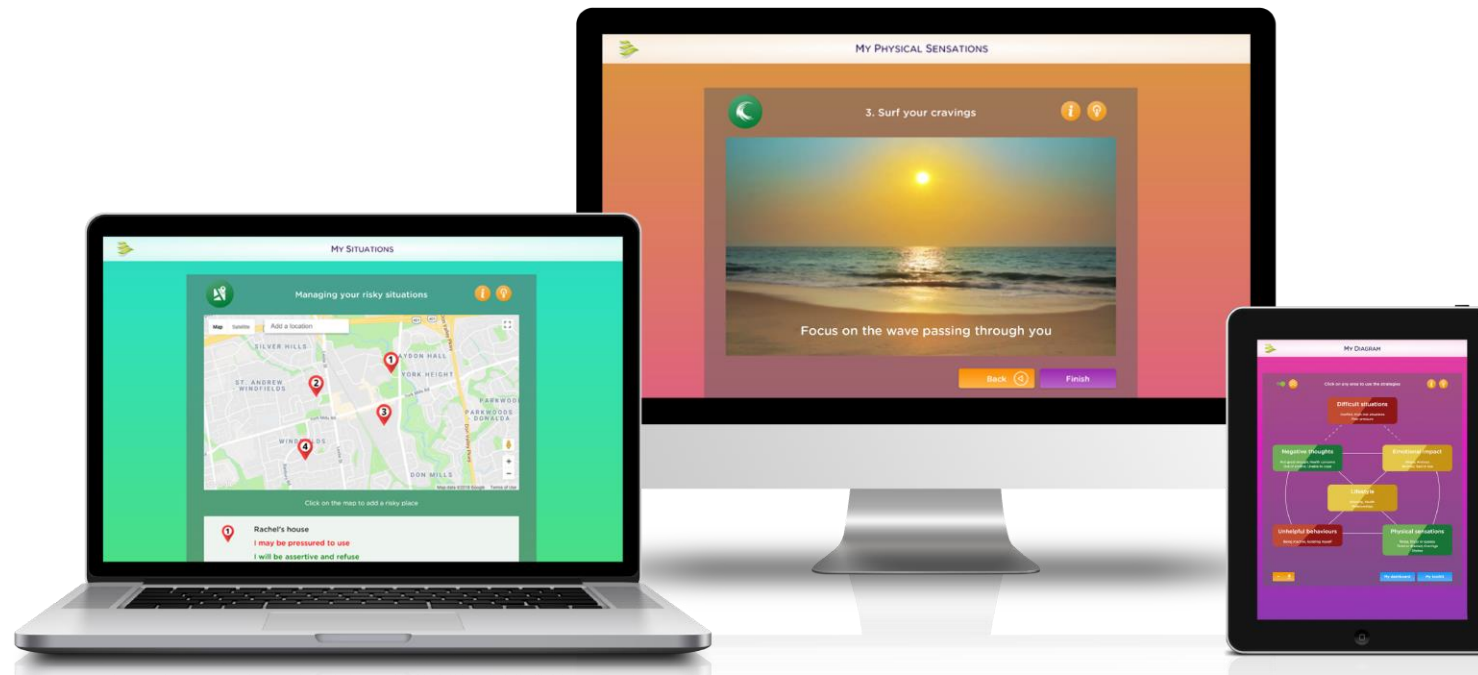


- **Manage waiting lists** – engagement tool that keeps clients motivated from the point of referral to the start of structured treatment
- **Reinforce Medication-Assisted Treatment** – helps clients stabilize or detox from methadone/buprenorphine, manage cravings and regulate their emotions
- **Augment telehealth/virtual care provision** – overcomes treatment barriers such as stigma, distance, rurality, work or childcare commitments etc.
- **Facilitate Computer-Assisted Therapy (CAT)** – delivered by practitioners and clinicians as a one-to-one intervention or a structured groupwork program
- **Tailor intervention programs** – used to target specific cohorts of clients, including hard-to-reach populations – e.g., women, opioids, stimulants, marijuana etc.
- **Support peer mentoring initiatives** – enables peers with lived experience to deliver structured interventions, and strengthens their own resilience
- **Strengthen continuing care approaches** – aftercare tool that helps clients transition from residential treatment to community, or between services/treatment modalities

What does the program do?



