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Innovative Program Launches in Kentucky to Deliver In-Home Addiction Treatment

Anthem Blue Cross and Blue Shield, Renew Recovery offer new substance abuse treatment model to Kentuckians.

LOUISVILLE, Ky. – July 30, 2019 – Through a new partnership between Anthem Blue Cross and Blue Shield in Kentucky and Renew Recovery, a Kentucky-based treatment center specializing in substance use disorders, Anthem consumers covered through employer-based and individual health plans now have access to an innovative treatment model that allows them to receive addiction treatment in the comfort of their own homes. This is the first program of its kind in the state and will be critical in reaching Kentuckians with substance use disorders who have previously gone untreated.

Anthem consumers who meet the criteria for in-home addiction treatment will undergo a regimented, but highly personalized, in-home treatment program for one to two months and then transition to an outpatient model lasting up to two years. The care team will include a psychiatrist, responsible for creating and evaluating treatment plans; a licensed therapist and case manager, who provides evaluation and ongoing counseling through individual and group sessions; and a peer support recovery coach to deliver continuous support while connecting the member and his or her family members to recovery resources in the community.

“In-home addiction treatment is a perfect example of how new approaches and creative health care partnerships can improve lives and communities,” said Dr. Jeff Reynolds, medical director of Anthem Blue Cross and Blue Shield in Kentucky. “Kentuckians are well aware that our state is particularly hard hit by substance abuse disorders. We think this care model will be a powerful tool in turning that tide.”

As part of the program, a pharmacist with Louisville-based St. Matthews Community Pharmacy will consult with members in their homes about medication-assisted treatment, and when appropriate, will administer naltrexone, one of three FDA-approved medications to treat substance use disorder.

“Many Kentuckians struggle with addiction and find the treatment system confusing and overwhelming,” said Amanda Newton, chief operating officer of Renew Recovery. “This program will allow us to reach a new segment of the population that often forgoes treatment due to time

constraints, other daily obligations and the unfortunate stigmas associated with substance use disorders.”

The in-home program also incorporates BehaVR, an evidence-based platform that uses virtual reality technology to encourage healthy lifestyle changes. Research shows that individuals who receive mindfulness-based relapse prevention—the foundation of the BehaVR platform—report significantly lower levels of craving following treatment.

While this is the first program of its kind in Kentucky, Anthem has previously provided coverage for in-home treatment models in New Hampshire, Maine and Connecticut.

“In-home addiction management empowers the individual and their loved ones to take a more active role in their treatment,” added Newton. “Many times, return to use can be part of the recovery process. By fostering stronger relationships between clients and their health care providers, we will see each client through all phases of treatment to reach the desired outcome of long-term recovery ”

About Anthem Blue Cross and Blue Shield Kentucky

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About Renew Recovery

Renew Recovery LLC is a growing network of substance abuse treatment facilities dedicated to delivering best-in-class intensive outpatient and outpatient care to those suffering from substance use disorders and their co-occurring morbidities. Renew Recovery stresses the need to treat addiction as the chronic disease it is, with individualized care over appropriate durations, employing a multidisciplinary approach. Renew Recovery management, staff, doctors, psychiatrists and therapists provide team-based individualized treatment. Renew Recovery has four locations across the State of Kentucky with plans for further expansion and has earned The Joint Commission's Gold Seal of Approval (JCAHO), and is State licensed. More information available at www.renewrecovery.com.

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