Promotional Toolkit components

Talking Points

The following are talking points about ATLAS that you can use when talking with your networks about ATLAS, or when providing information for the press.

About the ATLAS Website
- ATLAS is the Addiction Treatment Locator, Assessment and Standards Platform helping individuals and their loved ones navigate the addiction treatment system.
- ATLAS – www.TreatmentATLAS.org – is a free quality measurement website of addiction treatment facilities across six states – Delaware, Louisiana, Massachusetts, New York, North Carolina, and West Virginia.
- ATLAS is searchable by information that is important to the public such as location, insurance accepted, services offered.
- ATLAS provides transparent information on whether facilities offer services that align with evidence-based best practices that are shown to improve patient outcomes.
- ATLAS allows patients and family members to report on their experiences in treatment and read others' experiences.
- ATLAS includes password protected portals where providers can access their own data with benchmarks against industry data to drive quality improvement, payers can access data on providers in their network, and states can access data to inform Technical Assistance and other state-based initiatives.

ATLAS Assessment - Addiction Treatment Needs Assessment
- TreatmentATLAS.org includes an Addiction Treatment Needs Assessment – a brief and anonymous resource to support individuals with addiction and their family members in identifying the most appropriate treatment setting or level of care (e.g., outpatient, residential) to seek a clinical assessment.
- The Assessment is available free and anonymously to *all* across the country.
- The Assessment was created in collaboration between Shatterproof, American Society of Addiction Medicine (ASAM) and OpenBeds.
- Individuals with addiction or their loved ones complete 13 questions that quickly assesses their risk / severity in each of the six ASAM dimensions. Once responses are submitted, the tool provides a *consumer-friendly* level of care recommendation.
- Provides a lay-friendly assessment so that individuals do not have to digest the DSM-5 criteria and become an expert on addiction in order to understand the level of care they or their family member needs.

Why ATLAS?
- Addiction can be treated with the same effectiveness as other chronic diseases such as diabetes and hypertension, but often addiction treatment is not delivered using evidence-based best practices.
- This system standardizes quality expectations for addiction treatment across all levels of care, settings, and types of treatment. Based on the Shatterproof National Principles of Care, derived from the Surgeon General's Report on Addiction.
- ATLAS quality measurement will be used to align market forces with evidence-based best practices that are shown to improve patient outcomes.
- Regardless of the setting of care, addiction should be treated with the same urgency, respect, and professionalism as all medical conditions, but currently there is massive variation in the approaches and standards of care.
- Addiction treatment facilities that offer outdated or non-evidence-based treatment modalities are perpetuating misconceptions about the disease, and in some cases are even criminal. ATLAS will highlight

top performers, give facilities the tools and information they need to improve their quality, and disincentivize "bad actors".
- When searching for information about addiction and where to go for treatment, often patients and family members are bombarded with misinformation and it is hard to know who to trust.
- Countless treatment facilities have searchable information and content about level of care, but some of these websites prey on individuals and families at their most vulnerable moment.

Funders:
- Roughly two thirds of ATLAS Phase 1 was funded by major foundations: Arnold Ventures and Robert Wood Johnson Foundation each funding $1.3M.
- The other third was funded by a group of six health insurers: Aetna, Anthem, Beacon Health Options, Cigna, UnitedHealth Group, and Magellan.
- In North Carolina, ATLAS was funded entirely by Blue Cross Blue Shield of North Carolina.
- The funding health insurers did not have a governance role in the project.
- State partners provided administrative support but did not support the implementation of ATLAS financially in their state.
- For Phase 2 the ATLAS team is exploring multiple funding sources including state contracts, philanthropy, and payer partnerships.

Approach
- ATLAS uses data from reliable, valid sources, including facility surveys and patient experience. Data from health insurance claims is also available in select states on the password-protected professional portals.
- Publicly available health quality reporting has been in existence in the U.S. since 1987, when the Health Care Financing Administration – now the Centers for Medicare and Medicaid Services (CMS) – released nationwide hospital-specific mortality data. Following controversy over public release of this information, efforts for improvement began, and quality reporting models started to evolve. Now there are hundreds of reporting initiatives focused on a variety of healthcare services and settings and using a range of methodology, but no such system currently exists for addiction.
- ATLAS uses a mixed-method approach to ensure it captures as much quality information as possible and triangulates quality data.

