# findhelpnow.org
# Curriculum: Year One

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February 2021

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# Overview and Project Information

*The Need for a Near-Real-Time Substance Use Disorder Treatment Locator and Resources*

The 2016 Surgeon General's Report on Alcohol, Drugs, and Health estimated that in 2015, 20.8 million Americans—7.8% of the population—met the criteria for a substance use disorder (SUD) and 7.4% of the 20 million had an illicit drug use disorder. Additionally, in 2018, Kentucky had the nation's ninth-highest drug overdose fatality rate (National Center for Health Statistics, Centers for Disease Control and Prevention, 2018).

Despite these staggering numbers and rates, only about 10% of individuals receive any type of specialty SUD treatment (Substance Abuse and Mental Health Services Administration, 2020). SUD treatment types include outpatient and intensive outpatient; inpatient, residential, and family residential; and withdrawal management services. Inpatient and residential treatment facilities treat individuals either on a short- or long-term basis, and treatment may be initiated with substance withdrawal management before intensive outpatient or residential treatment. Intensive outpatient treatment allows the individual to live outside of a treatment facility, participate in concentrated treatment sessions, and then transition to outpatient treatment. Selecting an effective treatment facility type depends on individual needs and preferences.

The Affordable Care Act of 2010 has improved access to SUD treatment, but barriers—especially financial—remain. Examples of financial barriers include insurance status, such as Medicaid coverage, and reliable transportation. Service barriers, such as the diagnosis of co-existing medical conditions (e.g., mental health diagnoses, pregnancy), can also make access to SUD treatment difficult. Additionally, the finite number of Drug Addiction Treatment Act (DATA)-waivered practitioners, the limited number of treatment facilities that accept Medicaid patients, and the small number of states that have expanded medication for opioid use disorder (MOUD) coverage can further complicate access. Other factors include stigma and unfamiliarity with how and where to receive SUD treatment.

Due to these barriers, SUD treatment referral practices require innovative strategies that rapidly link individuals to available care when they are at the critical moment of readiness. Analysis of Substance Abuse and Mental Health Services Administration's (SAMHSA's) treatment episode discharge datasets showed that SUD treatment referral occurred primarily

through self-referral and the criminal justice system; healthcare practitioners count as an additional referral source. Web-based technology has been used effectively to support SUD treatment and recovery interventions and practices. The Kentucky Injury Prevention and Research Center (KIPRC) has developed a user-friendly, straightforward website referral intervention that displays treatment facilities with available openings to enhance the self-referral process, improve clinical workflow, and increase timely access to SUD treatment.

*KIPRC and the Creation of FindHelpNowKY.org and FindHelpNow.org*

KIPRC, located within the University of Kentucky's College of Public Health, is a bona fide agent for the Kentucky Department for Public Health. In 2016, KIPRC received a Prevention for States (PfS) grant from the Centers for Disease Control and Prevention's (CDC's) National Center for Injury Prevention and Control to develop and implement a near-real-time SUD treatment facility locator website and information repository. FindHelpNowKY.org was officially launched on February 2, 2018, during a press conference by then-governor Matt Bevin, at the Kentucky State Capitol in Frankfort, Kentucky. In 2019, KIPRC was awarded additional funding from the CDC's Overdose Data to Action (OD2A) grant to engage in targeted outreach with public health and public safety professionals to enhance FindHelpNowKY.org and expand it to a national website, FindHelpNow.org. This national expansion provides Kentucky the opportunity to share this new FindHelpNow.org website platform with and provide technical assistance to other jurisdictions. KIPRC has also developed a Peer-to-Peer Learning Network with other OD2A grant-funded jurisdictions to provide strategies and approaches on topics related to developing an SUD treatment facility locator website.

