



The Reaching the 95% (R95) Initiative – **Rethinking Our Approach to Addiction**

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Director

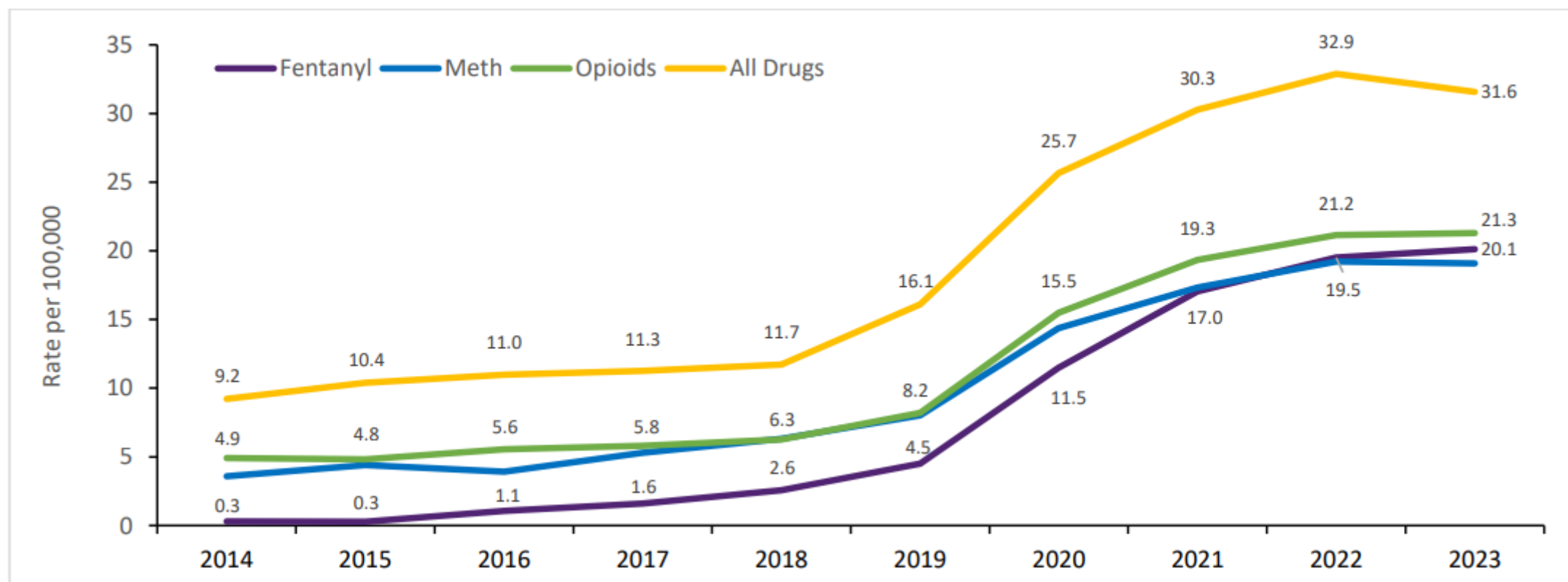
Substance Abuse Prevention and Control Bureau

