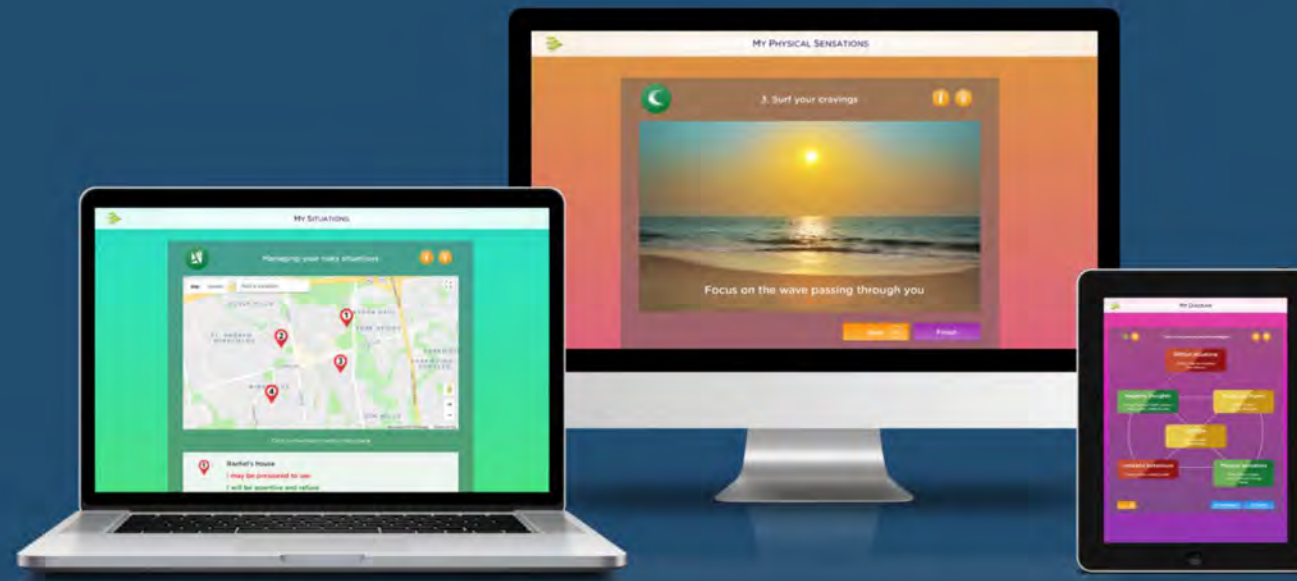




BREAKING FREE ONLINE:

Strengthening treatment and recovery services through digital innovation



Introducing Breaking Free Group



- UK-based digital health and behavioural science company founded in 2010
- Specialise in developing digital behaviour change programmes 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
- Digital innovations grounded in evidence and robust behavioural science
- Strong commitment to research and evaluation

Commissioners of our digital innovations include:



Government bodies



Ministry of
JUSTICE



Service providers



NHS Trusts



Public health teams



Clinical effectiveness evidenced by research



Breaking Free has supported the recovery of over **100,000** people in 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

Breaking Free also promotes digital inclusion

Accreditations for Breaking Free Online: assurance of quality and clinical integrity



NICE

National Institute for
Health and Care Excellence

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

OCR

Oxford Cambridge and RSA

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



Ministry of
JUSTICE

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



HM Prison &
Probation Service

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



**Ontario
Health**

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

What is the problem that needs to be addressed?

Impact of drug and alcohol misuse



Opioids



Heroin



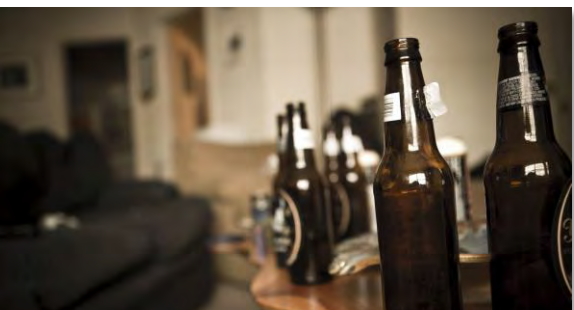
Meth/crack



Prescription meds



Cannabis



Alcohol

How can we increase access to evidence-based interventions for service users?