The purpose of FindHelpNowKY.org is to provide near-real-time availability of SUD treatment openings in Kentucky. PfS grant funding afforded KIPRC the opportunity to survey the SUD treatment landscape, develop a website prototype, and then present it to focus groups made up of key stakeholders for review. Feedback from stakeholders included commentary on color schemes, language use, user-friendliness, and quality of the information provided. This feedback directly informed the development and implementation of the website. FindHelpNowKY.org was designed to be intuitive, to improve clinical workflow, and to increase timely access to SUD treatment facility availability. Since 2016, FindHelpNowKY.org has undergone numerous iterations to improve its ease of use and access to information and analytics and to maximize quality control.

*National Expansion*

In August 2018, KIPRC purchased the FindHelpNow.org domain name, signifying the beginning of the national website platform expansion. As a result, this platform is available for use by any jurisdiction and will not require the purchase or maintenance of a jurisdiction-specific website address.

Jurisdictions interested in adopting this platform may begin implementation, in coordination with OD2A personnel, immediately. These jurisdictions would gain free access to the marketing suite customized to FindHelpNow.org and would work with the same partners that designed and implemented FindHelpNowKY.org to customize their own SUD landing page and filters, with KIPRC serving as the liaison.

While this website platform is available to all jurisdictions, KIPRC recognizes that it may not meet the needs of every jurisdiction. Therefore, KIPRC offers technical assistance to any jurisdiction that decides to develop its own alternative SUD treatment locator website. Onboarding, partnerships, marketing, and program development topics are all opportunities for technical assistance.

As OD2A promotes the notion of information sharing, we designed this curriculum to detail our experiences in creating and refining FindHelpNowKY.org, to help inform the decision-making surrounding the development and/or customization of treatment locators. Whether a jurisdiction chooses to join FindHelpNow.org or develop its own treatment locator tool, this curriculum should provide adequate information on topics related to developing a user-friendly and useful linkage-to-care treatment locator website. Throughout this curriculum there will be references to the procedures related to the Kentucky-specific FindHelpNowKY.org website, and these all can be applied to the usage of the FindHelpNow.org national platform.

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# In-house and Outsourced Needs

*Personnel*

For the initial development phase of FindHelpNowKY.org, five full-time staff members were hired: three to identify and personally contact the SUD treatment facilities to gain agreement for participation in FindHelpNowKY.org and another to work with a contractor on the physical development of the website. Approximately 50% of a fifth staff member's time was dedicated to focus group testing and evaluation of the website, which included developing performance indicators linked to short-, medium-, and long-term objectives.

In 2019, the personnel team transitioned from building and designing FindHelpNowKY.org to refining, promoting, marketing, and developing quality control processes for the treatment locator tool. To achieve these goals, effective and professional personnel are essential.

Based on our experience with FindHelpNowKY.org, one full-time equivalent staff person can manage a treatment locator with up to 600 SUD treatment facilities. This person would be responsible for program outreach and education. An ideal candidate would have experience in healthcare outreach and marketing, professional networking and partnership building, substance use disorder education, and information technology. An information technology professional is not required; rather, an individual who is comfortable working with databases and serving as a liaison to a software company is preferred. Familiarity with Google Analytics, tracking links, website enhancements, and website development is valuable; however, these skills can be learned on the job. This person would be directly responsible for program growth by recruiting and onboarding new treatment facilities, would serve as a technical and professional liaison to treatment facilities, would perform data analysis and quality control, and would suggest website enhancements to improve the end-users' experience.

*Outsourced Services*

Some of the tasks involved with developing websites such as FindHelpNowKY.org and

FindHelpNow.org require specialization and outsourcing of services is needed. KIPRC used the following outside contractors to build FindHelpNowKY.org, to develop the website design, and to develop a branding and marketing strategy for the website.

