

SHATTER PROOF™

STRONGER THAN ADDICTION

*ATLAS Presentation for NJ Quarterly Provider Meeting
September 2021*

Agenda

1. About Shatterproof
2. Why ATLAS®?
3. Implementing ATLAS
4. Data Sources & Measure Development
5. Project Timeline & Key Milestones
6. How to Get Involved

Reference slides included at the end

Shatterproof's Impact: 3 Pillars



**Revolutionizing
the Treatment
System**



**Breaking Down
Addiction-related
Stigmas**



**Supporting and
Empowering our
Communities**

Shatterproof's Impact: 3 Pillars



Revolutionizing
the Treatment
System

ATLAS[®]
ADDICTION TREATMENT LOCATOR,
ASSESSMENT, AND STANDARDS PLATFORM
CREATED BY SHATTERPROOF



Breaking Down
Addiction-related
Stigmas

**National Stigma
Initiative**

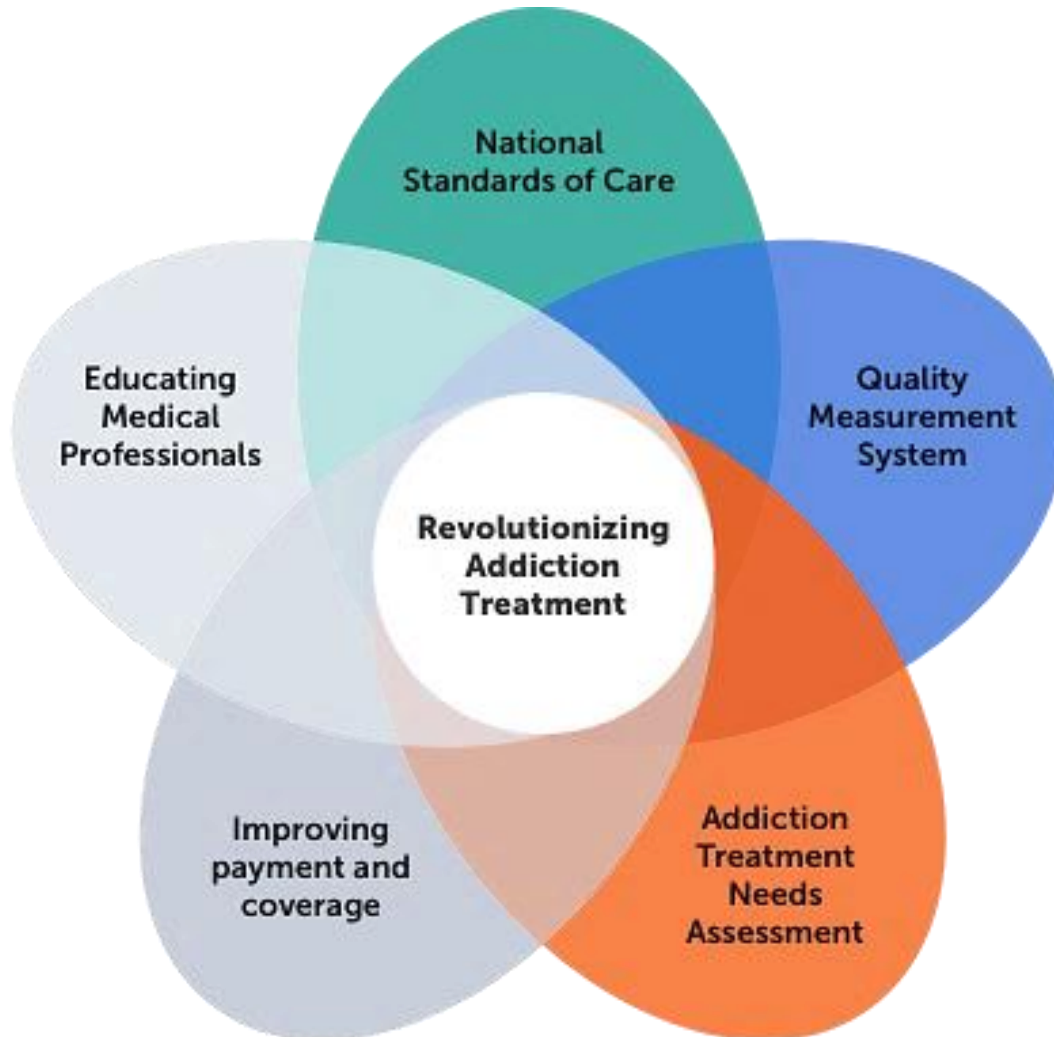


Supporting and
Empowering our
Communities

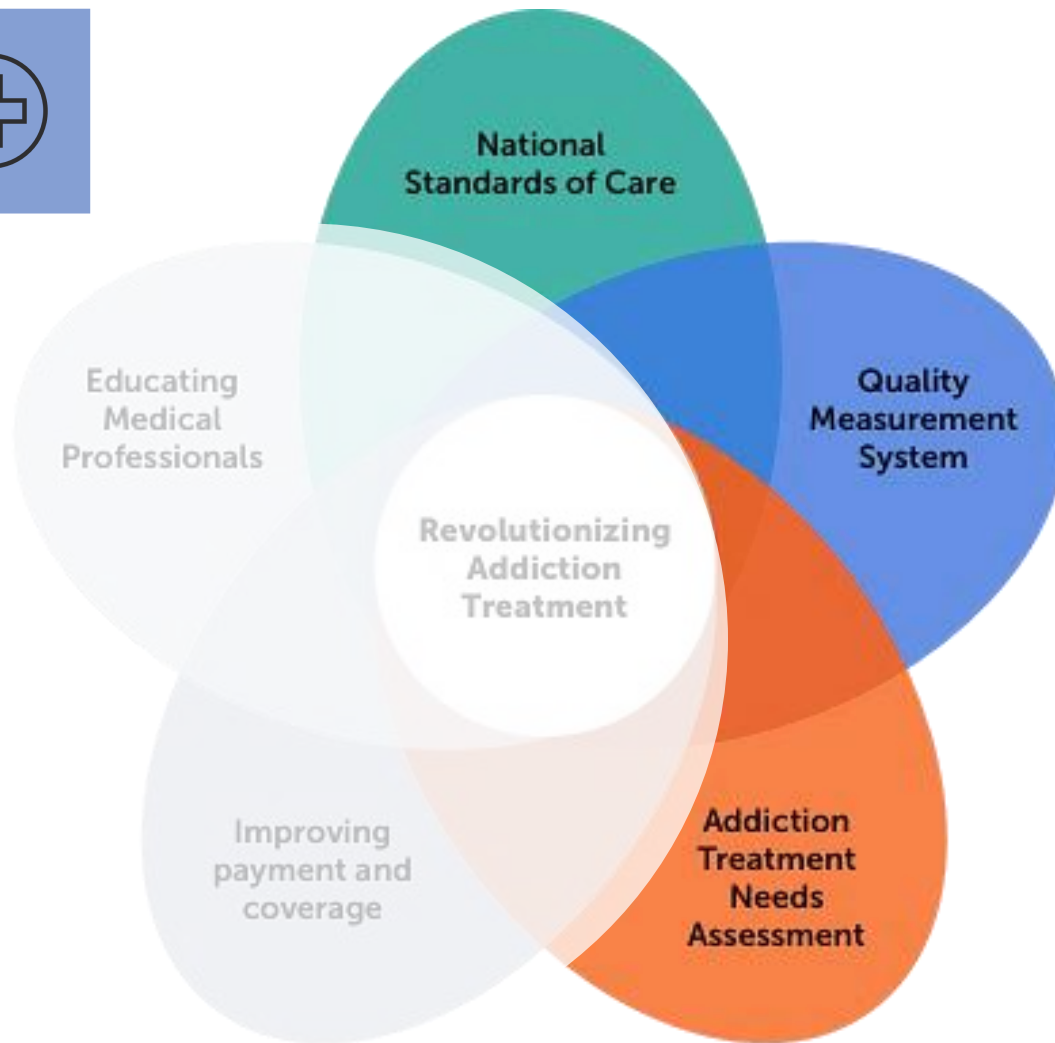
SHATTERPROOF[®]
JUST FIVE

Shatterproof Advocacy team and Ambassadors support across all pillars.

