



# Closing the Gap in Need of Behavioral Health Care for Indigenous People

**Tina Woods, PhD**

Licensed Clinical Community Psychologist  
Senior Director, Community & Behavioral Services Healing Center

**Madison Truitt, BA**

Lingit (Tlingit), Wooshkeetaan (Eagle, Shark)  
Behavioral Health Aide  
Community & Behavioral Services Healing Center

**John Fitzgerald, PhD, LPC, CAS**

Principal, Digital Therapeutics Group, LLC



# Welcome!

## Agenda

- Review gap in need of behavioral health care & priorities
- Explore the Culture Heals (online) program and how it is being used to close the gap in need
- Highlight benefits of digital solutions and ways they can integrate with traditional care





# Tlingit & Haida Indian Tribes of Alaska

- Discipline and Obedience to the Traditions of our Ancestors
- Respect for Self, Elders and Others
- Respect for Nature and Property
- Patience
- Pride in Family, Clan and Tradition is found in Love, Loyalty and Generosity
- Be Strong in Mind, Body and Spirit
- Humor
- Hold Each Other Up
- Listen Well and with Respect
- Speak with Care
- We are Stewards of the Air, Land and Sea
- Reverence for Our Creator
- Live in Peace and Harmony
- Be Strong and Have Courage





# Acknowledging the Past – Culture Heals

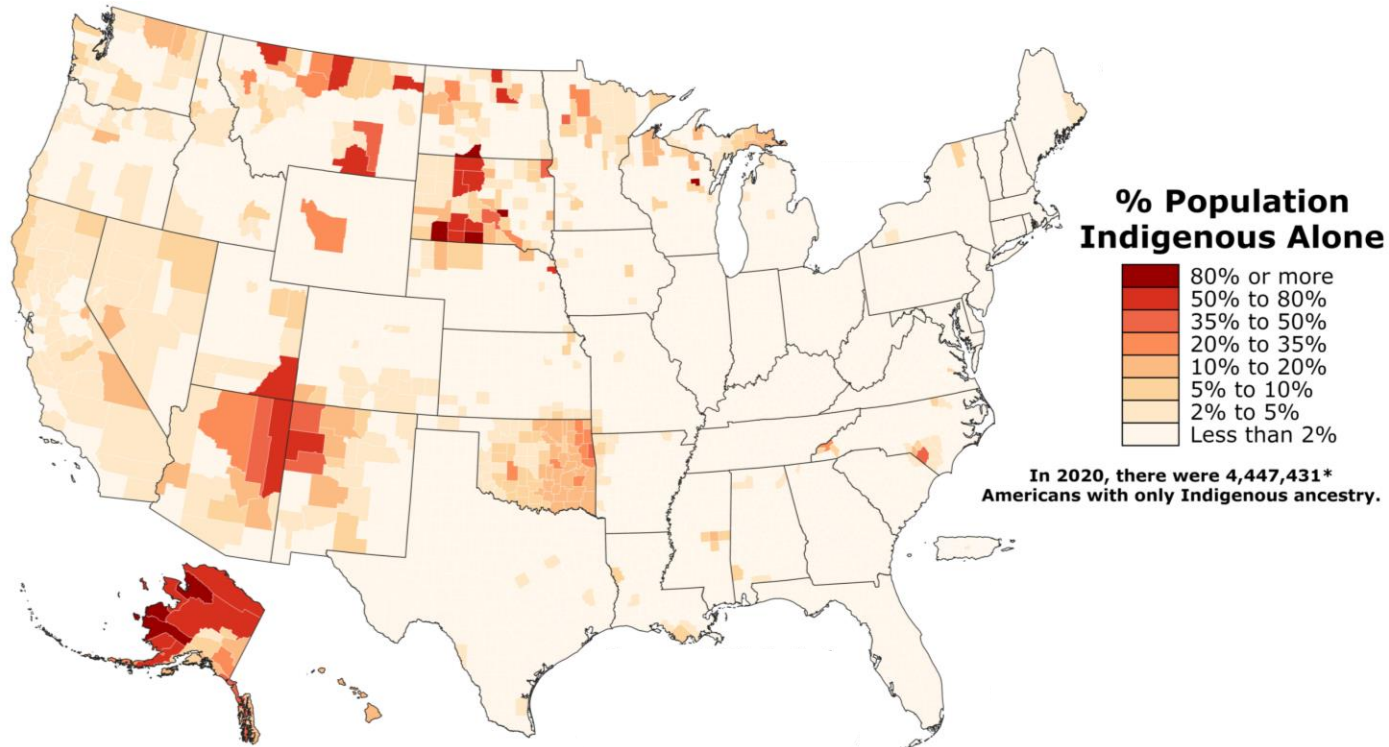