APAX Software was hired to create, design, and develop FindHelpNowKY.org. Through collaboration, APAX Software and KIPRC designed and launched the website in less than one year. Feedback from treatment providers, help seekers, and key stakeholders was used to drive the initial product design, and iterative updates have been continuous. FindHelpNowKY.org now populates treatment results in less than one minute with only a few clicks, all while offering desired analytics. APAX Software and KIPRC continue to maintain a close partnership, communicating almost daily and meeting biweekly. This strong partnership has reduced the amount of time needed for facility managers to update their treatment availability, improved analytics for use by policymakers to assess the state of substance use disorder treatment within the Commonwealth of Kentucky, and increased use of the tool by the community and health-care practitioners. Jurisdictions that join the national FindHelpNow.org platform will work with APAX Software to add necessary customizations for their SUD treatment locators, with KIPRC being the liaison between the two entities.

Amazon Web Services (AWS) is FindHelpNowKY.org's hosting environment for the website's digital services and resources. The website codes, including our databases and application development environments, live in this space. APAX configured the AWS environment, including security settings, servers, databases, email automation, and application connections. APAX uploads code to this environment, starting in the development space and then transitioning to the production space.

Vimarc, an advertising and marketing agency, was hired by KIPRC to brand the near-real-time treatment locator, develop a strategic marketing plan composed of digital and traditional media and public relations tactics, and create marketing materials targeting the community, healthcare practitioners, and treatment facilities. Jurisdictions that join the national FindHelpNow.org platform will gain access to the marketing suite customized for FindHelpNow.org at no cost. Available marketing materials include instructional videos demonstrating how to navigate the treatment facility locator, digital marketing campaigns, displays such as billboards and banners for community awareness, a variety of printable fulfillment items for education and DATA-waivered medication-assisted practitioners, stickers for syringe receptacles (sharps containers) for local harm reduction programs, and branded materials for states and jurisdictions within the FindHelpNow.org Peer-to-Peer Network.

**Examples of branded marketing materials created by Vimarc**

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# Facility Outreach and Onboarding

*Identifying SUD Treatment Providers*

While there are numerous sources for identifying the SUD treatment facilities in your jurisdiction, one free resource is the SAMHSA Find Treatment Locator. A well-known tool within SAMHSA Find Treatment is the Buprenorphine Practitioner & Treatment Program Locator, which provides information on practitioners and treatment programs authorized to treat opioids such as heroin and prescription pain relievers. Please note that this list contains contact information only for practitioners who consent to release their practice information. Therefore, this list is not inclusive of all waivered practitioners. This SAMHSA resource provides a static list of treatment facilities and is updated annually (see Appendix A).

Another valuable resource for marketing to substance disorder treatment providers is governing bodies. For FindHelpNowKY.org, KIPRC started with the Kentucky Department of Behavioral Health, Developmental and Intellectual Disabilities (DBHDID), the licensing and accreditation agency for Alcohol and Other Drug Entity (AODE) and Behavioral Health Services Organization (BHSO) facilities and the state treatment authority. DBHDID provided valuable feedback and input that informed the website's usefulness. Unlicensed treatment facilities may also participate with FindHelpNowKY.org, a state-level decision guided by stakeholders that was made during focus group discussions. For those individuals interested only in licensed facilities, an advanced filter option was made available. Each jurisdiction should have this conversation and make the appropriate decision based upon feedback from its key stakeholders.

Once a comprehensive list of treatment facilities and providers was compiled, KIPRC opted to contact each facility personally, instead of automatically uploading all facilities into the FindHelpNowKY.org database. This method proved effective because the majority of treatment facilities elected to participate based on personal visits. Furthermore, it allowed KIPRC the opportunity to discuss the advantages of participating, which include free marketing for their facility, since there is no cost for a facility to participate. It also provides a tool for the treatment facility's staff to refer clients as needed through the continuum of care. Finally, participating treatment facilities receive access to state- and county-specific analyses that can

assess and evaluate the landscape of treatment options and availability.

Overwhelmingly, treatment facilities had a positive response and were eager to join and participate in FindHelpNowKY.org. FindHelpNowKY.org maintains an 80% to 85% participation rate, which means that 80% to 85% of facilities that have requested to be listed on the website have completed their facility profile and requested to be listed on the search results page.