Closer Look: Revolutionizing Addiction Treatment



Closer Look: Revolutionizing Addiction Treatment



ATLAS
encompasses
these 3 areas

Standardize Quality Expectations

Shatterproof National Principles of Care[©]



#1. Routine screenings in every medical setting



#5. Coordinated care for every illness



#2. A personal plan for every patient



#6. Behavioral health care from legitimate providers



#3. Fast access to treatment



#7. Medication for addiction treatment



#4. Long-term disease management



#8. Recovery support services beyond medical care

Finding Addiction Treatment



- **Misinformation**
- **Limited objective or unbiased information**
- **Unclear what to look for**
- **Predatory marketing practices**
- **Hijacking ad words**
- **Patient Brokering**

A woman with dark curly hair, wearing a white lab coat and a gold necklace, is looking down at a smartphone she is holding in her hand. The background is blurred, showing what appears to be a clinical or office setting.

ATLAS[®]

ADDICTION TREATMENT LOCATOR,
ASSESSMENT, AND STANDARDS PLATFORM

CREATED BY SHATTERPROOF

What is ATLAS[®]?

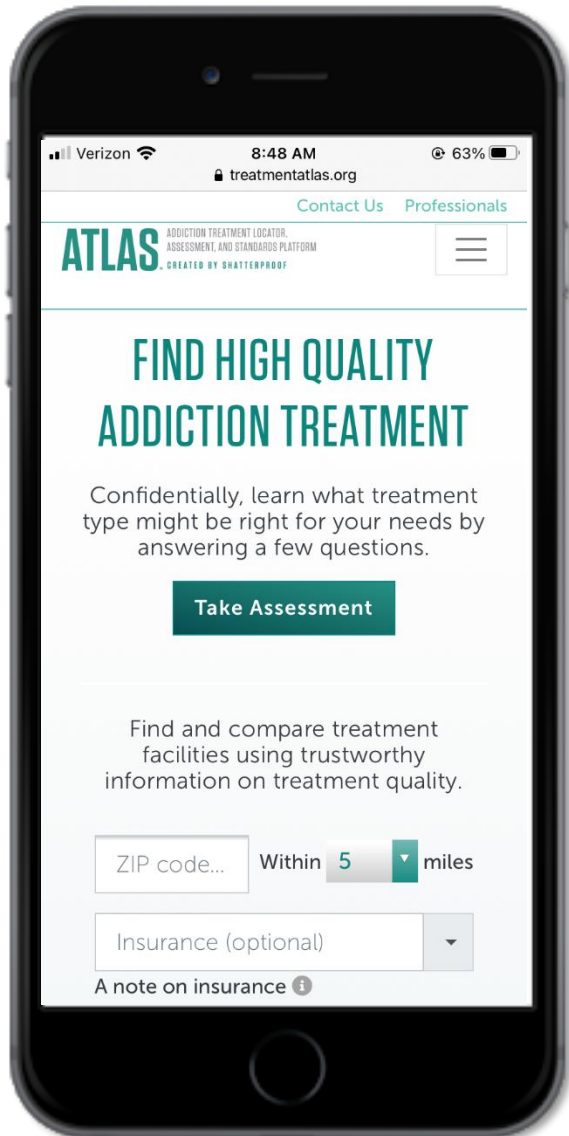


A **web-based platform** that deploys validated measures to assess the quality of **addiction treatment facilities**. These data are then **publicly displayed** as trustworthy, standardized information for people to use when seeking care.



ATLAS[®] also offers **password-protected portals** for providers, states, and health insurers to use the data to drive the adoption of best practices through policy and payment reform and provider quality improvement efforts.

