



News Release

OneRecovery™ Announces Social Networking Program Successfully Increases Member Engagement and Reduces Treatment Readmissions in Aetna Study

Leveraging Real-time Peer-based Intervention and Support, OneRecovery Integrates with Treatment Facilities and Health Plan Clinical Processes to Deliver Positive Outcomes

Solana Beach, CA -- September 13, 2011 -- [OneRecovery™, Inc.](#), a social networking and behavioral modification program, presented last week at the Care Continuum Alliance National Forum 11 Conference compelling evidence from an ongoing study with Aetna Behavioral Health (NYSE: AET), that engagement with the OneRecovery program favorably reduced the established pattern of healthcare utilization for this group of members.

OneRecovery provides a private, secure online and mobile platform where members support each other using a comprehensive set of tools integrating clinical principles, social technology and game mechanics to increase wellness. Currently used to support recovery from addiction, OneRecovery's [Social Solutioning®](#) principles combine professional and social accountability to attain lasting and meaningful behavioral change, leading to an increase in the quality and length of recovery.

OneRecovery was made available to members participating in Aetna's Alcohol Disease Management and Intensive Care Management programs who had recently completed detox or addiction treatment. The study compared the cohort to themselves in the 12 months prior to joining OneRecovery in areas of member engagement and reduction in treatment episodes.

Data from the study indicate that 81 percent of members who visited the website enrolled in the program. Of those members registering to join, 76 percent returned to the website two or more times, demonstrating persistent engagement.

OneRecovery's program was able to create a significant clinical outcome by reducing treatment readmissions by 67 percent with members that were out of treatment more than 270 days. This outcome was attained without any intervention from care managers, suggesting a

potential increase in results beyond that evidenced in the pilot when active case management is implemented.

“Aetna’s study results demonstrate the power of social networking and interactive support to enhance the lives of individuals involved in recovery to generate positive, cost-effective outcomes,” said [David Metzler](#), CEO of OneRecovery. “This is a big win for both of our companies, proving that social networking and game mechanics can deliver a significant clinical outcome and cost savings. What’s even more exciting is that it is saving lives.”

Backed by Lemhi Ventures, a venture capital firm investing in healthcare companies with disruptive business models that create a more efficient and responsive health care system, OneRecovery is currently participating in pilot projects with managed care companies representing the majority of the individual lives covered by commercial health insurance in the U.S.

The company has four patents pending for its innovative integration of evidence-based clinical principles into their social networking solution.

About OneRecovery, Inc.

OneRecovery develops social networking solutions and behavioral change programs that drive member engagement to improve health outcomes and reduce the cost of care. Our web and mobile-based Social Solutioning® program influences positive behavior to improve health and deliver measurable value through a patented combination of social-networking technology, evidence-based clinical principals and engaging game mechanics. For additional information visit www.onerecovery.com.

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