*Recruiting SUD Treatment Providers*

One of the primary duties of the SUD Education and Outreach Coordinator is to recruit facilities and provide technical assistance to practitioners, staff, and facility owners and operators. Outreach efforts may include:

- In-person or virtual in-service training sessions
  - Standardized training presentations that include a brief background on the implementation of the website.
  - Registration instructions for SUD treatment facilities.
  - Hands-on demonstration of the treatment locator functions, general and advanced search filters, and the resources page.
  - Audiences may include DATA-waivered practitioners, SUD treatment owners and operators, law enforcement officials, first responders, etc.
- Exhibits at professional conferences
  - Serve as a keynote lecturer or presenter.
  - If this is not an option, organize an exhibit table with marketing materials.
    - Engage attendees by demonstrating the website's utility by completing a sample search.
    - Provide a sign-up sheet for attendees to request marketing materials to be mailed. This has proven more successful than asking that individuals carry materials during the conference.
- Other Recruitment Strategies
  - Mail campaigns targeted to specific entities, including those that interact with SUD and MOUD treatment facilities and recovery homes to create awareness of the website.
  - Reach out to newsletter and newspaper editors and other local media about providing free space to share information about FindHelpNowKY.org.
  - Radio and podcast interviews can be performed by staff or by using the radio marketing ads provided by Vimarc. University and local radio stations often offer free air time to share SUD and recovery resources.
  - Social media posts are free and directly reach audiences.

When reaching out to treatment facilities and providers, emphasize the following benefits of participating with the online treatment locator:

- Reduction of time in clinical workflow related to linking patients to care;
- Free marketing by registering and actively participating in the website; and
- Access to state- or county-specific analytics that can assess and evaluate the landscape of treatment capacity and availability.

*Identifying Partners*

Partnerships are critical for a near-real-time treatment availability locator for identifying treatment facilities and for marketing. Below outlines how KIPRC capitalized on state and local partnerships. Resources may vary in your jurisdiction; however, this section may serve as a helpful roadmap.

One of the most valuable resources KIPRC has is Kentucky's 61 local and regional health departments. KIPRC works closely with these groups to publicize FindHelpNowKY.org. Many health departments have included FindHelpNowKY.org SUD and recovery learning materials, written at a sixth- to eighth-grade reading level, on their websites and have promoted those resources at their syringe exchange and Narcan distribution locations. Professionals at both local and regional health departments regularly utilize FindHelpNowKY.org to refer individuals to SUD treatment facilities. Tracking links to FindHelpNowKY.org on the health department websites enhance analytics.

Additional local partners that have proven effective are those that regularly communicate with and provide resources to individuals with SUD. Treatment advisory groups, corrections personnel, and re-entry councils are some examples of these partnerships. The SUD outreach coordinator should work with these groups to share FindHelpNow.org as a resource and request feedback on the usefulness of the website.

Partnerships with healthcare and public health organizations, harm reduction groups, treatment advisory groups, area health education centers, and hospitals can be formal or informal. These partners are essential to spreading the word about FindHelpNowKY.org as a resource to case managers, nurses, and intake officers who would benefit from a tool that makes finding SUD treatment locations for their patients/clients much simpler.

As mentioned earlier, KIPRC is the bona fide agent for the Kentucky Department for Public Health in the area of injury prevention and control and worked closely with the DBHDID to develop the prototype for the FindHelpNowKY.org website and conduct usability testing. DBHDID has a treatment locator in the form of a provider directory on their website, and KIPRC worked with them to avoid duplication of efforts and to create a more enhanced locator website. KIPRC partnered with the KY HELP Statewide Call Center to provide individuals with ready access to SUD assessments. KIPRC partners with the Opioid Assistance Resources Hotline to provide after-hours assistance when the KY HELP Statewide Call Center is not available. KIPRC worked with the Office of Drug Control Policy (ODCP) on the implementation and development of the website. In addition, the ODCP Policy markets FindHelpNowKY.org to other entities on behalf of KIPRC.