Introducing Breaking Free Online



- **GDPR-compliant digital behaviour change intervention** for drug and alcohol dependence that has been proven to be effective in multiple treatment settings
- **Interactive, engaging and highly personalised programme** with full voiceover for service users 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 treated by Breaking Free Online



- 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

How Breaking Free Online can strengthen services

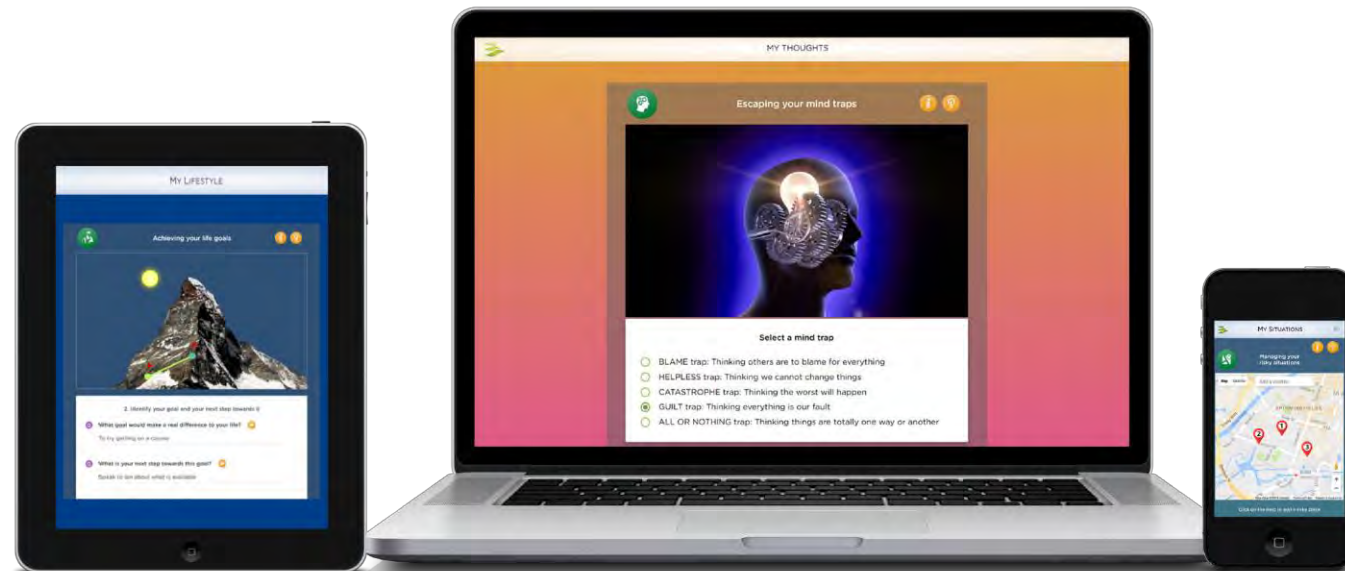


- **Manage waiting lists** - engagement tool that keeps service users motivated from the point of referral to the start of structured treatment
- **Reinforce Medication-Assisted Treatment** - helps service users stabilize or detox from methadone/buprenorphine, manage cravings and regulate their emotions
- **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 as either a one-to-one intervention or structured groupwork programme
- **Tailor intervention programmes** - used to target specific service user cohorts and hard-to-reach populations - e.g., women, prescribed medications, NPS, stimulants
- **Support peer mentoring initiatives** - enables peer supporters with lived experience to deliver structured interventions and strengthens their own resilience
- **Strengthen continuing care approaches** - aftercare tool that helps service users transition from residential treatment to community, or between treatment modalities

What does Breaking Free Online do?



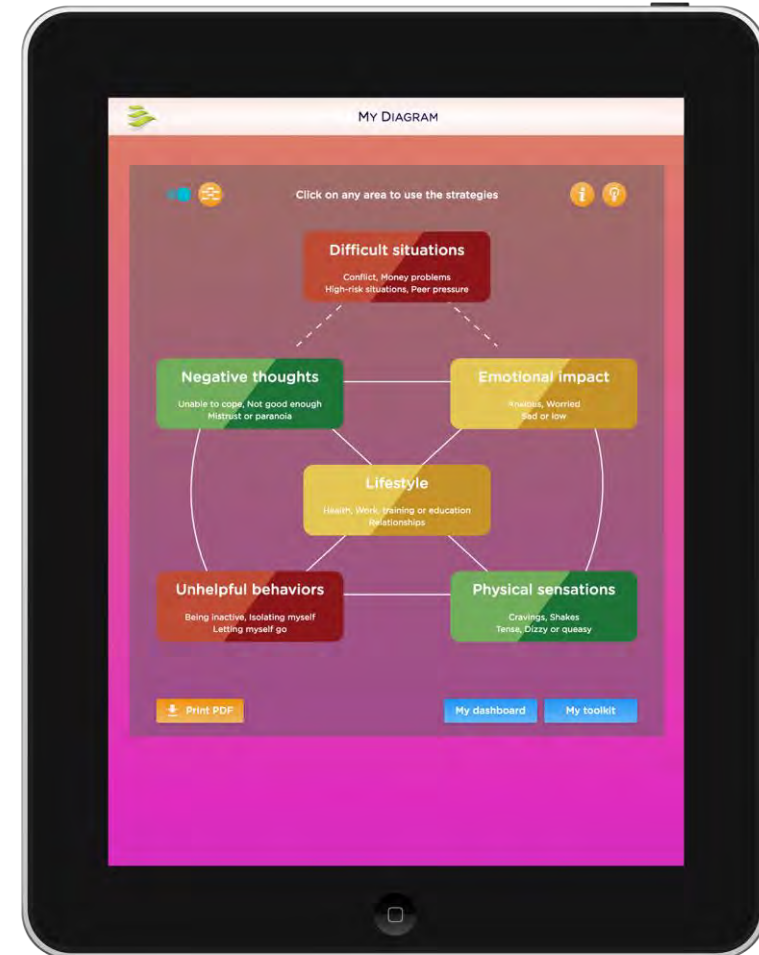
- Empowers service users to achieve and maintain abstinence from drugs and alcohol
- Gives them 24/7 access on any device to expert guidance and recovery support
- Equips them with a comprehensive toolkit of psychoeducation, recovery resources and evidence-based behaviour change techniques



