

monument

**Affordable and accessible
alcohol treatment**

Cigna SUD Seminar
May 2024



Joining today



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Monument Medical Advisor

What we'll cover

AUD trends & impact

Barriers to treatment

Monument's approach



AUD trends & impact

~30 million

in the US have alcohol use disorder (AUD)

AUD is a medical condition characterized by the inability to stop or control alcohol use despite **adverse consequences in one's social life, work life, or health**

Source: [SAMHSA](#)



Alcohol-related deaths are on the rise

- **178,000 alcohol-related deaths in 2021**, an increase of 40,000 in the past 5 years
- **Spike in deaths during Covid** was not an anomaly
- **Rates rising fastest in women.** 15% increase each year from 2018-2020.

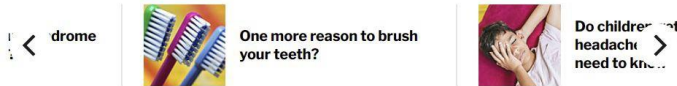
Sources: [NYT](#), [Harvard Health](#)

The New York Times

Alcohol-Related Deaths Surge to Nearly 500 a Day, C.D.C. Says



RECENT BLOG ARTICLES



WOMEN'S HEALTH

Alcohol-related deaths rising faster among women

Research we're watching

Unhealthy drinking has a major impact on employers

- 232 million work days missed annually
- ~\$15,000 annual healthcare cost per employee with AUD
- \$179 billion productivity cost to employers annually

Sources: [Science Daily](#), [CDC](#), [NIAAA](#)



There are many comorbidities associated with unhealthy drinking



☰ The New York Times 👤

PLAY THE CROSSWORD

Even a Little Alcohol Can Harm Your Health

Recent research makes it clear that any amount of drinking can be detrimental. Here's why you may want to cut down on your consumption beyond Dry January.

☰ ² Medscape 🔍

News > Medscape Medical News

Even One Drink a Day Tied to Increased BP in Healthy Adults

Megan Brooks
August 01, 2023

13 👍 84 ➦

+ Add to Email Alerts

☰ The New York Times 👤

PLAY THE CROSSWORD

ASK WELL

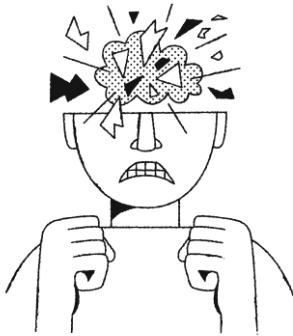
Why Does Alcohol Mess With My Sleep?

Tips for getting a better night's rest when your evening plans include drinking.

Sources: [NYT](#), [Medscape](#), [NYT](#)

And yet...

Only a small percentage of those with AUD are receiving treatment



7.3%

receive treatment

<4%

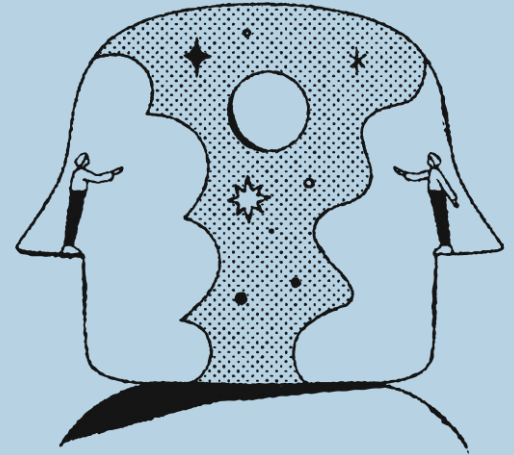
receive medication

Barriers to treatment

Abstinence-only bias

- | Many treatment models only promote total abstinence, which creates a restrictive pathway to recovery

