

monument — January 2023 Cigna SUD Awareness Series

Creating a healthy relationship with alcohol

Joining Today



Dan Erstad

VP, Commercial



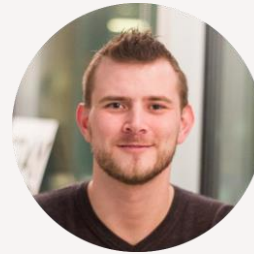
Dr. James Besante, MD

Monument Medical Advisor

Director of the Carle Substance Use
Disorders Leadership Center

Clinical Assistant Professor at the
Carle Illinois College of Medicine

Disclosure: Monument medical advisor



Connor Walsh

VP, Payers & Managed Care

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Understanding the problem

Alcohol is the third leading cause of preventable death after tobacco and poor diet

3 million

Number of deaths worldwide from harmful alcohol use each year

200

Number of diseases and injury conditions linked to the harmful use of alcohol

\$250B

Excessive drinking cost almost \$250 billion in 2010

Recent years have seen the trend of problematic drinking grow even worse.

23%

Nearly 1 in 4 adults are drinking more to cope with stress according to an APA survey in 2021

8,000

Anticipated deaths due to alcohol-related liver disease according to Mass General

25.5%

From 2019 to 2020, the number of alcohol-related deaths rose by more than 25%

A small percentage of those with Alcohol Use Disorder (AUD) are receiving evidence-based treatment.

7.3%
receive treatment

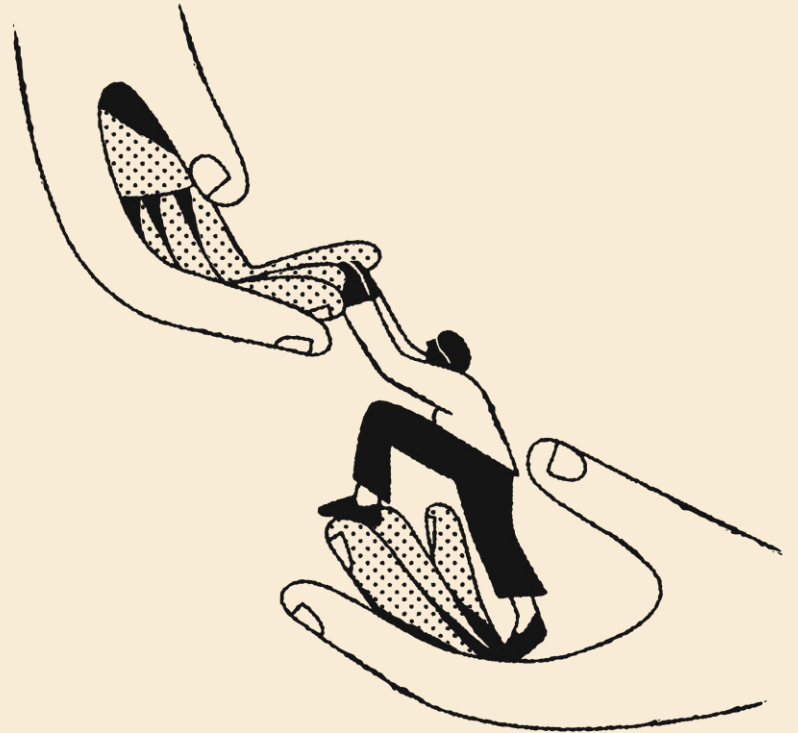
<4%
receive medication

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Why are people not
receiving treatment?

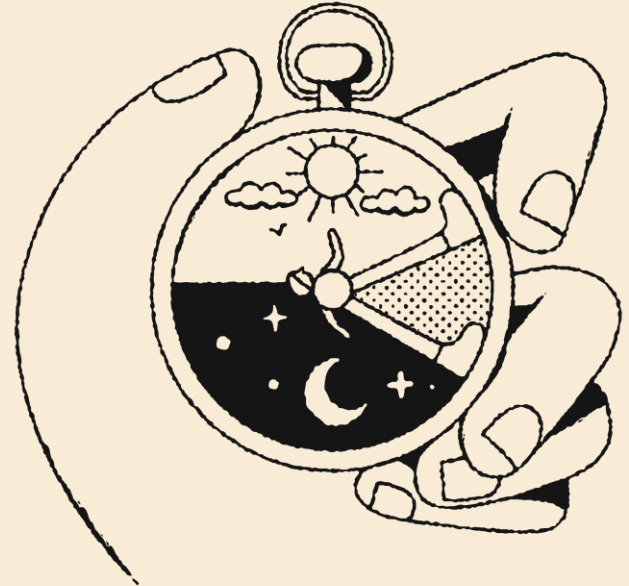
Provider limitations at point of care

- The right knowledge doesn't exist with the right provider at the right place and time
- Ongoing challenges in training and education
- Many behavioral health options lack a focused alcohol treatment approach



