



**Validation**Institute

# 2021 Validation Report

**Review for: Heritage Health Solutions**  
**Valid through April 2022**

# Company Profile



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<b>Category:</b>	Addiction Support
<b>Website:</b>	<a href="https://heritagehealthsolutions.com/">https://heritagehealthsolutions.com/</a>
<b>Public or Private:</b>	Private for profit
<b>Year Established:</b>	2011
<b>CEO:</b>	Hamilton Baiden
<b>Company contact:</b>	Hamilton Baiden HBaiden@heritagehealthsolutions.com

## Description:

The Heritage CARES (Comprehensive Addiction Recovery Education & Support) Program helps those struggling with substance misuse and abuse at any stage of their recovery journey via digital education, peer coaching, and support.

46% of Americans are struggling with substance misuse, or they have a close friend or family member that struggles (SAMHSA), while only 24% of employers provide training or solutions to help with SUDs. 90% of individuals with addiction issues do not seek help.

- Youturn Platform

Our digital learning management system has an extensive library of video content designed to help users and their families navigate substance misuse and abuse. It is completely confidential and allows users to receive the help



they need in private. The platform is evidence-based and focuses on behavioral modification and harm reduction.

- **Care Management Platform**

The Heritage Care Management platform helps assess the user's current situation then design a plan that best achieves their recovery goals. Our platform uses digital learning and artificial intelligence to identify and promote educational videos based on the user's viewing history.

- **Peer Coaching Platform**

The Heritage Peer Coaching platform allows users the opportunity to engage with a state-certified, Assertive Community Engagement (ACE) coach. ACE coaches help guide users along their journey to reach the goals set forth in the Care Management plan. They are trained via the Heritage CARES coaching academy, a NAADAC approved educational provider, and can identify which community resources and programs best fit the situation. Coaches are available 24/7 to help with any issues that may arise.”

A study in coordination with Clemson University (Inpatient Link to Peer Recovery Coaching: Results from a Pilot Randomized Control Trial) shows higher engagement over 6 months vs. the control group: “ Engagement rate over the six-month post-discharge time period was higher for participants in the recovery coaching intervention (84%, 95% CI: 78% to 91%) compared to the standard of care control condition.”





# Claim Assertion for Validation

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Drug abuse costs employers \$81B a year, according to the National Council on Alcoholism and Drug Dependence.

Heritage Health Solutions, with Youturn, a digital learning platform for employees to deal with addiction, will offer coaching and education to employers, employees and their families.

Heritage Cares will guarantee that if, after 12 months, an employer does not see a reduction in units of care per 1,000 eligible members in CPT codes 96164, 96165, 96167, 96168, 96170, 96171, Heritage will refund 70% of Youturn fees paid.

This approach is valid because it is free from participants-vs-non-participants bias, something a mere survey to limited participants would hide.





# Method / Calculation / Examples

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Adjustments may be made for large year-over-year changes in plan designs or demographics. Below is an illustrative example of a sample calculation in which targeted CPT codes are reduced by 35%.

Illustrative Example			
Year	2021	2022	Change
Eligible Lives	1,000	1,200	20%
Count of CPTs	45	35	-22%
CPTs/1000	0.045	0.029	-35%





# Validation and Credibility Guarantee

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**Heritage Health Solutions** has achieved a level 3 - Contractual Integrity validation. Validation Institute is confident that **Heritage Health Solutions** performs as they state they are willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program\*.

## Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

## Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Level 3 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee

## Level 4 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources





# Limitations

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A survey alone makes it impossible to parse out the participation bias of those who engage in the youturn education platform and doesn't set a bar for minimum utilization. However, the contractual integrity validation with fees at risk for achieving a minimal reduction in addiction specific claims mutes that bias and is objective across all members.







**Validation Expiration: April 2022**

# CERTIFICATE OF VALIDATION

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<b>Applicant:</b>	<b>Heritage Health Solutions</b> 750 Canyon Dr, Suite 120 Coppell, TX 75019
<b>Product:</b>	Heritage Cares
<b>Claim:</b>	After 12 months, Heritage will refund 70% of YouTurn fees paid if there's not a reduction in specifically identified CPT codes (related to drugs, ER, rehab) determined by Heritage.
<b>Validation Achieved:</b>	Level 3 - Contractual Integrity
<b>Validation Award Date:</b>	February 2021
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<b>Joe Andelin</b> <b>Senior Advisor/Data Analyst</b> <b>Validation Institute</b>	<b>Benny DiCecca</b> <b>Chief Executive Officer</b> <b>Validation Institute</b>







# About Validation Institute

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**Validation Institute** is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee\* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