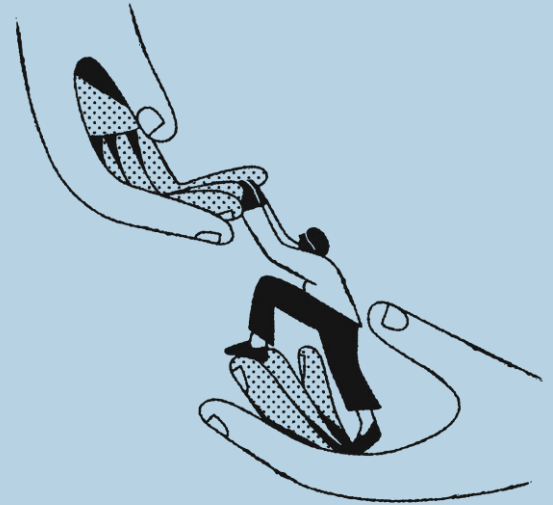
The majority seeking treatment (72-90%) have a non-abstinence goal



Provider knowledge gaps

- 2 Most providers have limited knowledge about the science and research behind AUD treatment

Ongoing challenges in training and education remain, and medical schools typically devote only 12 hours of curricular time to addiction education



Stigma

- 3 Many people struggle to find a safe, non- judgemental way to explore & engage in treatment

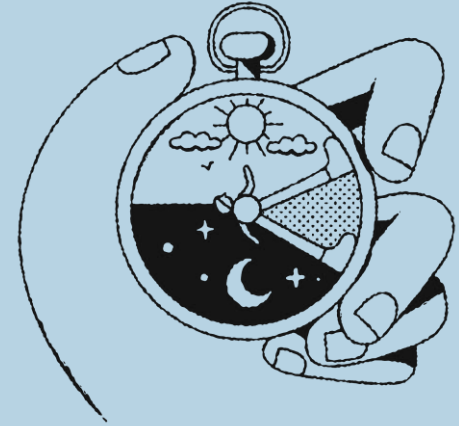
Family issues, social pressures and related consequences associated with AUD are particularly challenging, and individuals must develop specific strategies



Affordability & access

- 4 High-cost behavioral health treatment is a barrier, and finding the time to access care can be a challenge

It's estimated 155M Americans live in areas with a shortage of mental health professionals



Monument's approach

Giving every individual a pathway

Alcohol impacts individuals in many different ways, and **one-size-fits all treatment approaches exclude many.**

Monument offers **a starting point no matter where a person is in their journey.**



Our three care pathways

Therapy

Live video appointments
CBT and Motivational
Interviewing



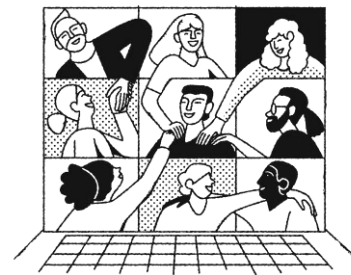
Physician Care

Live video appointments
Medication options



Community

Self-guided resources &
Monument Live events
Moderated support groups,
accessible anonymously



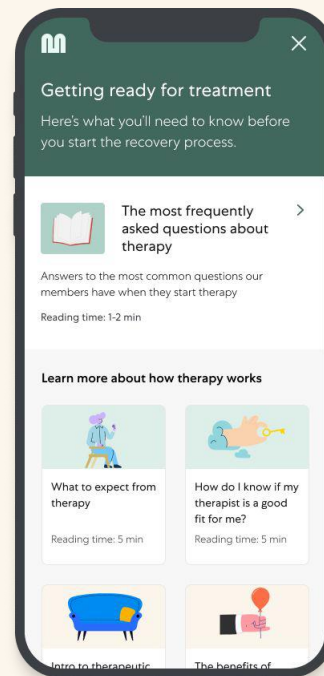
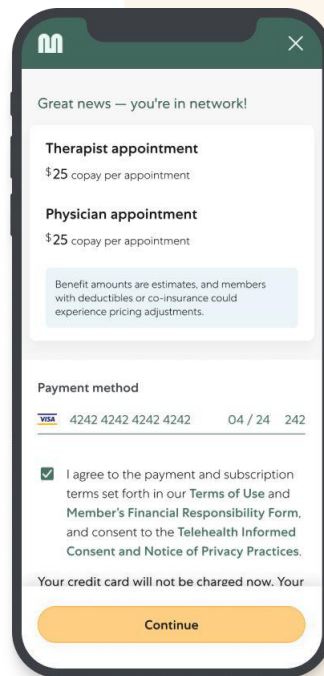
Clinical treatment in 22 states today, covering 70% of the population*

