

## Business Summary

SeekHealing is a nonprofit detox aftercare model that uses the neurochemical benefits of human connection to minimize relapse and facilitate long-term mental health integration. Our programs match people who have recently completed a detox or rehab program to individuals and groups in their community with whom they can naturally experience authentic connection. The methodology inherently de-stigmatizes addiction and prioritizes harm reduction through peer-based therapy as well as personalized community and/or work transitions. We will execute these programs through an online, interactive social network (SeekConnection) and its associated bridge program, as well as in residential co-housing facilities across the Mid-Atlantic (Healing Hubs).

The ecosystem created by SeekHealing measurably benefits population health and reduces the ongoing costs of relapse to medical insurance providers, while simultaneously creating a human network for authentic connection that empowers integrated mental health among all participants.

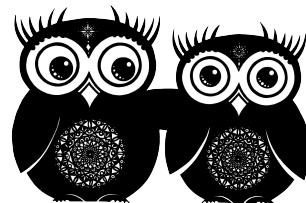
## The Problem

A staggering number of Americans are dying from opioid overdoses: 91 people every day<sup>1</sup>. While there is a \$35 billion industry<sup>2</sup> growing to rehabilitate those who survive, it uses methods that are not scientifically validated<sup>3</sup> and does not provide structured aftercare, which research shows is most critical for long-term habit-change<sup>4</sup>. Ninety-one percent of people who complete a rehab program relapse within the first year<sup>5</sup>, many fatally.

Recent research shows that due to the associated improvements in neuroplasticity, the true opposite of addiction is having frequent and meaningful experiences of connection<sup>6</sup>. Unfortunately, while the traditional recovery model is grounded in the idea of making deliberate social connections through 12-step meetings, it often fails to cultivate the **authentic** social & spiritual connections that the brain needs for long-term healing.

In this way, our current system actually exacerbates the root cause of addiction: real and perceived social isolation. It's not surprising that the relapse rate is so high, or that 67% of people revived by Narcan use again within 24 hours of overdose. Most approaches to addiction rehabilitation encourage disconnectedness and enhance stigma by emphasizing a pathological/normal relationship between "patient" and "provider," or between the "addict" and "society."

**The key to sustainable healing from addiction is compassionate care and enhancing neuroplasticity through intentional experiences of authentic connection with self, others, and the world.**



## Grassroots Traction

Incorporated: **October 2016**

501(C)3 designated: **April 2017**

**\$5,000** raised in 3 months

**\$10,000** and **300** working hours in Board contributions

**18 acres of land** in Wilson, NC

**77** committed volunteers

**20** committed connection agents

**12,000** active social media followers

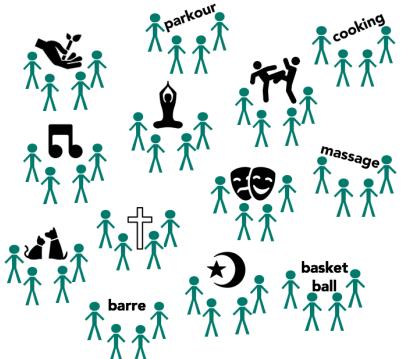
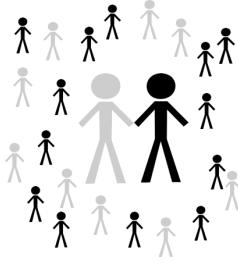
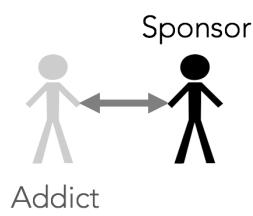
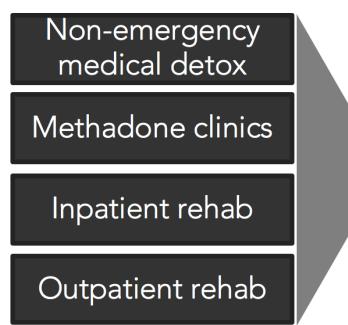
# The root cause of addiction is social isolation.<sup>6</sup>

Traditional recovery models are failing today's opioid epidemic because they continue to subtly perpetuate social isolation and stigma. Social connection should remain the cornerstone of addiction recovery, but it must be expanded so that the common denominators of the consciously-constructed relationships that guide the healing process aren't *only* sobriety.