Education shortfall

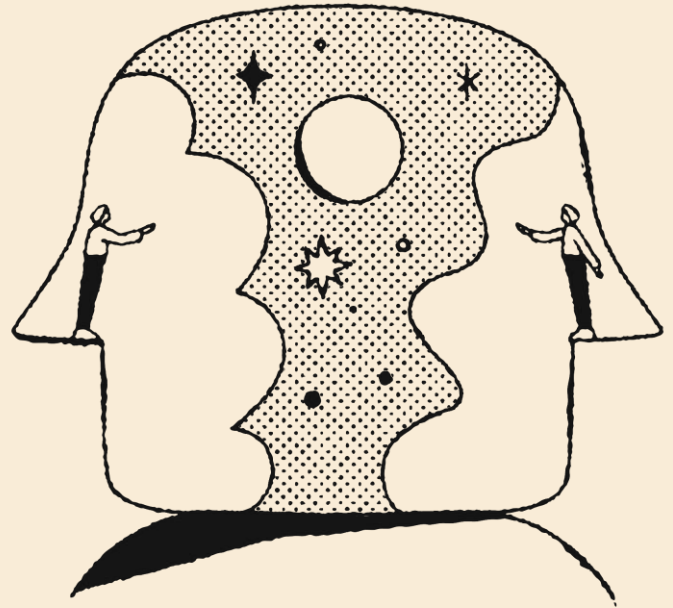
- On average, medical schools devote only 12 hours of curricular time to addiction education
- Most students graduate feeling unprepared to treat patients with substance use disorders



Abstinence or nothing approach

FDA's endpoints for pivotal trials that lead to medication approval:

- Total abstinence (12-step program was standard for recovery with full abstinence as the goal)
- Percent of subjects with no heavy drinking days



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What do people want?

“ I appreciated the welcoming atmosphere and respect for the original group expectations. **Tonight my goal was just to show up, and I did. I will be back!** ”

—Monument Community Member

A treatment approach that meets them where they are

Flexibility

- Treatment options that fit each individual
- The majority seeking treatment (72% to 91%) have a non-abstinence goal

Accessibility

- Ability to access treatment on one's own terms
- 155 million Americans live in areas with a shortage of mental health professionals

“ I could not believe I was able to meet with my doctor on a Saturday evening. She was very pleasant to talk to, compassionate, and helpful. ”

—Monument Community Member

Consideration of all the factors surrounding alcohol use

Whole person health

Exploring the health issues tied to alcohol use, including heart disease, hypertension, cancer, liver disease and more

Relationships

The role that alcohol plays in building healthy relationships with parents, spouses, siblings, loved ones

Personal growth

Identifying how alcohol stands in the way of personal aspirations and day-to-day demands

An alcohol treatment-focused program

- Acute alcohol withdrawal is a potentially life-threatening condition, and patients may require specialized case management services in order to quit safely
- AUD treatment can focus on sobriety or harm reduction endpoints, and the recovery timeline can differ greatly across patients depending on underlying health issues
- Family issues, social pressures and related consequences associated with AUD are particularly challenging. Individuals in alcohol recovery must develop strategies to face these challenges day-to-day
- AUD represents 70% of all diagnosed substance use disorders in the US, and impacts tens of millions of Americans annually

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Monument overview

“ 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 stu□ into a happier, healthier version of myself. ”

—Monument Community Member

Our story

Monument was started based on our founder's own struggles with AUD

I Needed Help To Stop Drinking, So I Built My Next Startup

By Mike Russell, CEO & Co-Founder of Monument

Posted on January 21, 2020



Giving every individual a pathway

Monument offers a starting point to engage in treatment no matter where a person is in their journey.

Our highly-personalized and holistic care plans are for people looking to change their relationship with alcohol through sobriety or moderation.



We set out to build a platform that eliminates the most common barriers to AUD treatment