FAQs
- How is this different from existing addiction treatment locators like FindTreatment.gov?
  - o ATLAS improves upon services provided by existing addiction treatment locators and has major differentiators. Many existing locators focus on whether services are simply available without examining their quality or appropriateness and, in some cases, only offer information to the public from the facilities that pay to be listed, regardless of their quality.
  - o These locators do not provide objective information on the use of clinical best practices (they are self-reported with no validation) or on other patients' experiences, and do not help patients understand what level of care may be most appropriate for them. ATLAS uses objective data, strict validation protocols, and patient reporting and is focused on what's best for the consumer, not the bottom line.
  - o FindTreatment.gov offers detailed information on addiction treatment services. In contrast to ATLAS' approach, however, facilities do not provide data on specific quality measures and FindTreatment.gov does not offer patient experience of care information or data validation.

- o FindTreatment.gov does not offer resources for professional users to drive quality improvement and innovation in the field, and the scope of FindTreatment.gov has been found to be somewhat limited compared to ATLAS.
- What about the facilities that didn't report to ATLAS?
  - o All addiction treatment facilities in each of the phase 1 states are included on the ATLAS website, regardless of whether or not they reported to ATLAS. If they did not report, it will include their facility with "Data Not Available".
  - o ATLAS is being designed to capture quality information from multiple sources. If the facility did not self-report for the facility survey this is clearly displayed and, when possible, quality information from patient experience is still displayed.
- Is ATLAS just focused on opioids?
  - o No, ATLAS examines and reports on facilities of all substance use disorder treatment, although some of the measures are specific to the treatment of opioid use disorder, if applicable

ATLAS…
- ✓ IS a resource for patients and their loved ones, providers, policymakers, and payers
- ✓ IS the first step in building an infrastructure for quality improvement in addiction treatment
- ✓ IS funded by a coalition of payers and foundations, and independently coordinated by Shatterproof and RTI International (RTI)
- ✓ IS based on reliable, validated quality information triangulated from multiple sources
- ✗ IS NOT funded by addiction treatment programs or pharmaceutical companies
- ✗ IS NOT intended to reduce the pool of treatment providers available to consumers
- ✗ IS NOT a purely consumer-review site like Yelp
- ✗ IS NOT finalized—it is in its first phase, and currently being implemented and tested in a select group of states, with the intention to expand nationwide

Template Newsletter Blurb

The following article can be used on your website and in upcoming newsletters to let your employees and members know about your work with Shatterproof.

[PAYER NAME] Supports ATLAS®, the Addiction Treatment Locator, Assessment and Standards Platform, to Help Members Navigate to Appropriate Addiction Treatment

[PAYER NAME] is committed to transparency. That's why we're proud to participate in ATLAS®, a new program from Shatterproof bringing groundbreaking standards to addiction treatment. Shatterproof is a national nonprofit organization dedicated to reversing the addiction crisis in the United States.

ATLAS®, an Addiction Treatment Locator, Assessment, and Standards Platform, www.TreatmentATLAS.org, evaluates addiction treatment facilities' use of evidence-based best practices, allows patients to see and provide feedback on their experiences, and offers an easy-to-use online interface to allow those in need and their loved ones to search for and compare facilities using criteria such as location, services offered and insurance accepted so they can connect with appropriate treatment.

The "Compare" feature of the platform allows users to review the quality measures and offerings of multiple facilities side-by-side. This enables patients and their loved ones to select a treatment facility that is higher-quality and a better fit.

ATLAS also gathers and displays feedback from patients on their experiences at facilities using an anonymous crowd-sourced approach. This feedback helps to inform other people's care selection decisions in the same way we utilize consumer reviews for selecting goods and services in other areas of healthcare and commerce. Anyone who has experience with a treatment facility in Delaware, Louisiana, Massachusetts, New York, North Carolina and West Virginia are encouraged to visit www.TreatmentATLAS.org to leave a patient review.

