



CaringTXT[®]

Binge Drinking Abatement



Binge drinking among college students is an enormous problem with dire consequences:

(National Institute on Alcohol Abuse and Alcoholism (at the NIH))

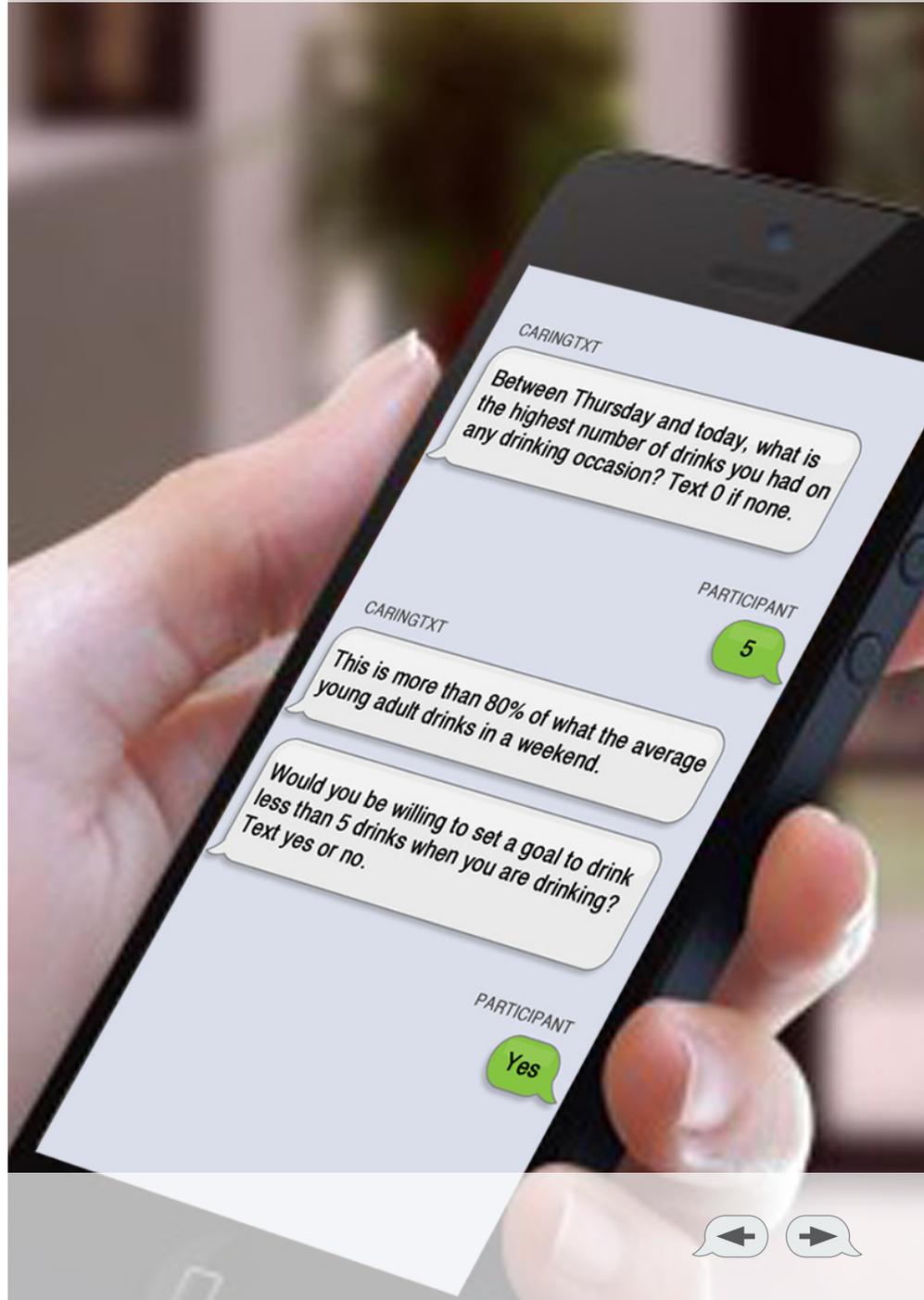
- 1,825 college students die from alcohol-related unintentional injuries (including motor vehicle crashes)
- 696,000 students are assaulted by another student who has been drinking
- 97,000 students between the ages of 18 and 24 report experiencing alcohol-related sexual assault or date rape
- 1 in 4 college students report adverse academic consequences from drinking, including missing class, falling behind in class, doing poorly on exams or papers, and receiving lower grades overall