## Traditional Recovery Model

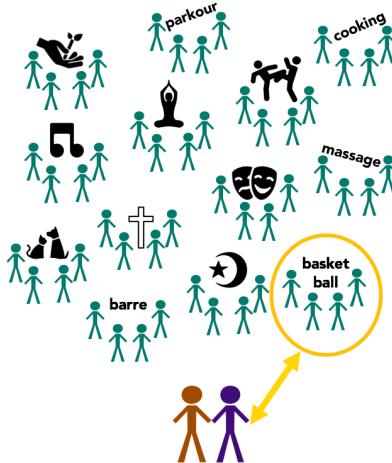
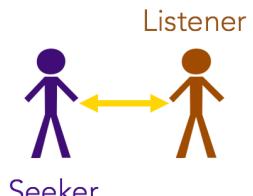
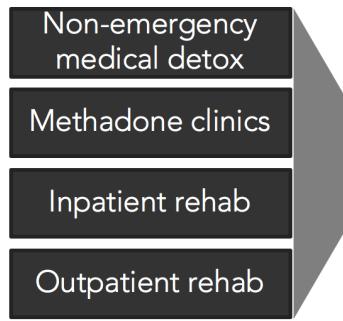
Average relapse rate:  
91% within first year

Create a space for sober connections that is separate from "normal" communities



## SeekHealing Model

Integrate humans through authentic connections to reduce 1-year relapse rate by 50%



Peer-based therapy

Guided exposure to communities & activities within greater society

Personalized community & work transitions

# #RethinkRehab

A scalable solution that streamlines community resources across the Mid Atlantic region and meaningfully changes the story of the opioid epidemic.

## SeekConnection



The world's first online social network for healing & recovery that functions alongside a bridge program between rehab programs and connection agents in the local community



Peer-based therapy between people who have diverse mental health experiences  
(i.e., not limited to substance use disorders)

+

Guided exposure to new experiences, communities, jobs, hobbies, practices, activities

+

Scalable technology platform

+

Grassroots affiliate network



Co-housing projects that are self-sustaining and provide healing-focused housing for diverse populations with similar needs; as well as bridge programs back into the local community

## Healing Hubs

Authentic connection is symbiotic – so SeekHealing delivers mental health benefits to each of the user groups who are involved in the healing network. The feelings of social isolation experienced post-detox are analogous to experiences during and after common, major life transitions. Our solution provides for intentional experiences of authentic connections to occur between humans seeking better mental health in different contexts:

- after detox from active addiction;
- after a major life transition; like retirement, mental illness recovery, academic graduation, or targeted career development;
- as representatives for communities and businesses that promote healing through connection.

**SEEKERS**

**LISTENERS**

**CONNECTION AGENTS**

# we are the medicine

*It's time to help each other heal.*

## Board of Directors



**Jennifer Nicolaisen**  
Executive Director  
Project management,  
consultant for IPA



**Kyla Trainor**  
Director of Operations  
Communications, sales and  
marketing



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Chief Architect at Ansible by  
Red Hat



**Rachel Wurzman, Ph.D**  
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Neuroscientist; Research  
Fellow at the University of  
Pennsylvania

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**Erin Fox-Ramirez**  
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candidate Media Psychology

**Susan Scofield, Esq.,** Legal Counsel  
MD Lawyer

**Brittany Lance,** Consultant  
Masters in Psychology, specialist in  
addiction treatment and recovery metrics

**Amanda Straughn, MSW,** Consultant  
10+ years in management & operations  
of recovery facilities/programs

**Gail Howerton,** Consultant  
Founder & CEO of Compass Tax  
Accounting and experienced capital  
fundraiser

## Business Model

1. Non-profit 501(c)3, soliciting charitable donations and grants
2. Subsidiary L3C (low-profit company) with investment opportunity

Revenue model includes:

- philanthropy & grants
- sharing medical cost savings with the healthcare industry
- revenue-sharing from job placement
- marketplace referrals; database monetization
- intellectual property development
- licensed curriculum training and;
- cause marketing with likeminded partners.

*For more information please contact:*

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Please log onto  
**[www.seekhealing.org](http://www.seekhealing.org)**  
and make a tax-exempt donation today.

Successful fundraising during this seed-capital round will facilitate a proof-of-concept (serving 25 seekers in the DMV area) and development of SeekConnection, the world's first online social network for healing and recovery (nationwide impact). It will also fund 1 year of organizational operations.

Next round will raise capital funding to scale mobile app development as well as the associated onboarding costs to replicate the bridge program across a nationwide network of listeners and connection agents. Round 2 will also fund development costs for the first Healing Hub.

### Sources:

1. Center for Disease Control and Prevention (CDC)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Lance Dodes, Ph.D Psychiatry, Harvard Medical School
4. Arbour S, Hambley J, Ho V. Subst Use Misuse. 2011;46(10):1275-87. doi: 10.3109/10826084.2011.572941.
5. Smyth, B. P., Barry, J., Keenan, E. & Ducray, K. (2010). Irish Medical Journal. 103(6),176-179.
6. Peter Cohen (2009) "The Naked Empress: Modern neuro science and the concept of addiction." --- and multiple others: Dr. Gabor Mate, "What is Addiction?":<https://www.youtube.com/embed/T5sOh4gKPlg> --- Johann Hari (2015) "Chasing the Scream," --- Bruce Alexander's "Rat Park" experiments
7. Smyth, B. P., Barry, J., Keenan, E. & Ducray, K. (2010). Lapse and relapse following inpatient treatment of opiate dependence. Irish Medical Journal. 103(6),176-179.