



Cress Health

Everyone deserves support in the path to recovery.

Cress Health leverages mobile technology to fight addiction.

I. Problem:

- Substance abuse costs the U.S. economy \$820 billion dollars annually and is the leading cause of death for Americans under the age of 50.
- 85% of those addicted do not receive adequate social support post-rehab under currently available options.
- Social support shortcomings are a direct result of the outdated nature of 12-step fellowship support groups (i.e. Alcoholics Anonymous) which remain the primary outlet of support.
- Cress Health's product offering brings a mobile capability to specifically address the following limitations of 12-step fellowship support groups:
 - 1) **Making Peer-to-Peer Meetings Possible:** It's difficult for members to attend in-person fellowship meetings due to work and other commitments.
 - 2) **Emergency Support:** Members are unable to receive emergency support if they face a sudden urge to relapse, given the in-person nature of the fellowship meetings.
 - 3) **Ensuring a Safe Space:** Anonymity is not guaranteed. There is always the possibility of personal information surfacing outside of the fellowship.
 - 4) **Finding the Ideal Support Group:** Members are not matched with like-minded people.

II. Solution:

- **Addressing the Need:**
 - 1) **24/7 Virtual Support Group:** The Cress Health mobile application provides a 24/7, virtual support group of like-minded individuals, effectively addressing the aforementioned flaws with current programs.
 - 2) **Matching Algorithm:** The application utilizes a matching algorithm to match recovering members to other like-minded individuals. This matching algorithm is incorporated into the chatting application to strategically group members into "peer-recovery communities."
- **Additional Features:**
 - 1) **Peer-recovery communities:** Each "peer-recovery community" utilizes a chat-based platform to simulate real-life fellowship meetings.
 - 2) **Daily Check In:** To monitor and facilitate recovery progress among community members, members are prompted to "check-in" with the application on a daily basis.
 - 3) **"SOS!" Button:** A notification will be delivered to the member's "peer recovery community" should they activate their "SOS!" ("Send Over Support!") button when feeling a sudden urge to relapse.

- 4) AI-Monitoring:** An Artificial Intelligence (AI)-driven system will monitor “peer-recovery communities” for suspicious or inappropriate behavior.

III. Promotion:

- The Cress application will be promoted through in-person and social media offerings to treatment centers and other healthcare offices, as well as through the contacts of our board of advisors below:
 - Jonathan Avery, MD: Director of Addiction Psychiatry, Weill Cornell Medical Center
 - Sina Y. Rabbany, PhD: Dean and Distinguished Professor, Hofstra School of Engineering and Applied Science
 - Serena McCalla, PhD: Founder and CEO, iResearch Corporation
 - Carolina Haas-Koffler, PhD: Assistant Professor of Psychiatry and Human Behavior, Center for Alcohol & Addiction Studies at Brown University
 - David Kopans, MBA: Founder and CEO, PFLoop

IV. Impact:

- As one of society’s top issues, addiction continues to take countless lives across the United States. Cress Health aims to disrupt the addiction space by introducing an innovative support alternative, not only helping recovering members maintain sobriety, but to also improve their mental wellbeing. We fight addiction using a digital solution and bring back hope to those who need it.