A One-of-a-Kind Resource



- Consumer-friendly needs assessment
- Transparent indicators of treatment quality
- Not funded by providers or “pay-to-play”
- Comprehensive list of facilities
- Educational content
- Professional Portals

➤ www.TreatmentATLAS.org

ATLAS Demo

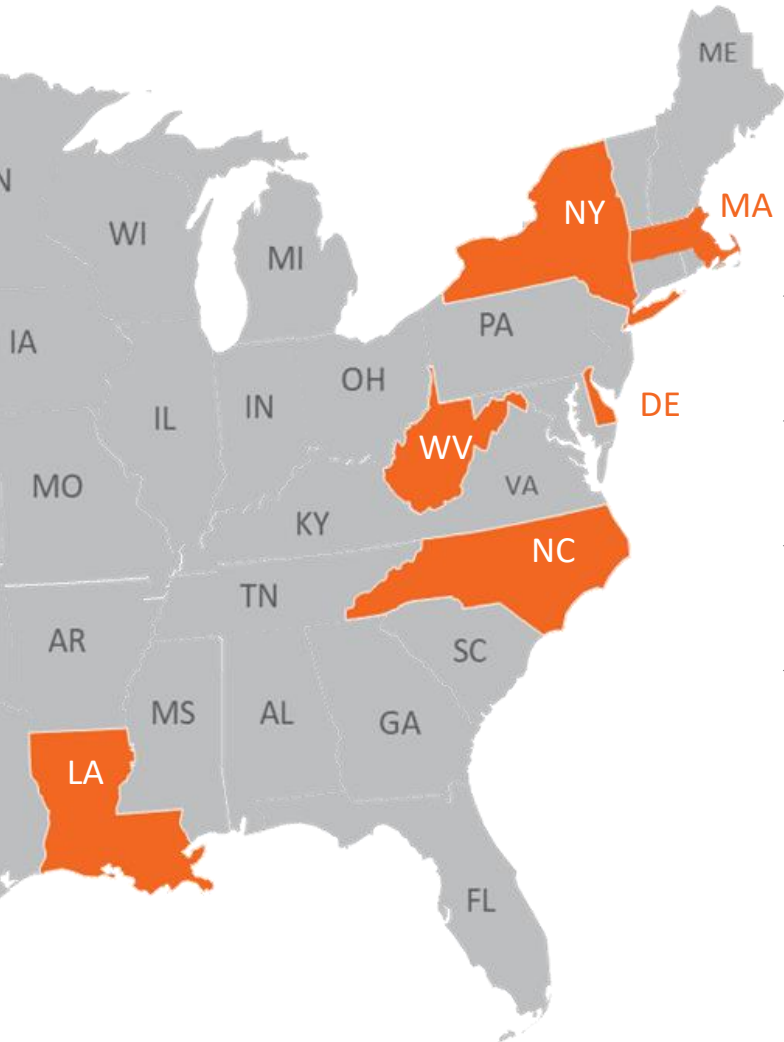
Any questions about how ATLAS works?

Upcoming ATLAS Website Enhancements

- ✓ Full translation into Spanish
- ✓ Integration of state resources into the platform
- ✓ Improved display of insurance information
- ✓ Updated educational content to increase accessibility
- ✓ Improved professional portals with dynamic data visualizations and easy-to-use comparisons