Los Angeles County Dept of Public Health

We are in the worst overdose crisis in national and local history

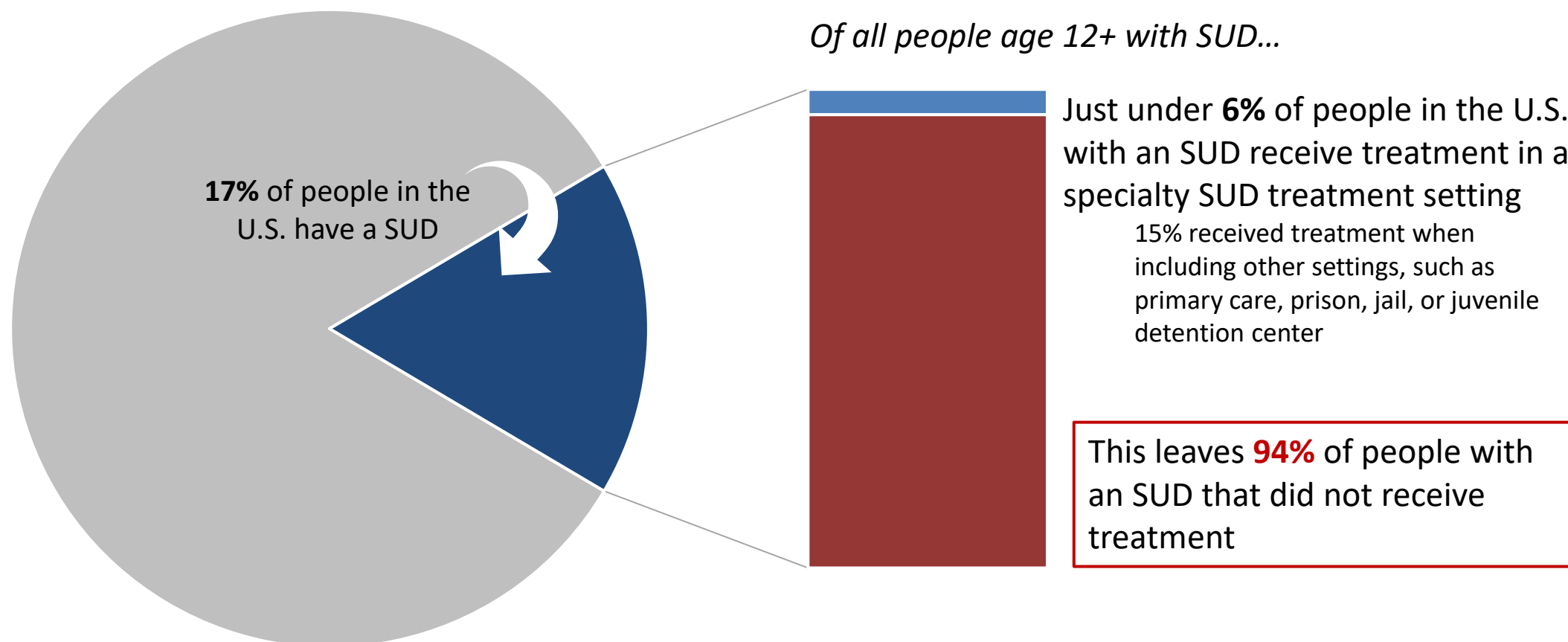
Drug Overdose Death Rate in LA County

per 100,000 residents



Very few people with SUD seek treatment

In the SUD treatment field, we offer something few people receive, and even fewer people want, yet we often **establish criteria to access services** as if we're offering a hot commodity.

