

# Addiction Innovation Challenge

## PARTNERSHIP INFORMATION

### About addiction

The American Society of Addiction Medicine (ASAM) defines addiction as “a treatable, chronic medical disease involving complex interactions among brain circuits, genetics, the environment and an individual’s life experiences.”<sup>1</sup> Addiction changed areas of the brain that are critical to judgment and behavioral control, among other functions.

Although the prevalence of addiction in the U.S. is high, only 10 percent of people who need treatment for addiction actually receive it.<sup>2</sup> There are many reasons for the lack of treatment and awareness around addiction, including inadequate screenings, lack of access to affordable care, the fragmented ecosystem and misconceptions and stigmas. There is a significant unmet need in this industry for innovation.

### The challenge

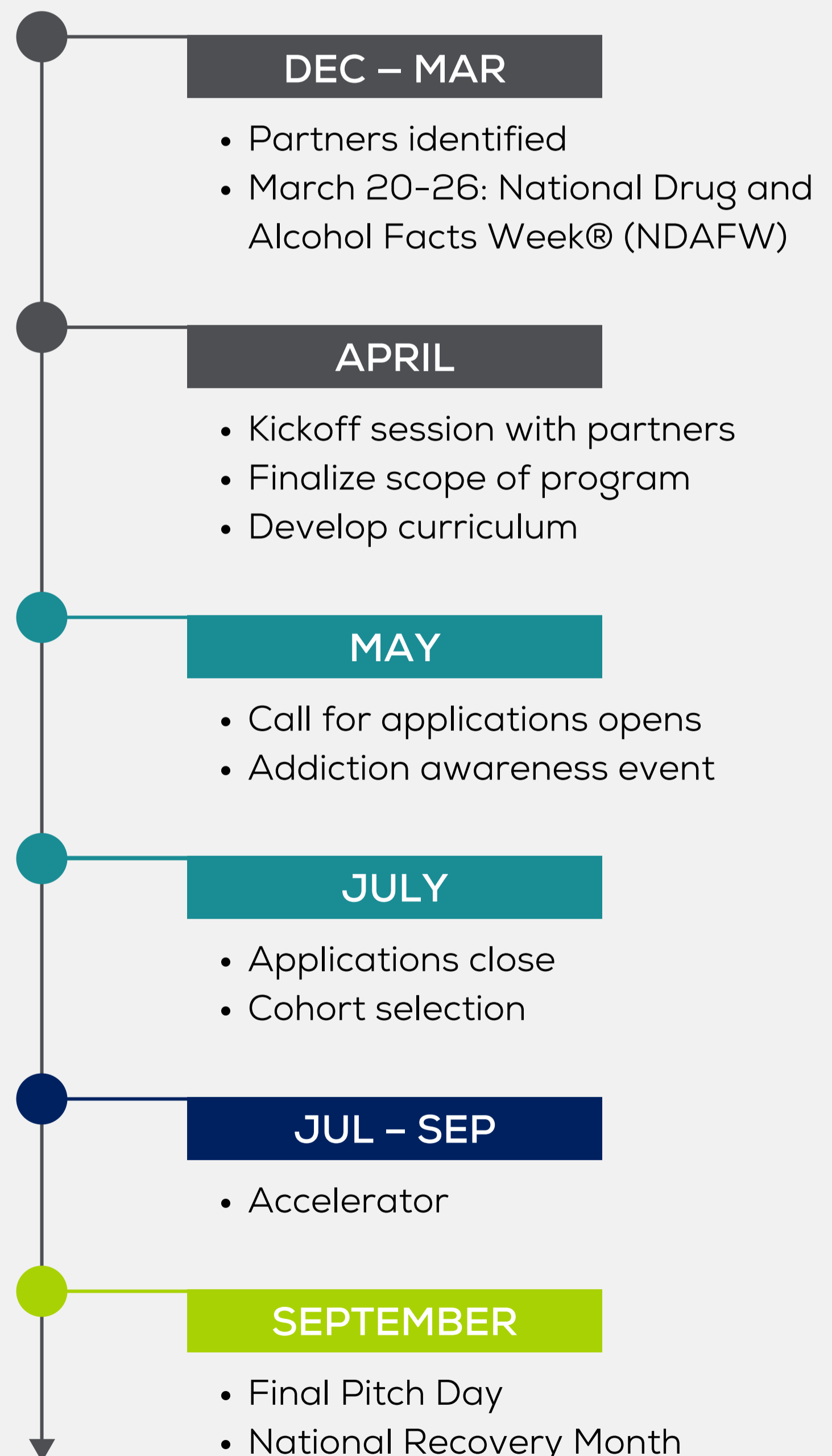
FQA Institute for Social Impact and MATTER are calling on the healthcare ecosystem to come together to advance innovation focusing on substance use disorder (SUD). This initiative will connect the most promising startups in this space with growth-enabling partners and unparalleled MATTER resources and expertise to help them scale.

The program will invite global innovators, ranging from early-stage concepts to mature startups. From the pool of applicants, 8-10 startups will be selected to participate in an eight-week, bespoke accelerator that will include value proposition identification, market research and critical feedback. The accelerator will culminate in mid-September with a live pitch event that will be bolstered by perspectives throughout the healthcare ecosystem.

1) [The American Society of Addiction Medicine](#)  
2) [Mountainside Treatment Center](#)

### Timeline overview

2022-2023



# PARTNERSHIP

## Partnership benefits

- Collaborate with FQA Institute and MATTER to scope and define the challenge statement
- Review startup applications and collectively select the accelerator participants with FQA Institute and MATTER
- Provide mentorship to the chosen cohort
- Participate as a thought leader in market shaping events including an exclusive, cross-industry insight session
- Receive educational content including a mentor bootcamp and a patient perspectives session
- Get an exclusive first look and access to participating ventures
- Have the opportunity to co-create and deploy solutions

## Other benefits

- Recognition in global marketing campaign
- Logo on microsite and printed materials
- Sponsorship and social media tagging on all promotional materials
- Opportunity to speak and participate in roadshow and final pitch day events

# POTENTIAL FOCUS AREAS



## Care navigation

The current siloed ecosystem makes it difficult for patients and their families to understand treatment options, receive consistent support throughout recovery and navigate insurance coverage, leading to suboptimal outcomes. Those improving care navigation can significantly affect the patient and family experience of the fragmented system.



## Access to MOUD and MAUD

Providers prescribe medications for opioid use disorder (MOUD) and medications for alcohol use disorder (MAUD), which are highly effective, evidence-based treatments, to help address withdrawal symptoms and long-term maintenance. Factors such as stigma, shortage of licensed providers and high cost to uninsured populations result in underutilization of MOUD and MAUD.



## Prevention and early stage detection

Research shows that patients are rarely screened for SUD in primary care, which can lead to delays in care. Prevention and early stage detection efforts that involve screening and looking upstream at social and environmental factors help those at risk of developing SUD.



## Harm reduction

Harm reduction programs decrease risk of overdose deaths, prevent infectious diseases and can build a foundation for an ongoing relationship between a person using a drug and a provider. Examples of items provided include safe injection equipment, naloxone and fentanyl test strips.



## Virtual care

With only 10 percent of people with SUD getting the care they need, there is high potential for virtual care to expand access and receipt of care especially in areas with a provider shortage.