Stigma



Was too ashamed to seek treatment

Structural



Didn't know where to go; Didn't have time; Didn't have a way to get there

Readiness for change



Didn't think their drinking problem was serious enough

Financial



Couldn't afford to pay the bill

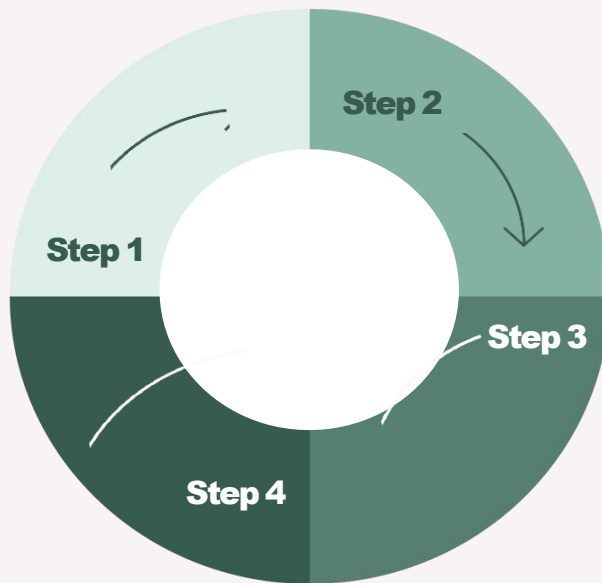
Engagement process

Step 1: Community

- Resource library
- Support groups

Step 4: Success Tracking

- Member engagement
- Member outcomes



Step 2: Intake

- Member intake
- Member diagnosis

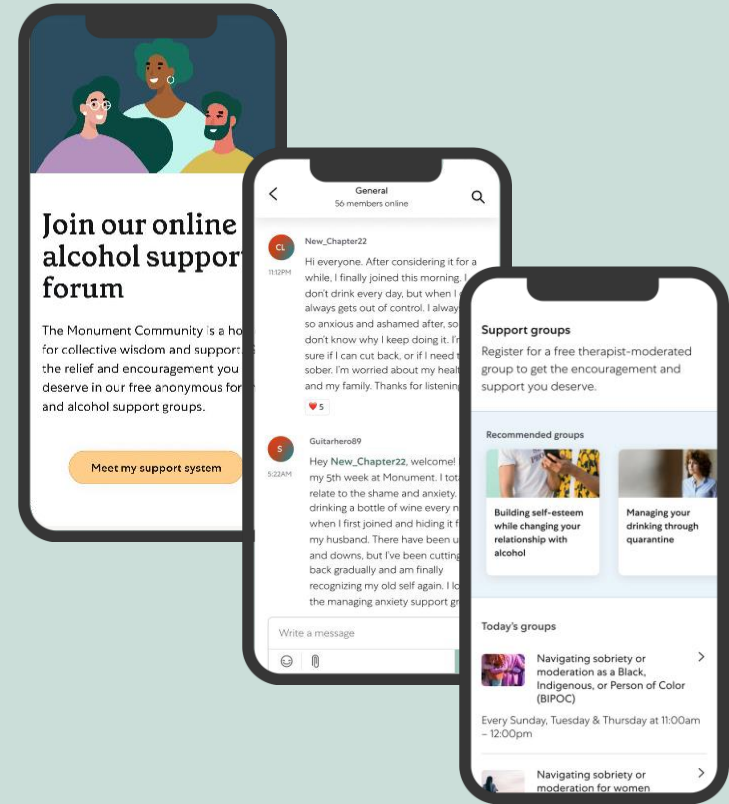
Step 3: Care Plan

- Personalized care plan
 - Therapy, Physician Care (MAT)
- Care plan calendar

Community provides peer accountability, support, and educational resources

The Monument Community is available in all 50 states and includes access to:

- 60+ virtual therapist-moderated support groups every week
- An anonymous community forum with chat functionality
- A library of clinician-authored resources
- Regular “Monument Live” programming with leading clinicians and influencers covering alcohol recovery related topics



Support groups expand access to underserved populations

- Free hour-long virtual video sessions on topics related to changing your relationship with alcohol, moderated by experienced therapists
- Opportunity for members to connect with peers, share and process thoughts and emotions, self-reflect, or practice accountability
- Members can join -camera to keep themselves 100% anonymous.

joinmonument.com/support-groups/

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Topics:
BIPOC, identity, trauma, sobriety, moderation

EVERY MONDAY AND WEDNESDAY AT 7:00PM EST

Navigating sobriety or moderation as a Black, Indigenous, or Person of Color (BIPOC)

Black, Indigenous, and People of Color (BIPOC) face a unique set of challenges in navigating sobriety and moderation. Join an honest discussion about how racial trauma and oppression can impact drinking behaviors, and how we can work through it together.