Individual counseling interventions are mission critical and have been shown to reduce binge drinking among college students. These programs are vital to improving student safety and wellness, but unfortunately reach only a small proportion of those who need help. In addition, individual counseling does not always provide support to students when they need it most (i.e. when students return to their natural environment). Consequently, CaringTXT® has been developed to augment individual counseling and to provide a broader reach.



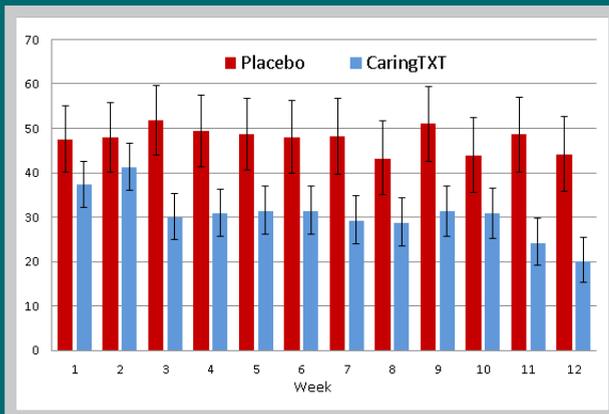
The CaringTXT Solution to Reduce Binge Drinking

CaringTXT is an automated system that sends queries and support messages through mobile phone short-message service (SMS) to enrolled young adult drinkers. Support messages include education about the dangers of drinking, the norms of drinking, motivating statements to increase initiation or maintenance of low-risk drinking, and behavioral tools to assist self-efficacy and handling peer pressure. Queries and support messages use branching logic, where responses to queries are contingent on users' responses via SMS.



CaringTXT reduces binge drinking by:

- **Providing an anonymous, non-judgmental platform:** Assesses drinking behaviors and provides support to enrollees.
- **Interacting with drinkers at key times:** Sends messages when they are likely planning drinking events and thinking about the effects of recent drinking behavior.
- **Reaching a broad demographic:** 95% of young adults own a mobile phone, with 97% of those using SMS to send or receive 50 texts daily.
- **Adapting support messages:** Tailors texts to an individual's current intentions, motivations and drinking behavior.
- **Offering easy enrollment:** Enrollees simply text a keyword to our secure server.



Percentage of participants reporting weekend binge drinking through SMS. Error bars represent 95% CIs.

How well does CaringTXT work?

Clinical trials found:

- **CaringTXT significantly reduces binge drinking:** The average participant drinks 2 fewer drinks on drinking days. 15% of participants stop drinking completely.
- **CaringTXT effects last at least 9 months:** Participants continue to maintain safer drinking for up to 6 months after the 3 month program ended.
- **CaringTXT encourages strong adherence:** 85% of participants completed the 12-week program.
- **CaringTXT enrollees like it:** 80% of participants stated that they liked the program and would recommend it to others.





About healthStratica, LLC

healthStratica (a subsidiary of bioStratica, LLC) is a population healthcare information technology products company. healthStratica's first product, CaringTXT, reduces binge drinking in at-risk populations and reduces alcohol-induced emergency department visits. Clinical studies performed at the University of Pittsburgh demonstrate that CaringTXT may also significantly reduce emergency department readmissions due to alcohol-related injury.

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We believe you have made a good choice to limit your drinking.