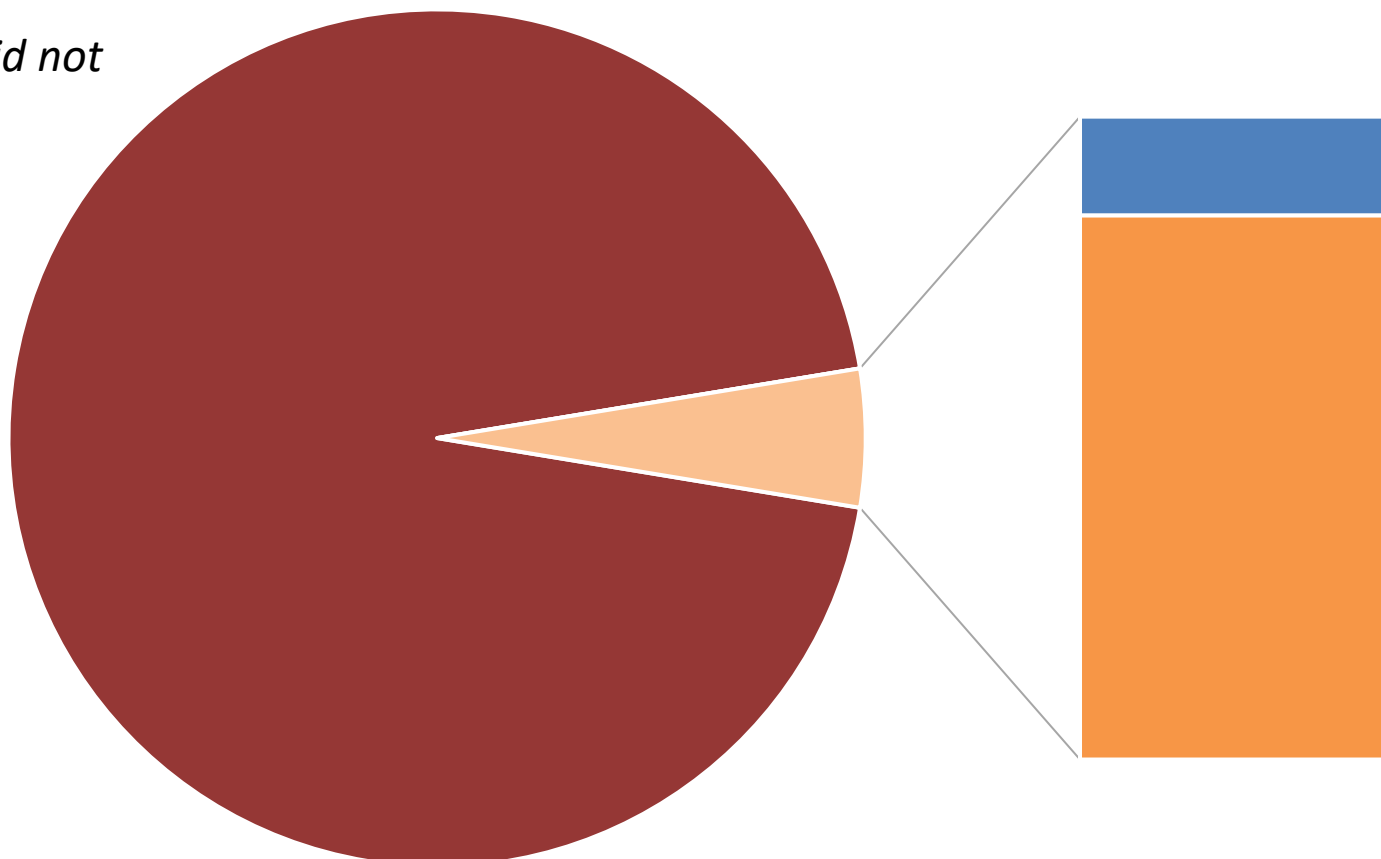


Critical need to improve SUD service access by reaching those we've missed

The SUD treatment system needs to change its approach to reach more people with SUD

Of people with SUD that did not access treatment...

95% did not seek treatment and did not think they needed treatment



1% thought they should get treatment and unsuccessfully sought treatment

4% thought they should get treatment but did not seek it



R95 Initiative

How can we reach more people with SUDs?



Changing how people see and access SUD treatment

Instead of emphasizing exclusionary treatment requirements, focus on **earning** and **enticing** engagement with SUD clients



We can learn a lot from other industries that are necessary but not inherently “fun”

Reaching the 95% (R95) Initiative

The R95 Initiative was launched by the Los Angeles County Department of Public Health's Substance Abuse Prevention and Control (SAPC) in 2023 to reach more people by expanding outreach and lowering barriers to care.

Fundamental R95 Goals

1. Ensure specialty SUD systems are designed not just for the ~5% of people with SUDs who are already interested in treatment, but also the ~95% of people with SUDs who are not.
2. To lower barriers to care in the hearts and minds of the SUD community and public by disconnecting readiness for treatment from abstinence.
3. To communicate – through words, policies, and actions – that people with SUD are worthy of our time, attention, and compassion, no matter where they are in their readiness for change or recovery journey.

R95 Principles

1. Enhancing Outreach & Engagement

- Expanding field- and street-based services
- Increasing efforts to interface with other areas of health and social systems
- Expanding low barrier and low judgement services such as harm reduction
- Expanding offerings of Medications for Addiction Treatment (MAT)



Casting a wider net to reach the 95% and not just the 5% interested in treatment

R95 Principles

2. Establishing Lower Barrier Care

- Performing customer experience assessments at the SUD provider level to identify ways to make the care environment more inviting
- Lowering the bar of admissions policies to expand the spectrum of readiness levels of people admitted into SUD treatment
- Raising the bar of discharge policies so that there are more nuanced considerations before someone is discharged from treatment due to relapse, which is a symptom of addiction
- Strengthening bidirectional referrals between harm reduction and SUD treatment agencies



Service Design

- **Creating a safe and welcoming physical environment** (e.g., warm lighting, matching furniture, home-like rather than institutional feel)
- **Placing clients/customers at the center of design improvements** by gathering and utilizing consumer feedback
- **Improve language access** to reduce barriers
- **Streamlining intake processes** that prioritize clients over forms
- **Enhancing customer experience** with customer walk-throughs to identify service design improvements
- **Adapting organizational changes that lead to lower barriers to accessing services**