Proven model of behavioural change



- Breaking Free Online is underpinned by a proven cognitive-behavioural model
- Explains to service users the underlying psychological and lifestyle drivers of their substance dependence
- Personalises the program to their needs and individual circumstances
- Delivers person-centred care by letting them 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



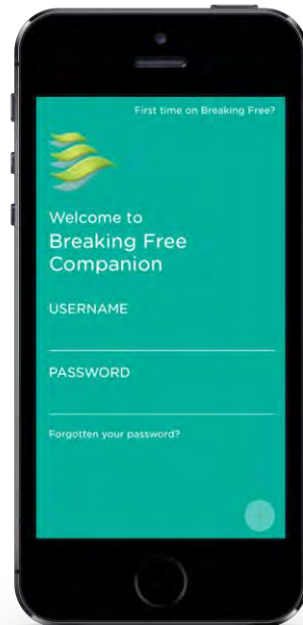
- Breaking Free Online generates printed outputs of all the behaviour change strategies and progress checks completed by service users
- Allows practitioners to monitor their recovery progress, including at distance, as these outputs can be emailed automatically to them



Breaking Free Companion app



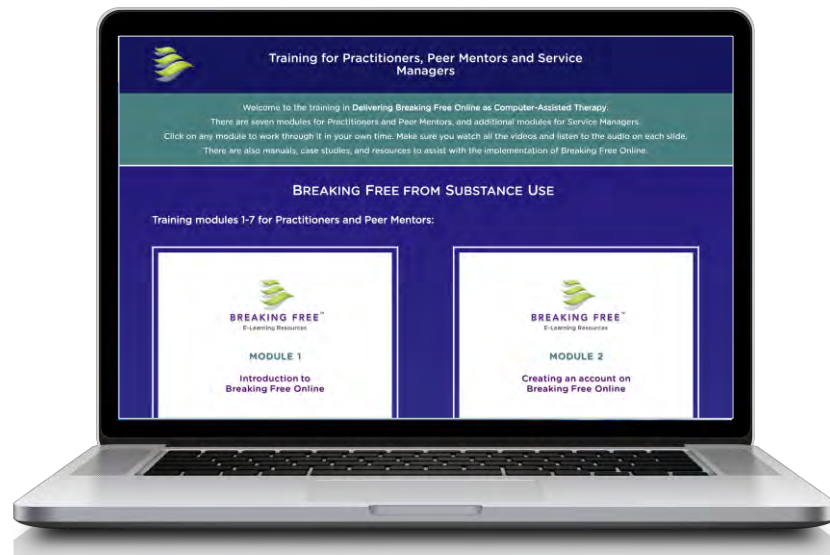
- App for service users with Android and iOS devices which augments and syncs with the browser-based Breaking Free Online programme
- Strengthens relapse prevention by using geofencing to trigger alerts when service users approach high-risk locations, and delivers calendar alerts



Breaking Free E-Learning Platform



- Breaking Free Online can be self-directed OR delivered as Computer-Assisted Therapy by practitioners and clinicians
- 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 commissioners 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 Online



SERVICE USERS can...

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

Build recovery capital and address their substance dependence

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

PRACTITIONERS can...

Increase service user choice by providing 24/7 access to evidence-based behaviour change interventions

Deliver interventions with high consistency and treatment fidelity

Augment their practice with Computer-Assisted Therapy, including with service users at distance

SERVICE PROVIDERS can...

Respond to evolving drug trends and meet local need with a scalable and evidence-based digital solution

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

Strengthen treatment systems: engagement, prevention, treatment and recovery

Contact details



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