Available in all 50 states

*AZ, CA, CO, CT, DC, FL, GA, IA, KY, MD, MI, MS, NC, NJ, NY, OH, OR, PA, SC, TX, VA, WA

Delivering a seamless member experience

- ✓ Easy sign up & benefits submission
- ✓ Member cost share transparency
- ✓ Immediate matching with in-network providers



Meet Chelsea

Therapy & Community

- ~30 years old, rising executive
- Travels 30% of the time
- Married, one child
- A social drinker pre-pandemic, now drinks most weeknights
- Confronted with alcohol often through work obligations

Why Monument?

Drinking is impacting her career and personal growth, and Chelsea is motivated to make a change

Chelsea sets a moderation goal

- Appointments at convenient times allow her to balance work and childcare
- Moderated groups available daily, so she has support even when traveling
- Monument foundations course promotes lasting behavior change



Meet Travis

Therapy, Medication & Community

- ~40 years old, operations manager
- Veteran, struggling with hypertension
- Did not respond to AA / 12 step program
- Growing responsibility caring for his aging parents
- Has begun calling in sick for work due to drinking, straining his team

Why Monument?

Prides himself on being a team player, Travis wants to make a change so he can be relied on by family and colleagues

Travis starts a plan to cut back, which evolves into sobriety

- Naltrexone prescribed to help address cravings
- Therapy covers coping skills, and managing urges & negative thoughts
- Support groups to connect with others with shared experience



Members join in two ways

Direct to Consumer

Discovery through search, social and other DTC channels



Via Partner / Employer

Material shared with members or employees



Cigna member portal

The **Cigna/Evernorth national contract with Monument** has been live since 2022

- Cigna members can join Monument by visiting joinmonument.com, or via the member portal
- Community is available nationwide
- Treatment can be accessed in 22 states:

AZ, CA, CO, CT, DC, FL, GA, IA, KY, MD, MI,
MS, NC, NJ, NY, OH, OR, PA, SC, TX, VA, WA



EVERNORTHSM



Partnering with employers

Partners launch with ease

Get started quickly, any time of year

NO contract

NO admin or PEPM fees

NO tech integration or eligibility file required

Monument develops all engagement materials

Community access FREE for Cigna members

Clinical treatment is a pass through cost

Monument handles all billable claims



EVERNORTHSM



Leading employers trust Monument

- ✓ Monument works with jumbo, mid-size and small employers
- ✓ Employers span industries, across public and private sectors
- ✓ Partners include leaders in technology, manufacturing, healthcare, retail, professional services, government / municipalities and more



- Partners receive quarterly engagement reporting
- Engagement in treatment
 - Time to treatment
 - Member satisfaction

1. Launch within weeks

- Review health plans covered and benefits touchpoints
- Implement content across channels, integrating with existing partners



2. Quarterly toolkit

- Monument Live events
- Engagement for HR & company leaders
- Event integration with NA beverage partners

Multi-channel engagement

De-stigmatizing unhealthy alcohol use and spurring change

- Tying unhealthy alcohol use to wellness activities and sources of motivation
- Integration with EAP & care navigation partners to create referral pathways
- Program optimized based on channel insights

monument

Online alcohol treatment, on your terms

Monument's all-in-one platform is designed to help you reach your sobriety or moderation goal.

- ✓ Expert care from your own home
- ✓ Confidential peer support
- ✓ Covered by most major insurers

United Healthcare | Cigna | aetna | Anthem | Blue Cross of Michigan

Monument's evidence-based tools

- Specialized Therapy
- Moderated Support Groups
- Medication Options
- 24/7 Anonymous Forum

The community forum and support groups are available in all 50 states. Therapy and medication-assisted treatment are currently available in Arizona, California, Colorado, Connecticut, Florida, Georgia, Iowa, Kentucky, Maryland, Michigan, Mississippi, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Virginia, Washington, and Washington D.C.