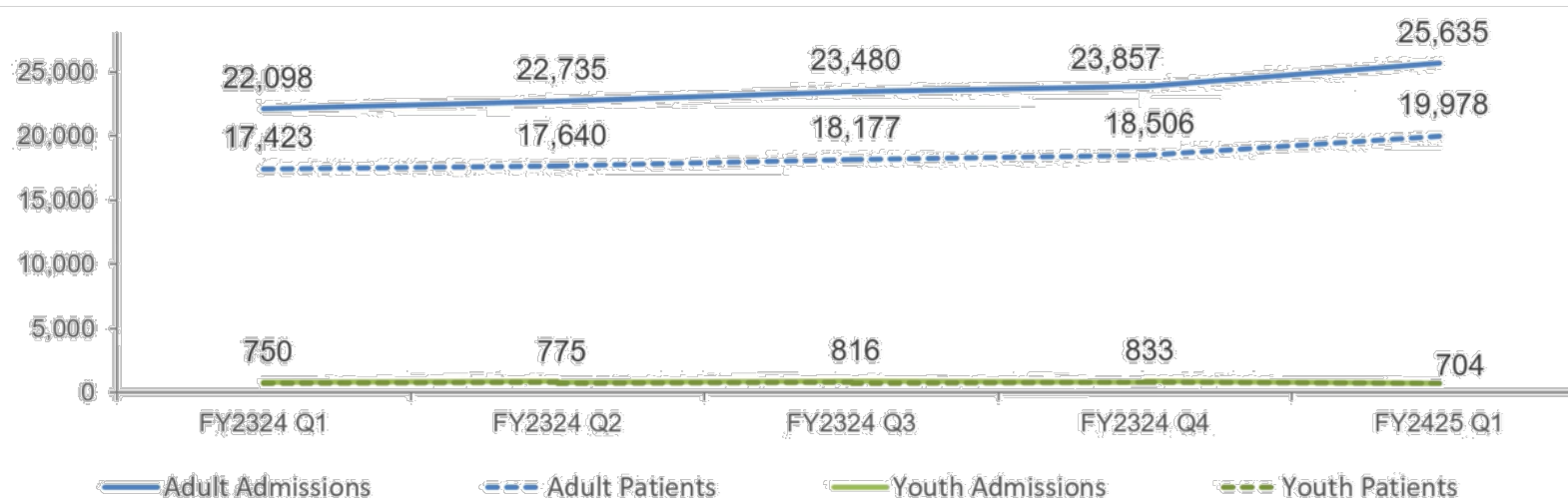


Impact of the R95 Initiative since FY23-24

Results so far...

- **54** treatment agencies (66%) adopted the R95 **admission** and **discharge policies**
- **38** treatment agencies (46%) adopted the patient-facing R95 **admission agreement**
- **40** treatment agencies (49%) adopted the R95 **toxicology** policy and patient-facing agreement
- **43** agencies (52%) have participated in **Service Design** activities, such as conducting customer walk throughs and planning/implementing process improvements

Unique Patients/Admissions, Q1 FY2324-Q1 FY2425



Sources: California Outcomes Measurement System (CalOMS) / Los Angeles County Participant Reporting System (LACPRS), Substance Abuse Prevention and Control, Los Angeles County Department of Public Health.

Notes: Patients could have multiple admissions in a year for the same or different primary drug problems. Adult: patients aged 18 and above, youth: patients aged 12-17.

Steady increase (3%) of unique patients/admissions quarter over quarter since implementation. Most recently, **FY 24-25 Q1** saw **11% increase (nearly 200 persons) in unique admissions from previous quarter.**

Achieving Culture Change within the Specialty SUD System



R95 Listening Sessions

- Open to all
- Open forum to discuss R95 updates and agency questions at all stages of agency culture change



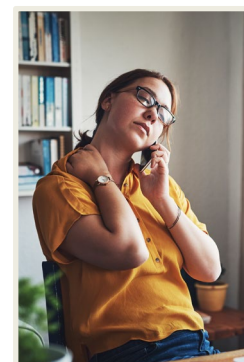
R95 Workgroup Meetings

- Open to all and targeted to agencies intending to participate and already participating
- Discussion and TA specific to upcoming payment reform activities



R95 101 Trainings for Frontline Staff

- Currently targeted to R95 participants
- TA on agency-implemented R95 policies and clinical implementation



R95 Consultation Line

- (626) 210-0648, M-F 8:30am-5:00pm
- Open to all for programmatic implementation TA and high-level clinical questions



**“The opposite of addiction is NOT sobriety;
the opposite of addiction is **connection**.”**

- Johann Hari, British-Swiss Writer