



# This is **real recovery.**<sup>SM</sup>

Our evidence-based, personalized approach to opioid treatment and recovery care restores lives, strengthens families and rejuvenates the communities in which we serve.

## 2021 BHG Media Kit

Questions? Interview requests? Information requests?

For more information or to connect with a BHG representative, please contact:

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# EXECUTIVE SUMMARY

- Addiction is incredibly costly. It's estimated that opioid use costs \$500 billion annually and opioid patients cost ~5x more than all other patients.
- Not all treatments are equal. Without treatment, OUD patients are 50% percent more likely to die from overdose. Yet, 80% of patients coming from residential programs relapse in the year following treatment.
- Residential treatment costs 3X more and produces worse outcomes than outpatient medication-assisted treatment.
- BHG uses outpatient medication-assisted recovery<sup>SM</sup> as a clinical best practice, and has 77 locations in 17 states, and growing.
- BHG takes a patient-centered approach to treatment that helps individuals to take their life back. This includes evaluating their needs and connecting them to the appropriate resources and services to ensure they have every opportunity for success and well-being. Our patients continue their daily lives – living at home, holding down a job, and engaging with their family and community – while being treated for their addiction.
- BHG employs a unique Integrated Dynamic Care Model and expansive service offerings with a goal of recovery for a lifetime.



## CONTACT

Questions? Interview requests? Information requests?  
Nancy.Buttan@bhgrecovery.com



# OUR MISSION

*Personalized opioid treatment and recovery care.*

We leverage the full spectrum of evidence-based opioid recovery care to tailor treatment to the unique needs of each patient.

# OUR VISION

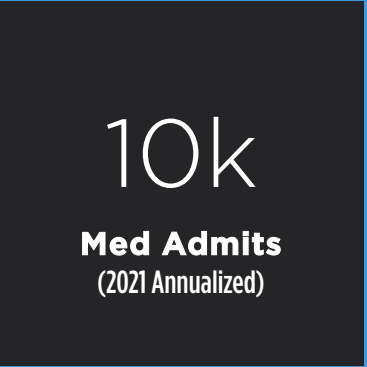
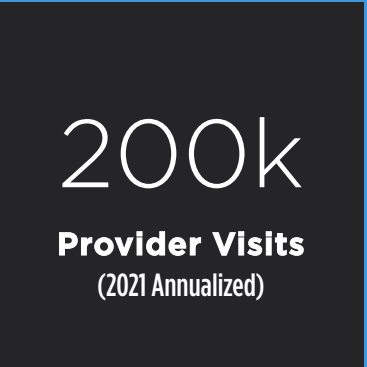
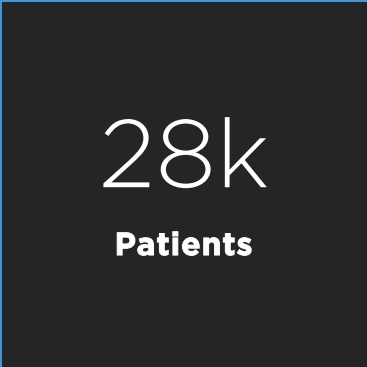
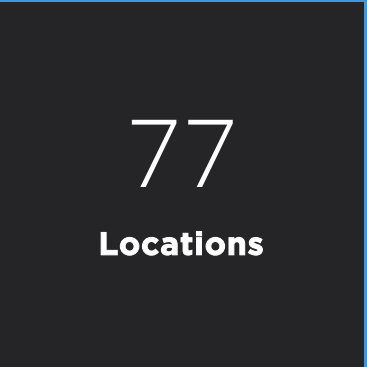
*A new class of recovery center.*

We're scaling a new class of opioid recovery center that provides comprehensive evidence-based outpatient treatment.

# OUR PURPOSE

*Renewal.*

Our approach to personalized opioid treatment and recovery care restores lives, strengthens families and rejuvenates the communities in which we serve.



# Our clinical leadership expertise



## Jay Higham President & CEO

- Joined BHG in 2013
- 30+ years of healthcare experience
- CEO of IntegraMed America (Nasdaq: INMD)
- Built two successful, multi-location healthcare services businesses; experience scaling providers

Julie Koenig, RN  
Chief Operating Officer

- Joined BHG in 2020
- 35+ years of healthcare experience with nursing at the foundation
- Last served as SVP, Operation at Option Care Health

Ben Nordstrom, MD PhD  
Chief Medical Officer

- Joined BHG in 2020
- Board certified in Addiction Psychiatry; twice deployed with Army Reserves
- Former CEO and CCO of Phoenix House
- Served on ASAM's National Practice Guidelines committee