Jurisdictions that join the FindHelpNow.org platform should contact their state treatment authority about resources they might offer for onboarding and outreach. While many of these resources are available electronically with a simple click, we recommend establishing a partnership with these entities. A conversation and website demonstration with stakeholders can promote sharing of resources and avoid duplication of effort.

*Onboarding Participating Facilities*

During the website's onboarding phase, KIPRC, in partnership with DBHDID, created an electronic facility application to onboard treatment facilities. Data fields on the application

include accreditation status, hours of operation, screening requirements for treatment, medication-assisted treatment availability, and many more (see Appendix B).

SUD treatment facilities as well as buprenorphine and DATA-waivered practitioners who practice in an office-based setting that would like to be listed on the website can complete the List Your Treatment Facility form on the FindHelpNowKY.org landing page.

The website's automated email system (ZOHO) generates an automated New Provider Request message once the form has been completed. This request message is then sent to the FindHelpNowKY.org outreach team, who initiate the onboarding process.

*New Provider Requests*

New Provider Requests must be processed daily. The facility information should be reviewed for accuracy and completeness. If needed, this information can be verified or reviewed by confirming the details with any licensing or governing boards or entities within your state (e.g., state licensing entity), reviewing the facility's or provider's website, and directly contacting the individual listed on the form. Reaching out directly to the listed facility contact via phone call or email expedites the New Provider Request process by clarifying any missing or conflicting information.

Once all details are verified, the facility personnel will be added to the database as a "new provider manager". The provider manager gains access to view and edit all treatment facilities listed under their provider name. An automated email message will be generated and sent to the designated personnel member to create a personal password, complete the facility dashboard/profile, and initiate the Request for Publication. When the provider manager completes the facility dashboard/profile, they are asked to provide contact information for the facility update manager. The facility update manager's role is to log in regularly and update the treatment facility's availability. These managers have access to view and update any treatment facilities to which they have been assigned.

*Facility Dashboards*

Each participating SUD treatment facility has access to an administrative dashboard, allowing them to create and manage a profile page for each of their facility locations and designate personnel responsible for providing regular treatment availability updates. Each facility has an associated facility profile that contains details such as accepted payment methods, populations served, facility policies, and outpatient or residential treatment slots and availability. More details about the facility profiles and the public interface of the website can be found in Appendix B.

The facility description should provide a thorough description of the services that the facility offers. The facility description will appear on the list when general searches are performed. This is the opportunity to promote the facility to health care providers and the general public. Facilities or providers that have active websites can use the information on their website to complete this section, adding or removing information as necessary.

When facilities include a complete physical address, they are automatically linked to Google Maps. This makes their treatment facility viewable online and makes it easy for navigational apps to provide directions. This filter also helps with the sorting feature.

Facilities should include licensure (e.g., AODE, BHSO) and accreditation information.

Upon completion of the facility questionnaire, the new provider manager can initiate the Request for Publication. Upon notice of the Request for Publication, FindHelpNow.org personnel review the provider or facility dashboard for completeness and update the profile status to Published, at which point that facility can show up in search results.

## New provider request form



## Facility profile form

### findhelpnow.org

**Facility Requests Publication**

**Independence House has requested publication, please look over their profile before publishing.**

This facility profile is located at: https://findhelpnowky.org/users/facilities/form/167

**View Profile**

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# Maintaining Published Facilities

What makes FindHelpNowKY.org and FindHelpNow.org unique is the near-real-time aspect of the website. This means that a system must be implemented to prompt facilities to update their information regularly. Maintaining a quality list of SUD treatment facilities on the website can be accomplished by ensuring that facility dashboards are complete and accurate and that they provide the proper contact information for the facility update manager or the provider manager. Each component on the provider or facility dashboard contains important data points that assist with providing quality analytical reporting to the state, county, and local representatives, current and potential partners, and funding agencies. Effective administrative processes for the back end of the website ensure that the public-facing data are accurate and verifiable and provide the most near-real-time results possible for individuals searching for SUD treatment options.