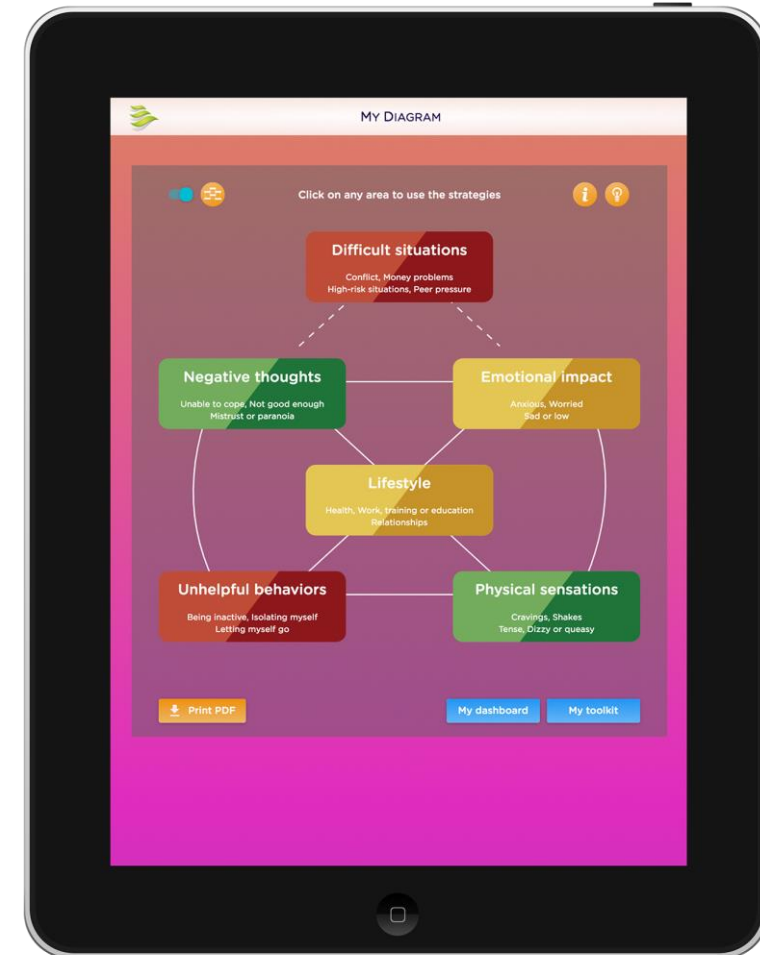
- Empowers clients to achieve and sustain recovery from drug and alcohol dependence
- Gives them 24/7 access to expert advice and guidance (in English and French)
- Equips them with a comprehensive toolkit of psychoeducation, recovery resources and evidence-based behaviour change techniques



Proven model of behavioural change



- Program is underpinned by a proven cognitive-behavioural model
- Explains to individuals the underlying psychological and lifestyle drivers of their substance dependence
- Personalizes the program to their needs and individual circumstances
- Delivers person-centred care by letting individuals access the behaviour change techniques in the order they choose
- Uses a colour-coding system to guide them on which issues to focus on



Practitioner oversight of recovery progress



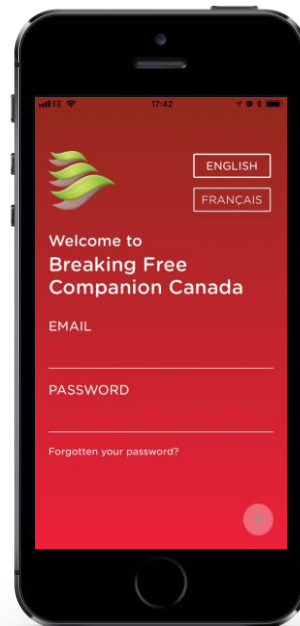
- Program generates personalized outputs of all the behaviour change strategies and progress checks completed by clients using Breaking Free
- Allows clinicians and practitioners to monitor their recovery progress, including at distance, as these outputs can be emailed automatically to them