Therapist moderator
Stephanie Charles

Register



Average rating:
★★★★★

[See reviews](#)

Topics:
women, sobriety, moderation, identity, gender, trauma

EVERY MONDAY AT 8:00PM, WEDNESDAY AT 10:00AM AND FRIDAY AT 5:00PM EST

Navigating sobriety or moderation for women

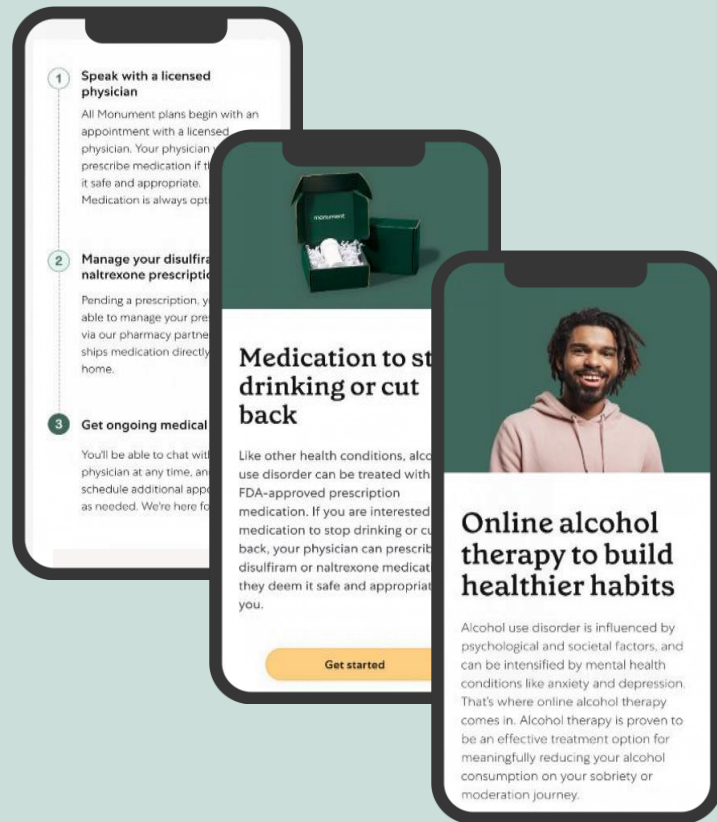
Women face a unique set of challenges in navigating sobriety and moderation. Join the discussion about gender-specific topics such as stigma, trauma, and gender inequalities. All expressions of female identity are welcome.

Therapist moderator
Angel Shifter

Register

Physician care, medication-assisted treatment and psychotherapy offer individualized care pathways

- FDA-approved medication shipped directly to the member's door if safe and appropriate
- Risk stratification and withdrawal screening to identify vulnerable members
- CBT-based treatment with phased modules tailored to each member
- Care pathways to address co-occurring mental health conditions
- Ongoing care coordination



Engagement in treatment

Member Breakdown

300,000

All Platforms

72,500

Community Members

10,000

Plan Members

Monument*

98%
14-Day
Engagement

95%
34-Day
Engagement

Industry Ave. **

37%
14-Day
Engagement

10%
34-Day
Engagement

Key outcomes

51%

On average, Monument members saw a 51% decrease in heavy drinking days per week by their 4th clinician appointment

4 Days

Average time from member sign up to first physician appointment

4.8 ★

Average star rating out of 5 from over 5,000 member reviews

Evolving the member experience

In the months ahead we have exciting plans for the Monument platform

- Addition of tools that make it easier for each individual to track and visualize their progress
- New ways for members to identify support resources
- Integration of Tempest and self-guided care pathways

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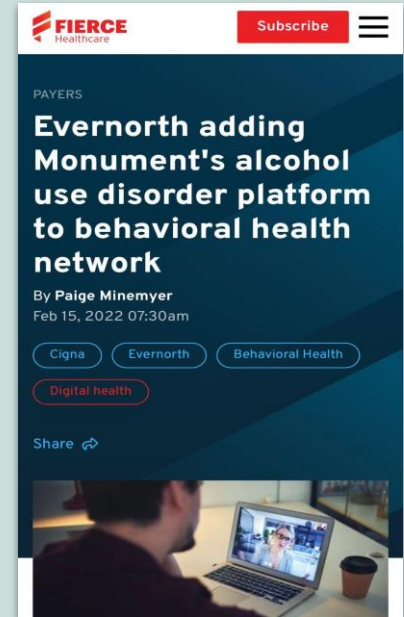
TEMPEST

Cigna members have access to Monument

The **Cigna/Evernorth national contract with Monument** has been live as of February 2022.

- The Monument Community is available nationwide
- Treatment plans can be accessed in 22 states with more expected to open soon:
NY, NJ, CA, FL, PA, CT, GA, SC, WA, OR, VA, CO, D.C., TX, KY, IA, AZ, OH, MS, MD, MI, NC*

EVERNORTH™



Learn more at
joinmonument.com

**Have questions about Monument
treatment plans?**

support@joinmonument.com

Interested in partnering?

partnerships@joinmonument.com

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Thank You!
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Behavioral Health Awareness Series

If you are an Evernorth or Cigna customer and have questions about Substance Use 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