Implementing best practices and standard operating procedures (SOPs) for maintaining facility status improves the quality of results from searches for SUD treatment facilities. Facilities are required to update their treatment openings and availability on a regular scheduled basis that is based directly on the type of treatment offered. These update schedules were developed with Kentucky stakeholder engagement and focus group input. Outpatient facilities indicated that they are always accepting new patients and their availability rarely changes. As a result, their updating requirement is 90 days. Residential facilities are required to update within a five-day period (details are below).

With FindHelpNowKY.org, participating facilities are flagged on the back end with one of the following categories:

- facilities that have updated availability,
- facilities that have requested publication,
- facilities with warning notifications,
- facilities that are not published, and
- facilities that have never been published.

This allows FindHelpNowKY.org staff to monitor all information and accounts related to the website and helps managers to proactively identify and contact facilities or provider networks that may need enhanced training or require assistance with the website.

*Facilities with Warnings*

Facility update managers receive timely warning notifications encouraging them to log in to their profile and update their treatment availability. These notifications are automatically generated and sent to the facility update managers on a scheduled basis dependent upon the type of treatment offered by each facility.

- Outpatient facilities receive their first update warning after 75 days of not updating. These same facilities then receive follow-up warnings at 90 days and 92 days. After 94 days without updating, they become unpublished.
- For residential facilities, the first update notification warning is sent after five days of no updates. A second warning is sent after seven days of no updates, and the residential facility becomes unpublished after nine days of not updating. If a facility updates the available treatment openings at any point during this schedule, the updating timer resets.

*Never Been Published Facilities*

Never Been Published refers to facilities that initiated the onboarding process but did not complete registration. Designated personnel should contact these facilities to assist with finalizing the registration or identify barriers. Phone and email scripts will aid this effort. A minimum of four hours per week should be dedicated to assisting these facilities (see Appendix C).

*Not Published/Request Publication*

Facilities that have completed the onboarding process but do not adhere to the defined treatment schedule will become unpublished after a set amount of time (nine days for residential, 94 days for outpatient). Those unpublished facilities won't appear in the search results. To resolve this issue, facility managers will receive automatic notifications to provide updated treatment information. Facility managers must request publication after treatment availability has been updated before reappearing on the website. Once a facility manager requests publication, a notification is sent to the FindHelpNowKy.org team to review the facility profile for completeness and accuracy before the facility may be published and begin to show up on the search results page. This process ensures the accuracy of the treatment locator tool.

Treatment facilities become unpublished for a variety of reasons; staff turnover is one example. Unpublished facilities need to be closely monitored, as extended periods in this status increase the difficulty of republication. Weekly phone calls to the update manager(s) have proven highly successful. When speaking to a facility manager, discuss any barriers or questions related to the website. Facility manager feedback is valuable and frequently initiates website enhancements. If leaving a message, confirm with the person answering the phone that the facility update manager listed is still the best contact. Always leave a message or voicemail and follow-up with an email. If applicable, ask for the name and title of the person with whom you are speaking.

*Archived Facilities*

Occasionally, it is necessary to archive facilities within the website. Possible reasons include an incomplete facility dashboard, a facility not adhering to the defined treatment update schedule, or a closed facility. Before archiving the facility, personnel should contact the update manager(s) to determine if the facility is still open and accepting patients. If a facility is no longer operational or chooses not to participate in the website, they are archived.