Marlin Martin, MSW, LCSW,  
ICSW, CHPSE, CHC  
SVP Regulatory Affairs

- 36+ years of medical and mental health experience
- Adjunct faculty at several graduate schools of Social Work
- Leadership roles with Missouri Dept. of Health overseeing regional and statewide case management service delivery

Samson Teklemariam, LPC, CPTM  
VP, Clinical Services

- Clinical content author, trainer, and implementation specialist with experience developing 10+ proprietary curriculum and conducting trainings for 50,000 counselors, social workers, nurses, and physicians, and other leadership roles.
- Last served as Director, Training & Professional Development for NAADAC

Leana Wen, MD, MSc, FAAEM  
Chairman, Medical Advisory Board

- Emergency physician, professor at George Washington University's School of Public Health
- Formerly Baltimore's Health Commissioner leading opioid overdose prevention and response plan.
- Named one of Modern Healthcare's Top 50 Physician-Executives and TIME magazine's 100 Most Influential People. Author of the book "When Doctors Don't Listen: How to Avoid Misdiagnoses and Unnecessary Tests."

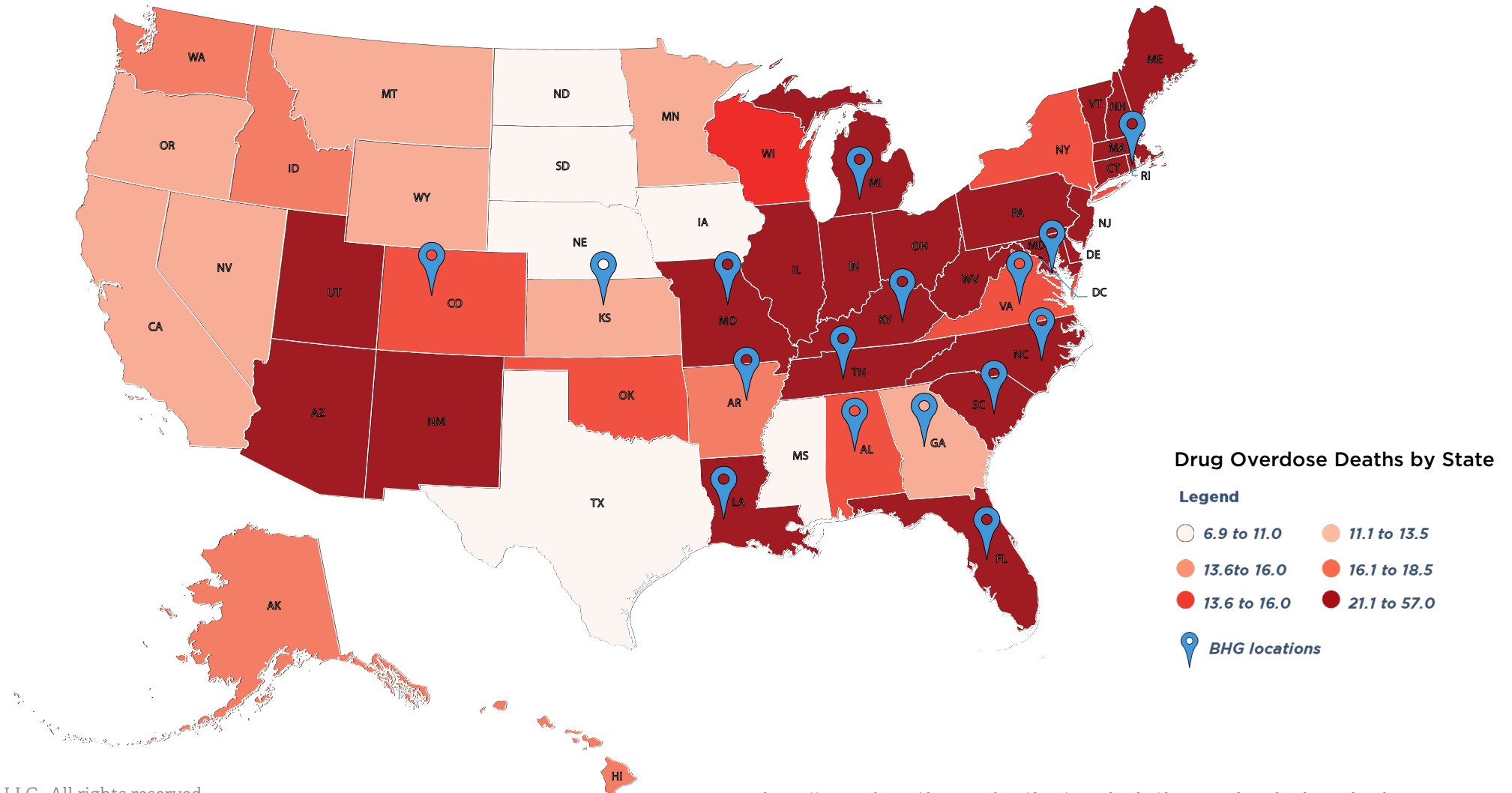
Charles Gross, PhD  
Medical Advisory Board Member

- PhD Clinical Psychology with two decades experience in executive management of behavioral health for leading health plans
- Former National VP of commercial, Medicaid and Medicare behavioral health operations for Anthem, Inc.

