



Promoting treatment to address problematic alcohol use in a manufacturing-led workforce.

 **Lives Covered:** 51,500



“For awhile before starting the Quit Genius program I wanted to cut down my alcohol consumption. I was struggling on my own but thought that the only option was abstinence based, and what I wanted was to return to responsible drinking as I had been in the past.”

Angie | *Manager*

A shifting relationship with alcohol

Angie, a 47-year-old manager who, in years past, enjoyed drinking alcohol socially on the weekends, had been steadily increasing her use of alcohol over the past several years. In the month prior to seeking out help from Quit Genius, she found herself drinking on a daily basis, and was having a hard time controlling it. She began noticing that drinking in this way was affecting many areas of her life. Specifically, she felt that she was not very present with her family, she was gaining weight and not feeling very good about herself, and for the first time, she began experiencing intense cravings for alcohol in between her drinking episodes. This led her to feel anxious and concerned that something about her relationship with alcohol was changing, but she couldn't get a handle on it on her own.

Angie tried to quit drinking completely on her own several times, and though she was able to put together a few days or a week sober here and there, it just wouldn't last. "I always went back to drinking," she said. Angie reflected on the obstacles she experienced to changing her drinking successfully, and she realized that she didn't have any helpful tools to manage stress, temptations in various settings like at social events and around family members who were drinkers, and the discomfort she felt when she had cravings for alcohol.

Key Statistics

8/10* ratings from enrolled participants

80% of all enrolled engaged actively for 30 days or longer

88% of those who booked an initial call with a counselor enrolled in the Quit Genius program.

Industry-leading Outcomes

80% of enrolled participants reduced their alcohol use frequency by 30% or more within the first 30 days

57% of those who continued to drink reduced their World Health Organization risk drinking level by at least one level within 30 days.

62% reduction in alcohol use frequency within the first 30 days of care



Manufacturing



“Working with Megan over these past several months has enabled me to do just that, I have met my initial goals and am working on new ones. In addition to feeling great about my decreased alcohol consumption I have learned a lot about myself and valuable tools to help with all the things life throws at me.

The Quit Genius program offers a flexible alternative to alcohol use that is the perfect fit for my needs.”

Angie
Manager

A new approach to managing drinking

Angie was offered the Quit Genius program through her employer’s health benefits program. With the support of her counselor, Megan, combined with the medication she was prescribed by her Quit Genius physician to help curb cravings for alcohol, Angie began working towards her goal of reducing her alcohol use and drinking responsibly. In counselling, Megan worked closely with Angie to

help her learn and implement new coping strategies, including mindfulness meditation to help manage stress and cravings, exercising regularly, replacing alcohol with nonalcoholic beverages such as tea when she needed to unwind, journaling about her progress towards her goals, having difficult conversations with family members about how they could support her goals, and posting positive affirmations in parts of her house that previously triggered desires to drink (such as the liquor cabinet).

Angie has now successfully transitioned to the social, weekends-only drinker she used to be, and when she does drink, she only consumes one or two beverages, which is a fraction of the amount she used to. She is losing weight, feeling better about herself, and noticed that she is more present and engaged when she spends time with her family.

Turnkey Implementation

Quit Genius was rolled out to the manufacturing organization’s employees via a multi-channel awareness campaign. The Quit Genius team ran on-site pop-up clinics, mailed postcards, posters, telephone calls, word-of-mouth referrals, and raffles to drive participation

Early Success Indicators

In this case study, we examined changes in alcohol use within the first 30 days of Quit Genius care. Key outcome metrics included changes in alcohol use frequency (i.e., the number of days in the past 30 on which participants consumed alcohol) from the month prior to initiating treatment to the end of the first month, and changes in the quantity of alcohol consumed on each day when drinking occurred (i.e., the World Health Organization-defined risk drinking level).

“Quit Genius delivered on their promise for a seamless implementation process and fantastic member engagement.”

Manager for Health Plans and Compliance, Manufacturing Organization