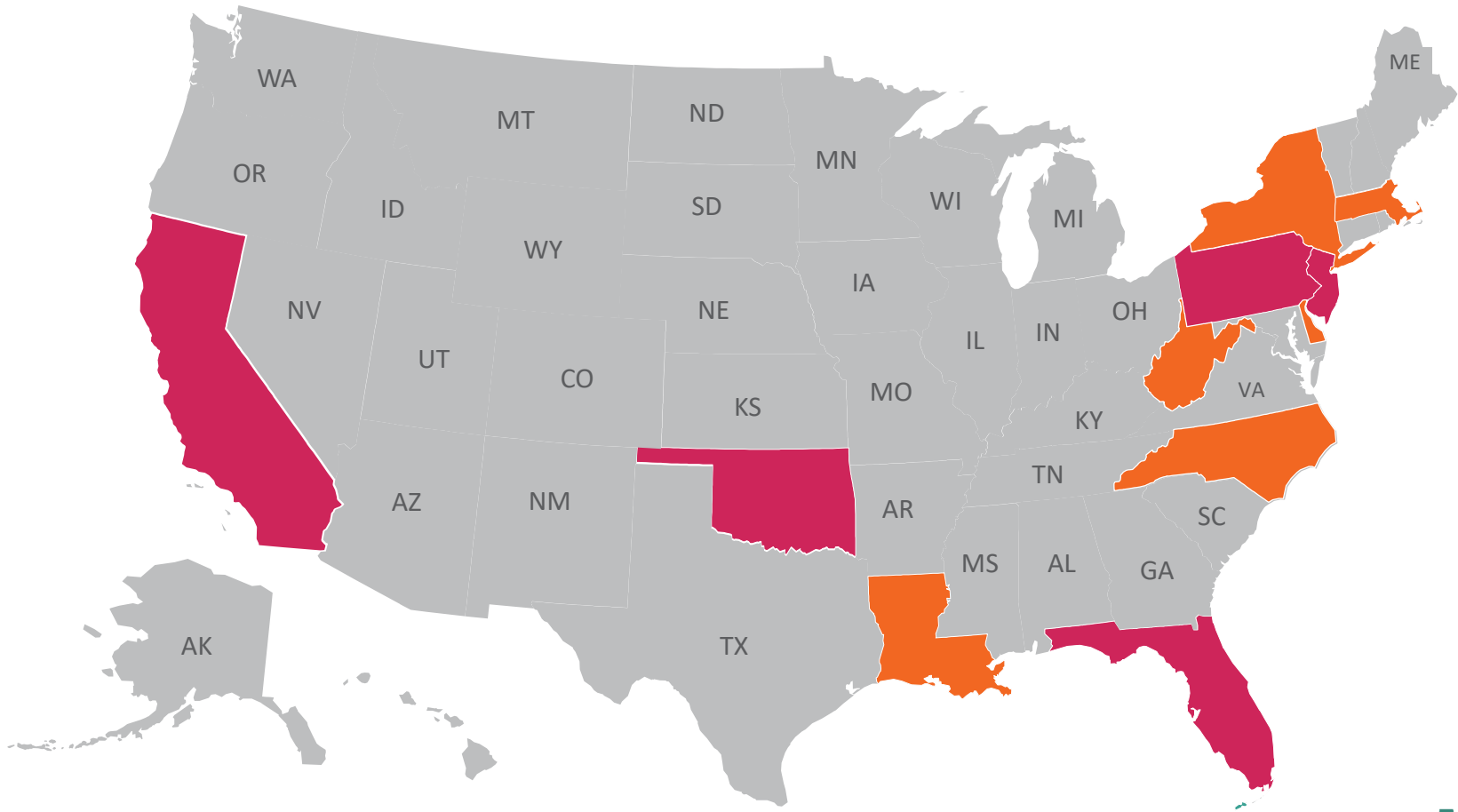
ATLAS Pilot: Where We Started



- ✓ \$5M Funding / 6 States
- ✓ Quality Measures - NQF Expert Panel
- ✓ [TreatmentATLAS.org](https://www.treatmentatlas.org) launch
- ✓ Launch of *Continuous Quality Improvement Virtual Learning Series*

ATLAS Expansion: Where We're Headed

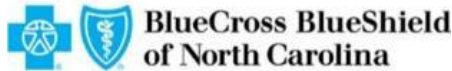
ATLAS will be expanding to an additional 5 states in 2021...



...with more on the horizon.

ATLAS Funders To Date

Payers



State Agencies



Foundations



ATLAS Data Sources

Multiple validated data sources were used to assess whether facilities are delivering care consistent with the Principles



Treatment Facility Survey

An online survey administered at the facility level that assesses processes, structures, and services.



Patient Experience Survey

A series of multiple-choice questions about the use of clinical best practices and perceptions of care and one open-ended question to be completed by patients or loved ones acting as a patient proxy.

