1. Why people drink?

Alcohol is a central nervous system (CNS) depressant, so it slows down mental and bodily processes. With the first drink of alcohol, users may experience a decrease in feelings of anxiety or stress. It is commonly touted as a social lubricant, meaning drinkers are more likely to feel confidence in meeting new people and less concerned with how they are perceived by others.

1. How to identify alcoholics?

Since alcohol is legal and widely accepted in society, it can be hard to tell the difference between casual use and abuse. Not everyone who drinks is an alcoholic, but anyone whose life is negatively affected by alcohol on a consistent basis is considered to have an alcohol use disorder.

1. Current situation? (copy from John’s email)

There are over 16M Americans with an alcohol disorder. Traditional treatment (i.e., Hospital visit, alcoholic therapy, rehab center, etc.) is often inconvenient, expensive, and may not suitable for people who want to remain anonymous but still want to get help. (i.e., The alcoholic patient dropout rate is 76% in hospital and rehab. The number one reason is privacy as these people do not want to be seen in a rehab center or alcoholic treatment hospital.)

1. Current organizations for helping alcoholics? A.A.

A.A. is an international [mutual aid](https://en.wikipedia.org/wiki/Social_work_with_groups#Mutual_aid) fellowship founded in 1935 whose "primary purpose" is to help [alcoholics](https://en.wikipedia.org/wiki/Alcoholics) "stay sober and help other alcoholics achieve [sobriety](https://en.wikipedia.org/wiki/Sobriety)" (via Wikipedia). The main method is to follow the 12 steps, which were created by the founders of A.A. to establish guidelines for the best way to overcome an addiction to alcohol. This program gained enough success in its early years.

(<http://www.hazeldenbettyford.org/articles/twelve-steps-of-alcoholics-anonymous)>

The 12 steps are mainly an inside treatment that depends on whether the patients are mentally depressed or not. It seems that as long as patients have a spiritual awakening, they can be controlled by themselves and stop drinking. Those theories are so deeply ingrained in the United States that many people believe attending meetings, earning one’s sobriety chips, and never taking another sip of alcohol is the only way to get better.

However, although few people seem to realize it, there are alternatives, including prescription drugs and therapies that aim to help patients learn to drink in moderation. Unlike Alcoholics Anonymous, these methods are based on modern science and have been proved, in randomized, controlled studies, to work.

1. What can we do?

Our product guarantees the privacy of patients, since the whole treatment process is via mobile phone and Internet. Patients can describe their situations and the doctors can give advice all by simply texting and doctors can even send a scanned prescription picture for the patients to get drugs in pharmacy.