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# Appendices

# Appendix A: Comparison of FindHelpNowKY.org and Findtreatment.gov

| Subject/Item | FindHelpNow.org | SAMHSA's FindTreatment.org | Notes |
|---|---|---|---|
| Desktop and Mobile Access | Yes | Yes | FindHelpNow.org mobile access allows for one-button dialing. SAMHSA does not. |
| Statewide Advertising Campaign | Yes | No | Funded by OD2A grant, FindHelpNow.org has branded marketing materials available at no cost. Items include digital marketing campagins, television and radio advertisements, brochures, posters, pocket cards, and billboards. |
| Payment Options Listed | Yes | Yes | Medicaid and specific managed care organizations can be included at the state-level. |
| Includes Special Population | Yes | Yes | FindHelpNow.org includes search options for pregnant females and adolescents on main search results page and additional special populations on advanced filters. FindHelpNow.org is dynamic and allows for inclusion of evolving special populations on an as-needed basis. |
| Help Buttons on Main Page | Yes | No | FindHelpNow.org help buttons are readily accessible on the website. |
| Realtime Availability | Yes | No | FindHelpNow.org is a straightforward treatment availability facility locator that displays openings online based on specific search criteria. |
| Search by Facility Information | Yes | No | FindHelpNow.org allows users to search for facilities by location, treatment type, payment method, and by gender. In addition, FindHelpNow.org allows individuals to refine results by using advanced search filters such as facility policies, telehealth, case management, and transportation services. FindHelpNow.org was designed with the individual in mind. |
| How to Find Naloxone Link | Yes | No | Jurisdictional links to naloxone locators can be included on each FindHelpNow.org platforms. |
| Needle Exchange Info | Yes | No | CDC FUNDS ARE NOT USED FOR NEEDLE EXCHANGE. However, links to websites that provide information on needle exchange information can be incorporated into FindHelpNow.org. |
| Help with Terms Link | Yes | No | Help with Terms section is written at approximately the 6th- to 8th-grade reading level. |
| Resources Link | Yes | No | FindHelpNow.org resources are included from various state and national organizations, including NGOs, professional organizations, and research institutions. Twenty-eight one-pager documents were authored by KIPRC and written at a 6th- to 8th-grade reading level to ensure comprehension by all audiences. |
| Who Needs Help Link | Yes | No | FindHelpNow.org link is available to help determine the population who is searching for treatment: individuals, loved ones, or professionals on behalf of their clients/patients. |
| Direct Link to Partners | Yes | No | FindHelpNow.org allows states to link to addiction hotline numbers and these numbers provide the option for one-button dialing. SAMHSA has a chat option. |
| Detailed Analytics | Yes | Not sure | Cross-tabbed analytics data are available on treatment types, number of openings and total slots, services offered, and other facility details by jurisdiction or state. Also, frequency regarding how often substance use disorder treatment providers are updating facility information is available. Google Analytics provides insights regarding those who use the website and how. |

# Appendix B: Facility Description and Public Interface

### Facility description

The facility description should be completed in full and provide a thorough description of the services that the facility offers. The facility description will appear on the list of results when general searches are performed. This is the opportunity to promote the facility to health care providers and the general public. Facilities or providers that have active websites can use the information from their website to complete this section, adding or removing information as necessary.

When facilities include a complete physical address, they are automatically linked to Google Maps. This makes their treatment facility viewable online plus makes getting directions from a smartphone easy. This filter also helps with the sorting feature.

Facilities may include licensures such as AODE and BHSO and accreditations such as Community Mental Health Centers and Joint Commission for Accreditation on Hospitals.

### Public Interface

During the design and planning phases, the developer provides mockups and outlines to share with stakeholders and revise until an effective user interface is developed for both treatment facilities and the public. The public interface has five subsections: simple search, search results, resource library, glossary, and information subpages. A simple search feature on the landing page asks: 1) who needs help (yourself, friend/family, client/patient); 2) the gender; 3) the geographical location; 4) the type of treatment desired; 5) the expected method of payment; and 6) whether pregnant, a minor, or LGBTQ.

Search results are organized by distance from the location entered and include a summary of the SUD treatment facility description, contact information, and an indicator showing the availability of treatment with a "last updated" date stamp. Results can be viewed as a summary list or on a map.