Breaking Free Companion app



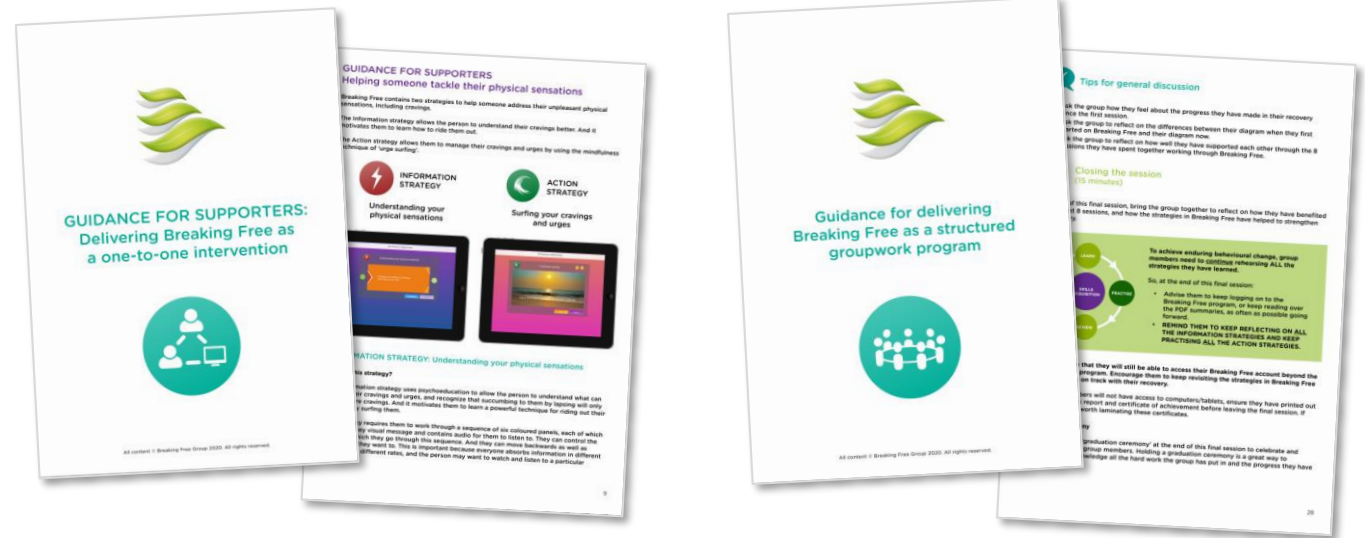
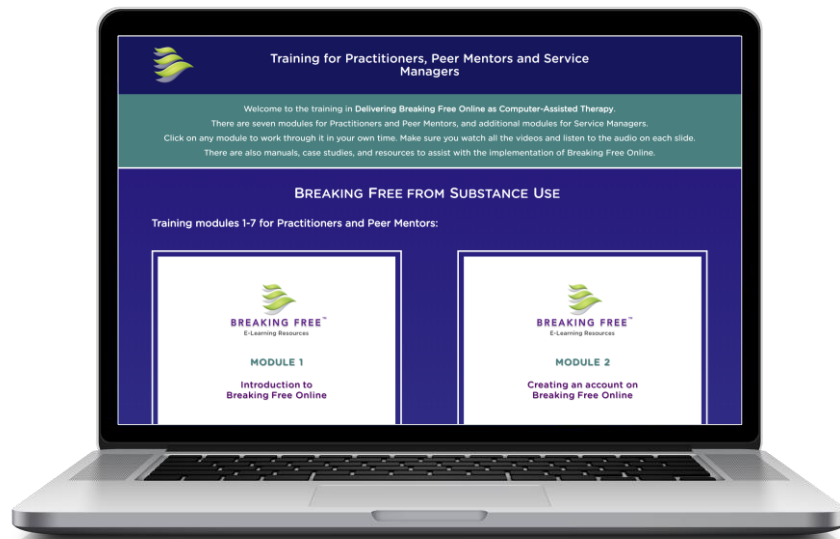
- App for clients with Android and iOS devices which augments and syncs with the web-based Breaking Free from Substance Use program
- Strengthens relapse prevention by using geofencing to trigger alerts when they approach high-risk locations, and delivers calendar alerts



Breaking Free E-Learning Platform



- Breaking Free from Substance Abuse can be self-directed OR delivered as Computer-Assisted Therapy by clinicians and practitioners
- Trained via an e-learning platform in the potential delivery models:
1) Self-directed; 2) One-to-one; 3) Group intervention



Breaking Free Outcomes Dashboard



- Provides organizations with real-time data analytics via an online dashboard
- Demonstrates the reach and clinical impact of the digital intervention and facilitates effective performance management



Key advantages of Breaking Free



CLIENTS can...

Overcome barriers to **recovery** from SUD: stigma, waiting lists, distance/rurality, work or childcare commitments

Build **recovery capital** and address the underlying causes of their SUD

Receive **continuity of care** if they move to a different location or are referred to a new service

CLINICIANS can...

Increase support for clients with **SUD** by giving them 24/7 access to highly personalized Cognitive Behavioral Therapy

Deliver interventions with **high consistency** and treatment fidelity

Augment their clinical **practice** with Computer-Assisted Therapy, including with clients at distance

ORGANIZATIONS can...

Respond to the opioid **crisis** and high prevalence of SUD with a scalable, evidence-based digital solution

Monitor **real-time data** on the reach and impact of the interventions

Strengthen programs and **services**: engagement, prevention, treatment and rehabilitation

Contact details



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