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|  | **Unions/EAP** | **Interventionists** | **Hospitals/Psych Units** | **Doctors/Therapists** | **Treatment Programs** |
| **Description** | An organization of workers formed to protect the rights and interests of its members | * Motivate someone to seek help for **alcohol** or **drug abuse,** compulsive eating, or other addictive disorders * Handles client’s case management to ensure intervention is successful | * ER Units * A hospital ward or similar area used for the treatment of inpatients who require psychiatric care * Psych hospitals | * Psychiatrists * Primary Care Physicians * OBGYN * Addiction specialists * Suboxone doctors * Concierge doctors (Located in high income zip codes) | * Residential * PHP * Ambulatory * IOP’s * OP’s * Sober Living * Half Way Homes * Extended care * Detox |
| **Key Needs**  **(tailor your messaging according to these needs)** | * Compatible Insurance * Fast response’s and turnaround time * Effective communication from facility * Employee paperwork ex. (FMLA) * Transportation * Effective treatment * 24 hour service * Facility Tours * Trust * Communication with facility clinicians and discharge planners | * Effective Communication * Tours of each facility * 24 hour service * Transportation * Thorough knowledge on each program * Reciprocal Business * Partnership * Conferences * Networking | * Immediate responses * Effective communication * Fax information for medical records * Transportation * Clinical information on programs   Insurance compatibility | * Reciprocal Business * Effective Communication * Facility Tours * Trust * Communication with Discharge Planners and facility therapists * CEU’s | * Reciprocal Business * Effective Communication if coming from an IOP/PHP * Networking * Partnership * Education |
| **Key Players**  **(Saturate the entire account i.e. all stakeholders involved in the referral process)** | * Union EAP Members * Peer Support Specialist * Corporate EAP members | * Interventionist * Case managers * Mobile Transport | * Social Workers * Case Managers * Clinical Directors * Recovery Coaches * Peer Recovery Specialists * Peer Support | * Therapists * Social workers * Clinical Directors * Physician assistants * Case managers * Doctors * Assistants | * Admissions Team * Referral Team * Discharge Planners * Clinical Outreach |