"During a time when social isolation, economic hardship and disruption of everyday routines are compounding our nation's addiction crisis, ATLAS is a critical new resource. When my son Brian needed addiction treatment, my family agonized trying to find him the right care. It was impossible to know who to trust," says Shatterproof Founder and CEO, Gary Mendell. "ATLAS is a sea change in the addiction world. It will give those in need and their families the transparent and trustworthy information my family never had and will help put more people on the path to recovery."

ATLAS lists all of Delaware, Louisiana, Massachusetts, New York, North Carolina, and West Virginia's addiction treatment facilities for any substance use disorder, including opioid use disorder, with more than half voluntarily providing information on the services and practices they utilize. ATLAS features:

✓ Facilities' use of best practices based on the Shatterproof National Principles of Care, evidence-based standards derived from the Surgeon General's Report on Addiction, using data gathered through a combination of validated sources;

✓ Feedback from other patients once a minimum threshold of 20 responses for the facility is met, that is updated every 24 hours;

✓ An expert-agreed upon Addiction Treatment Needs Assessment, created in collaboration with the American Society of Addiction Medicine (ASAM) and OpenBeds, to help guide the search based on the individual's needs and severity, and

✓ Ability to search and filter using criteria such as location, services offered and insurance accepted, as well as compare the facilities.

ATLAS was created by Shatterproof, a national nonprofit organization dedicated to reversing the course of the addiction crisis in America, and worked with RTI International, an independent research institute with expertise in quality measure development, data collection, and quality reporting, to build ATLAS using a combination of rigorous analytic approaches and data collection innovations.

Template Message to Members

This can be sent as an email, in a newsletter or designed as a flyer to be sent to your members.

Introducing Our Partnership with Shatterproof

[PAYER NAME] is committed to transparency. That's why we're proud to participate in ATLAS®, a new program from Shatterproof bringing groundbreaking standards to addiction treatment. Shatterproof is a national nonprofit organization dedicated to reversing the addiction crisis in the United States.

ATLAS® is a system that standardizes quality expectations for addiction treatment across all levels of care, settings, and types of treatment. The system is based on the Shatterproof National Principles of Care, derived from the Surgeon General's Report on Addiction. ATLAS® is the first resource of its kind to help those looking for addiction treatment find high-quality care best suited to meet their needs.

This online platform, www.TreatmentATLAS.org, includes a consumer-friendly level of care assessment aligned with the ASAM Criteria and provides a directory of addiction treatment facilities across the state with transparent data on the use of evidence-based medical practices and patient experiences. What's more is that the platform is free and confidential.

The ATLAS® portal features a powerful facility search function including : location (ZIP code, city, state), substance focus, insurance, payment options , treatment type (hospital inpatient, intensive outpatient, outpatient treatment, residential treatment), facility features (individual counseling, physician on staff, same-day/walk-ins accepted), coordinated care (mental health onsite, physical health onsite), medications for Opioid Use Disorder, medications for Alcohol Use Disorder, languages spoken, age-specific programming (adolescents, adult men, adult women, seniors, young adults), special groups served (pregnant/postpartum, veterans, physically disabled, homeless, etc.), LGBTQ+ welcoming (all-gender bathrooms, all-gender/gender-inclusive living quarters, staff trained on LGBTQ-specific needs in treatment).

Additionally, the ATLAS® website, www.TreatmentATLAS.org
- provides transparent information on whether facilities offer services that align with evidence-based best practices that are shown to improve patient outcomes, and
- allows patients and family members to report on their experiences in treatment and read others' experiences.

We recommend that Behavioral Health and Physical Health providers to consider using the ATLAS® platform to educate their patients about the self-assessment tool and to connect them with the treatment best suited to their needs. Working together, we can contribute to the success of the ATLAS® program in the battle against drug and alcohol addiction and help save more lives.