Michael Botticelli  
Medical Advisory Board Member

- Former Director of the White House Office of National Drug Control Policy
- Former Executive Director of the Grayken Center for Addiction Medicine, at Boston Medical Center
- More than two decades experience supporting Americans affected by substance abuse disorders

BHG is the largest network of Joint Commission-accredited OUD treatment centers in the U.S.



# WHAT MAKES BHG DIFFERENT



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**#1: Recovery for a lifetime:** We measure our value against our patients' ability to achieve real long-term recovery. That's why all our products and services, our culture and clinical approach are built around facilitating recovery, not just delivering treatment.

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**#2: Integrated Dynamic Care Model:** We apply proven treatment strategies and integrate them into a dynamic and flexible care model that allows us to move patients through different avenues as their needs change and evolve. This unique, operationalized approach to integrated care ensures patients remain engaged and better understand their psychological and physiological responses along their path to recovery, which, ultimately, delivers better clinical outcomes.

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**#3: Expansive Service Offering:** Our expansive counseling services and focus on case management deliver better guidance and consultation to patients and family members. And by offering OTP (opioid treatment programs) and OBOT (office-based opioid treatment) together in multiple locations, we expand flexibility and customization with medication types and how they're administered in the least restrictive, low-cost setting.

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**#4: Broader Delivery Model:** As the largest network of Joint Commission-accredited OUD treatment centers in the U.S., BHG can offer patients greater access to its services, ensuring continuity along the recovery journey whether at home or traveling.



# BHG: Recovery for a Lifetime

- Only type of facility approved for all three FDA-approved medications
- Full spectrum of outcomes-based medicine using medication-assisted recovery combined with medication management, behavioral health therapy, counselling, labs, care coordination, and case management.
- Individualized treatment and care plans tailored to a patient's acuity and needs throughout stages of treatment, including our Integrated Dynamic Care Model with operationalized processes that seamlessly move a patient between COPE (Comprehensive Out-Patient Experience), Standard Programming, and Motivational Enhancement Pathways.
- Mandatory counseling with intensity customized to the clinical need throughout the patient's treatment and recovery
- Full wrap-around services and support, (e.g., medical, vocational, family, educational, legal, and mental health)
- Screening and assessments beyond OUD, (e.g., HIV/AIDS, mental health, pregnancy, chronic condition comorbidities) as well as referrals to other providers to reduce ER visits and hospital admissions
- Mandatory low-cost urine drug screens to monitor patient status and overall wellbeing as a data point in determining advancement through the program.

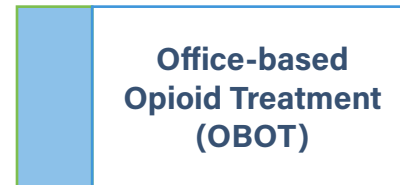
*“Recovery from addiction is an active process of continual growth that addresses the biological, psychological, social and spiritual disturbances inherent in addiction.”*

*~ ASAM*

# Medication-Assisted Treatment as a clinical best practice

*"A range of care with a tailored treatment program and follow-up options can be crucial to success. Treatment should include both medical and behavioral health services as needed."*

-National Institute on Drug Abuse



- Federally licensed, The Joint Commission accredited facility for outpatient MAT supported by medical supervision, random drug testing and diversion control plans
- All three FDA approved medications can be prescribed and dispensed in an OTP (methadone, buprenorphine and naltrexone)
- Physician office setting where the clinician has received a waiver to prescribe only buprenorphine and naltrexone for opioid use disorder
- Patients receive a prescription to be filled at a pharmacy or PBM

1Methadone maintenance (MMT) is the most effective treatment for opioid dependence according to randomized trials, e.g., greater reduction in illicit drug use, criminal activity, and mortality according to National Consensus Development Panel on Effective Treatment of Opiate Addiction, 1998. | 2Individuals addicted to opioids who only receive psychological support are 2x more likely to suffer a fatal overdose than those treated with medication

