



Wellmind Health

Be Mindful provided to Crossroads clients

Drug and Alcohol Addiction Treatment Service creates digital care package for recovering opioid/fentanyl outpatients

THE CLIENT



Crossroads
Arizona, USA

Main contact: Dillon Stewart,
Community Day Program
Manager

CHALLENGE



Create a package of
complementary tools for a hybrid
in-person and digital program

Provide effective, clinically proven
CBT, mindfulness and wellness

Ensure cost-effectiveness, ability
to scale and outcome reporting
for insurance reimbursement

Deliver engaging, educational
support remotely to empower and
support self-management

SOLUTION



Digital therapeutic Mindfulness-
Based Cognitive Therapy course in
conjunction with digital CBT and
meditation programs

Clinically proven results and NHS-
approved

Engaging web-app, accessible on
demand including on smartphones

Dashboard of participant analytics
showing clear success and
effectiveness measurements

OUTCOMES



Outstanding client engagement
and outcomes

62% reduction in depression
61% reduction in anxiety
37% reduction in stress

Mobile digital support,
empowering autonomy to self-
manage

Ability to measure results
following inpatient treatment and
report results for insurance
reimbursement



Be Mindful

"Research on the impact of mindfulness on craving and trigger management has increased. Be Mindful is a vital element of our complementary CBT, mindfulness and wellness CTAC programme. It's proven efficacy, educational elements, and on-demand mobile nature are of huge value in supporting our clients."

Karem Garcia, Chief Clinical Quality Officer, Crossroads

Summary

Crossroads is a Drug & Alcohol Addiction Treatment Service in Arizona, USA. Established over sixty years ago, their eleven centres offer inpatient and outpatient treatment services treat an average of 3,000 clients each year.

In 2021, they launched the Crossroads Technology Assisted Care (CTAC) Programme following the introduction of remote support during the Covid-19 pandemic, a dramatic rise in fentanyl use in the US, and to enhance outpatient services. After researching digital interventions, in line with the Federal Substance Abuse and Mental Health Administration Treatment Service's (SAMHSA) Treatment Improvement Protocols (TIPs), online CBT course cbt4cbt was implemented.

A pilot complementary package of user-friendly digital therapeutic tools with evidenced efficacy was then assembled for an all-male group with a chronic relapse history and co-occurring mental health disorders. Wellmind Health's Be Mindful and Meditainment programs were selected to work in conjunction with cbt4cbt, providing a holistic treatment package incorporating mindfulness and wellness.

As a none-for-profit enterprise, cost-effectiveness was an important factor for Crossroads. Scalability to cope with increased service use due to proliferating fentanyl use was also a key requirement. Be Mindful's clinical engagement and outcome reporting means results are clearly demonstrable to the Medicaid government reimbursement program funding all participants in the group.

The CTAC programme has achieved outstanding results. Be Mindful has provided a highly engaging tool that also helps educate clients about their coping mechanisms. Be Mindful's supportive, on-demand nature and the empowering self-management skills learned enable Crossroads' clients to utilise them independently as they reintegrate into the community while on the 8-week CTAC programme, and beyond it, helping to prevent relapse.

Client Testimonials



"Be Mindful has shown me how to relieve stress and be aware of my body positions. It helped relieve my tension and be aware of my thoughts." Arlan

"I really like the modules because it teaches us to be mindful and aware of our senses. I also like the meditations and breathing techniques it teaches us." Rocco

"I like the way it makes me feel better about myself and I look at life different now. I really care about my friends and my loved ones." Freddie

"It helps keep me in tune with keeping an eye on how I am doing every day. It also helps me with responsibility." Johnny

"I like the modules. It gives me a refresher course on what I've learned. It gives me a different perspective on some thoughts I have." Alex

"Be Mindful is great. Large reductions in client anxiety is a crucial outcome as it's a primary trigger of substance abuse. The solid research and data behind Be Mindful provided the validation we required to adopt it and our program results are fantastic."

Dillon Stewart, Community Day Program Manager