To the left of the search results are more than 65 filters the searcher can use to refine the list, including but not limited to mental health diagnosis, peer support/peer recovery programs, transportation, medication for opioid use disorder, and case management. Information on facility policies about smoking, prescribed medications, admissions criteria, etc., can be found by clicking on a treatment provider.

A searchable resource library that contains more than 70 documents and other materials related to SUD, treatment, and recovery is also available to users. A glossary of terms was created to assist the public in understanding terminology associated with SUD and treatment; definitions are written at a sixth- to eighth-grade reading level and can be accessed by clicking on the "?" indicators found throughout the website.

# Appendix C: FindHelpNow Best Practices

**Facility Management—Never Been Published**

Purpose:  To increase the number of registered and actively participating facilities on the FindHelpNow website in your jurisdiction; the personnel responsible for maintaining the website will regularly communicate with facilities that completed the new provider request form but failed to complete the onboarding process. The Never Been Published facility management process is an ongoing process with the goal of reducing the number of inactive facilities registered on the website.

*Monthly*
- Pull facility spreadsheet of facilities utilizing CVS pull of Facilities In Bad Standing
- Send group, automated electronic notifications via to all facilities in Bad Standing—Notify All
- Initiate contact with facility personnel via the selected email system that FindHelpNowKY.org account using a standardized script.
  - Confirm that the facility should be registered or that the provider is still interested in being registered on FindHelpNowKY.org., If yes, offer to assist with completing the onboarding process. (e.g. – email, phone call, Zoom, in-person visit when allowable). Refer to sample email below.
  - Confirm that the facility status should change to Archive, (e.g. – closed, cloned, not interested). If yes, request email confirmation and follow the Archive Facility process.  Refer to sample email below.

*Weekly*
- Follow-up phone calls should be completed to each Never Been Published facility to offer assistance in resolving the facility status utilizing a standardized script. (e.g., Publish or Archive). Refer to sample below.
- The SUD Education and Outreach Coordinator dedicates six hours per week completing follow up via phone calls, emails or in-person visits when allowable. (The six hours can be consecutive or divided across multiple days)

*Documenting Outcomes*
- The SUD Education and Outreach Coordinator makes and documents three attempts to contact each facility on the Never Been Published list, documenting all contacts and corresponding outcomes.
  - After three failed attempts to make contact or resolve the Never Been Published status, the SUD Education and Outreach Coordinator will compile a monthly list that will then be escalated to the Project Manager to approve the final resolution of changing the facility status to Archive.

## Email Script

Hello XXXX,

Thank you for your interest in being a part of the FindHelpNow community. We hope this email finds you safe and well. As we are all extremely busy taking care of our families and our patients, it's likely that we might miss things. We noticed that your provider dashboard is incomplete on the FindHelpNowKY.org website. I would like to offer assistance with completing your profile and ensuring that it is visible when individuals are searching for treatment options that your facility can fulfill. You can log on here: (insert provider link), select Add New Facility, complete your facility dashboard, and Request Publication.

I am available by phone, email, or Zoom to offer additional assistance at your convenience. Feel free to contact me by responding to this email or by contacting my direct email address here.

Best wishes,
TheFindHelpNowKY Team


## Phone Script

[Request facility personnel listed; if no longer employed there, announce yourself and where you are calling from.]

Hello XXXX,

Do you have a moment to discuss your listing on the FindHelpNowKY.org website?
[If Yes: proceed.
If No: ask if there is a better time to call back or obtain an email address to follow-up.]

We noticed that your provider dashboard is incomplete on the FindHelpNowKY.org website. I would like to offer assistance with completing your profile and ensuring that it is visible when individuals are searching for treatment options that your facility can fulfill.
[If Yes: offer to send link to provider page and assist over the phone if given permission.
If No: offer to send link to the provider page with a personalized email including above mentioned scripts. for follow-up assistance.]