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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
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