DynamiCare Health Launches Incentives-based Addiction Recovery Platform Directly to Families

Former U.S. Rep. Patrick J. Kennedy hosts event in Boston with experts, advocates and patients to celebrate launch

BOSTON (PRWEB) May 09, 2019 -- DynamiCare Health, a Massachusetts-based addiction recovery technology company, today brings its digital platform directly to those with substance use disorders and their families. DynamiCare’s evidence-based platform helps to reinforce a person’s recovery from addiction by combining a cutting-edge smartphone app with substance testing hardware, positive reinforcement, and supportive telehealth coaching.

According to a report by the U.S. Surgeon General, nearly 21 million Americans suffer from substance use disorders. The impact of the addiction epidemic is widespread, placing a heavy burden on families, loved ones and the community. More than 70,000 people die every year due to alcohol misuse. Even worse, while substance use disorders are preventable and treatable, only one in ten people who need treatment get it.

“Families often feel powerless when it comes to helping their loved one suffering from addiction,” said Eric Gastfriend, co-founder and CEO of DynamiCare Health. “Instead of being trapped in a constant struggle between policing or enabling their loved one’s addiction, DynamiCare empowers families to fully engage in the recovery process through encouragement and positive reinforcement.”

DynamiCare’s digital platform, currently used by seven addiction treatment centers throughout the country, automates a behavioral intervention called Contingency Management, which incentivizes and rewards healthy behavior and has shown to be effective in over 100 randomized controlled trials. Unlike other digital addiction recovery platforms, DynamiCare Health provides financial incentives through a smart debit card and allows families to engage in their loved one’s recovery by contributing to the rewards they earn for healthy behavior.

“The evidence supporting Contingency Management has been around for a long time, but it’s been severely underutilized due to stigma and lack of innovation,” said Dr. David Gastfriend, co-founder and chief medical officer of DynamiCare and an international expert in addiction psychiatry. “Now that we’ve fused this evidence-based approach with our state-of-the-art digital platform, more people than ever will have access to quality behavioral intervention.”

DynamiCare’s easy-to-use app prioritizes accountability and motivation to support individuals and families in recovery. Members can check in and out of appointments and perform substance tests anytime and anywhere through connected breath and saliva tests, which are verified by selfie video. Additionally, members are personally matched with a recovery coach who helps set achievable goals, monitors their progress, and tailors the technology to their needs. Employers and insurers can also provide support by committing to financial rewards. When a member achieves specific recovery goals such as testing negative or attending appointments, rewards are deposited on a smart debit card that blocks cash withdrawals and spending at bars and liquor stores.

DynamiCare will hold a public event today in Boston as part of the launch of its platform directly to consumers. The event will be hosted by former U.S. Rep. Patrick J. Kennedy, a longtime mental health and addiction
advocate, and will feature remarks from addiction experts and patients. The event will be livestreamed on the DynamiCare Facebook page. For more information, visit the event page.

DynamiCare Health

DynamiCare Health is an evidence-based digital platform that reinforces a person’s recovery from addiction and rewards healthy behavior. The platform includes an easy-to-use app, substance testing hardware for individuals, and a web portal for care providers and family members. DynamiCare automates members’ accountability with random breath and saliva tests submitted over their smartphone, verified treatment attendance check-ins, and supportive recovery coaching. Individuals stay motivated by earning financial rewards for healthy progress. DynamiCare Health was founded in 2016 by Eric Gastfriend, Harvard MBA tech executive, and David Gastfriend, MD, an international expert in addiction psychiatry. For more information, visit www.dynamicarehealth.com.
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