Forthcoming Data Source: Claims Measures

Planning officially underway!

Goals

Improve / streamline the process for calculating claims-based measures to support the use of these data in 2022 and beyond

Improve the public display of claims measures on ATLAS to support consumer use of these data to inform treatment decisions

The process will end in **December 2021**, and will include...

- **Focus groups and testing** of claims measure displays
- **Four stakeholder convenings** to discuss claims measure calculation
- Development of a **Claims Roadmap** including recommendations on the professional portal and measure reporting, and considerations for implementing recommendations in 2022 and beyond.

A woman with dark hair and bangs is smiling and looking upwards. She is wearing a teal patterned top and a necklace. She is holding a smartphone in her hands. The background is a blurred outdoor scene with green foliage and bright light. A semi-transparent white banner is overlaid across the middle of the image, containing text.

TreatmentATLAS.org
launched in July 2020!

ATLAS Website Traffic

The site has been visited over **145,000** times since Launch, *including more than **4,000** times from New Jerseyans*

Individuals have conducted more than **14,000** searches on ATLAS as part of their decision-making on the road to recovery

Facilities on ATLAS have been viewed more than **13,000** times

What do I need to know about ATLAS?

What to Expect Over the Coming Months

May 2021

- ✓ Planning
- ✓ Project Kickoff

June 2021-
September
2021

- ✓ Stakeholder
Engagement

October 2021 –
January 2022

- ✓ ATLAS
Survey
Collection

February 2022
– March 2022

- ✓ Data
Analysis
- ✓ Provider
Preview
Period

Spring 2022

- ✓ FL, NJ, OK, PA
Website
Launch

Your Role as a Treatment Provider

October 2021 –
January 2022

✓ ATLAS Survey Collection

To *participate* in ATLAS you will...

- Submit the ATLAS survey for your facility/facilities when it opens in **October of this year***
- Encourage your patients to fill out the ATLAS Patient Experience Survey

You will also have the *opportunity* to...

- Attend our provider roundtables
- Give feedback during comment opportunities
- Tell your colleagues about ATLAS
- Attend the ATLAS Continuous Quality Improvement Series

**Please note that your facility will be listed in ATLAS regardless of whether or not you submit data, however without data, your facility will automatically be filtered out of search results.*

Why participate?

Participating ATLAS helps your facility, your patients, and the treatment landscape as a whole.

By submitting information about ATLAS, you have the opportunity to **market your facility for free**, and access technical assistance and patient feedback.



ATLAS is a chance to help your patients find **other levels of care** that meets your needs, and give **feedback** on their treatment experiences.



Participating in ATLAS is a chance to have a voice in **moving forward** the quality of addiction treatment



Stakeholders are Our Number One Priority



- **Provider roundtables** – Virtual events for providers and other stakeholders to hear project updates and ask questions. These may be state-specific or cross-state.



- **ATLAS State Advisory Committees** – In each state, this group brings together stakeholders across the field to advise on the implementation of ATLAS in the unique state landscape.



- **Conference attendance** – We frequently attend or present at state and national conferences, both in-person and virtually. We look forward to seeing you at future conferences!

Provider Roundtables

Shatterproof hosts provider roundtables as monthly webinars to socialize the project with treatment providers and provide key ATLAS updates.

Each webinar ends with a question-and-answer session and recordings of the events are provided to those unable to attend.

Roundtable Schedule & Registration Links

[October ATLAS Provider Roundtable](#) - Wednesday, October 20th 2pm – 3pm EST

[November ATLAS Provider Roundtable](#) - Monday, November 15th 2pm – 3pm EST

[December ATLAS Provider Roundtable](#) - Wednesday, December 15th 2pm – 3pm EST

[January ATLAS Provider Roundtable](#) - Wednesday, January 5th 2pm – 3pm EST

Questions

- Check out TreatmentATLAS.org to learn more about ATLAS and explore the platform.
- During ATLAS Survey Collection, there will be a designated Help Desk.
- For any other questions, don't hesitate to reach out to me directly!

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