Not sure treatment is for you? Looking to help someone else? Monument can help:

- ✓ Daily moderated support groups
- ✓ 24/7 anonymous discussion forum
- ✓ Monthly webinars with thought-leaders
- ✓ Educational content & self-guided resources
- ✓ Specialized guidance for company leaders

Thousands of 5 star reviews:

★★★★★

"One month of treatment has been nothing short of game-changing. I'm sleeping better, my brain is clear, I'm losing weight, I'm going to exercise instead of happy hour. Just life-changing in the most profound ways. Wonderful service!"

Monument Member

Ready to see how drinking less can give you more?
Visit joinmonument.com to learn more.

Digital Flyer



Engagement Partners

Monument Live:
Thriving through the holiday season

Guest speaker: Ashley Johnson
(Founder of Wine Not)

Monument Live

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Is alcohol standing between you and your goals?

joinmonument.com

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You can change your relationship with alcohol and you don't have to do it alone. Get affordable expert care, 100% online.

- Anonymous community support
- Virtual specialized therapy
- Physician-prescribed medication options

Postcard

Cooley LLP
44,000 followers
21h · 🌐

August is National Wellness Month, which serves as a reminder to focus on self-care, stress management and daily health routines. Cooley is committed to improving the mental health and well-being of everyone at the firm, and in 2018, we joined an innovative campaign launched by the American Bar Association to target substance-use disorders and mental health issues among lawyers. Today, we're proud to deepen that commitment treatment platform for anyone.

With Monument, all Cooley employees have access to clinical care, medication and evidence-based programs and more. Read about Monument here.

#Wellness #WellnessMonth

"With Monument, Cooley employees will have entirely **confidential access to clinical care, self-guided tools and evidence-based programs** to reduce alcohol consumption."

Social: Cooley LinkedIn partnership announcement, August 2023

What Monument members are saying

"I am also thankful for my therapist who helped me to **save my life** and to **see how much more meaning my life has without alcohol in it.**"

"This medication and platform has already changed my life and I'm not quite a month in yet. **For the first time in years, I feel hopeful.** Thank you so much."



"One month of treatment has been nothing short of **game-changing**. I'm sleeping better, my brain is clear, I'm losing weight, I'm going to exercise instead of happy hour. **Just life-changing in the most profound ways.** Wonderful service!"

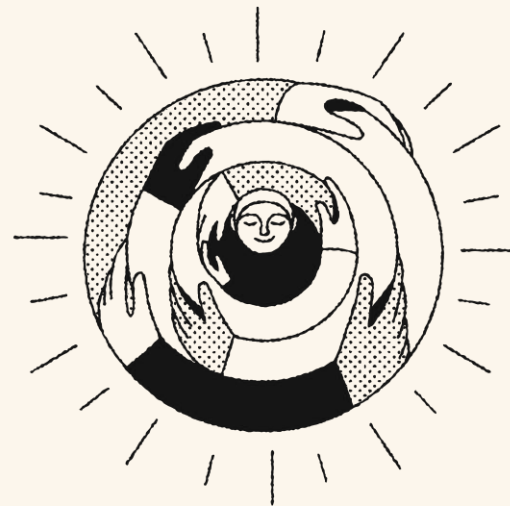
"I've tried a lot of therapy over years, but Tammy is **the first therapist that I've really connected with** and felt 100% sure she has the skills, experience, and compassion to help me through my struggle into a happier, healthier version of myself."

Thank you!

Learn
More

Interested in partnering?
partnerships@joinmonument.com

Or visit joinmonument.com to get started



Dan Erstad

Chief Growth Officer

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Behavioral Health Awareness Series

If you are an Evernorth or Cigna customer and have questions about SubstanceUse treatment or about your benefits and how to use them, please contact:

Stephanie Gissal -800.274.7603 x398516

Wanda Russell –800.274.7603 x342063

Kari Mack –800.274.7603 x1034994

Jordan Nielsen –800.274.7603 x382620