Questions: Call [PAYER CONTACT NUMBER]

Social Posts

Accompanying graphics are included in the Toolkit folder

TEMPLATE SOCIAL POSTS: Consumer audience (can be used by all groups)

Transparent. Trustworthy. Free. ATLAS is a new tool from @ShatterpoofHQ for [STATE] residents seeking addiction treatment. Find the right program for you at TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

ATLAS from @ShatterproofHQ helps you understand addiction treatment: the quality of care, what to look for, and more. Get started at TreatmentATLAS.org
[Graphic w question marks]

Looking for addiction treatment? Start with ATLAS from @ShatterproofHQ. It's a free tool for [STATE] residents, making information about quality easy to access. TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

When it comes to addiction treatment, one size does not fit all. Find the right program for yourself or your loved one at TreatmentATLAS.org. It's trustworthy, it's user-friendly, and it's free.
[Graphic w Luxury Rehab]

Finally: Trustworthy information about addiction treatment programs. ATLAS is a new, free tool from @ShatterproofHQ for [STATE] residents that uses validated data to assess the quality of local programs. TreatmentATLAS.org
[Graphic w question marks]

Seeking addiction treatment can be confusing and frustrating. But now, ATLAS can help. Browse treatment programs by service type, insurance coverage, and more at TreatmentATLAS.org
[Graphic w question marks]

The wrong addiction treatment can put your health, finances, and even life at risk. ATLAS from @ShatterproofHQ can help you find the right program for your needs. Use this free tool at TreatmentATLAS.org
[Graphic w Luxury Rehab]

Getting help for drug or alcohol addiction doesn't have to mean living away from home or spending loads of money. Find the right program for you at TreatmentATLAS.org
[Graphic w Luxury Rehab]

TEMPLATE SOCIAL POSTS: Additional professional audience posts (payers and funders)

It's time for more accountability and transparency in addiction treatment. ATLAS is a new tool driving change. Learn how at TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]
A groundbreaking new standard is being set for addiction treatment programs. Introducing ATLAS, a new tool from @ShatterproofHQ that's driving transparency, accountability, and quality improvement. Learn more at TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

Addiction treatment should be held to the same standards of quality and efficacy as treatments for other illnesses. ATLAS from @ShatterproofHQ is making that happen. Learn more at TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

TEMPLATE SOCIAL POSTS: Additional partnership posts

We're proud to partner with @ShatterpoofHQ to bring ATLAS to [State]. It's a new, free tool for finding high-quality addiction treatment. TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

Addiction is a public health crisis. That's why we've partnered with @ShatterproofHQ to bring ATLAS to [State]. It's a new, free tool helping families find high-quality treatment. Get started at TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

TEMPLATE SOCIAL POSTS: Additional posts for providers

At [Facility name], we take quality seriously. That's why we've participated in ATLAS, a new tool from @ShatterproofHQ. It helps people in need of addiction treatment find trustworthy, high-quality care. Learn more at TreatmentATLAS.org
[Graphic w TreatmentATLAS.org]

[Facility name] is committed to transparency. That's why we're proud to participate in ATLAS, a new program from @ShatterproofHQ bringing groundbreaking standards to addiction treatment. Learn more at
[Graphic w TreatmentATLAS.org]

Digital and Print Materials

Materials are available in the Toolkit for printing, emailing, faxing, and sharing on social media. To order print copies of any materials free of charge, please contact ATLAS@shatterproof.org.

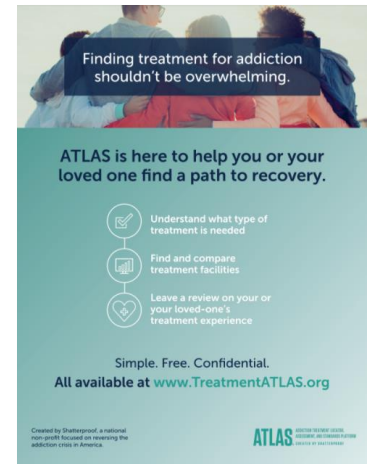*All materials can be co-branded with ATLAS Payer supporters upon request.*

Print-Ready ATLAS Designs

18" X 24" POSTER

11" X 17" POSTER

8.5" X 11" FLYER

5" X 7" POSTCARD

BUSINESS CARD

Social Post Graphics
Available for Twitter, Facebook, Instagram, and LinkedIn.
Graphics for additional social media sites available upon request.