## ***Culture Heals***



*When we heal ourselves, we heal our ancestors and future generations.*



# AN/AI, Native Hawaiian, and Other Pacific Islanders in U.S.



Source: 2020 United States Census, Wikipedia

- 574 federally recognized tribes (2022).
- Collective geographical area of all reservations is 56.2 million acres, representing 2.3% of the United States' 3.794 million square miles.
- 9.7 million indigenous people, comprising 2.9% of the total U.S. population of 329.5 million (2021).

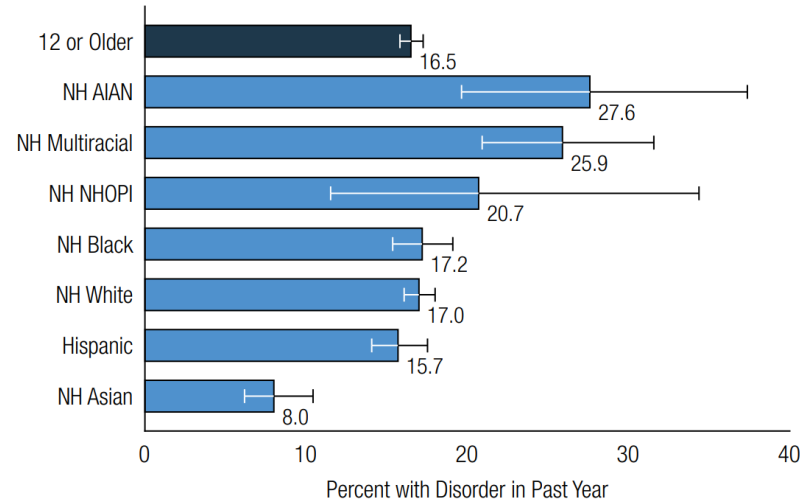


# Need for Addiction Care

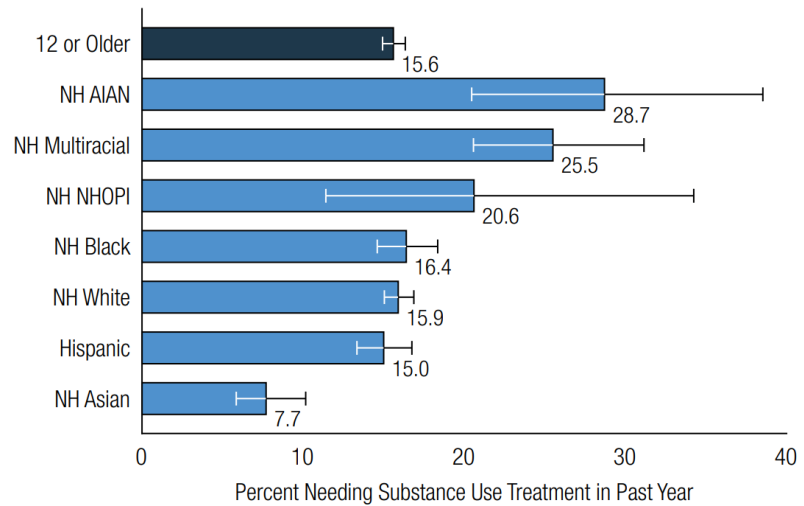
**Key Substance Use and Mental Health Indicators in the United States: Results from the 2021 National Survey on Drug Use and Health**



**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



**Past Year SUD 12+**



**Past Year Need for SUD Treatment 12+**



# Behavioral Health Challenges



## Relationships

Attachment, Domestic Violence, Parenting

## Anxiety

Social, OCD, Panic Attacks, Generalized

## Trauma

Generational, Past, Present

## Addictions

Substance and Behavioral

## Depression

Including Mood Spectrum, Bipolar

## Family

How to Help a Loved One



# Behavioral Health Help Seeking Barriers



- Lack of Trust and Connection
- Rural and Remote Locations with Limited Resources
- Lack of Culturally Responsive Services
- Not Being Ready for Treatment





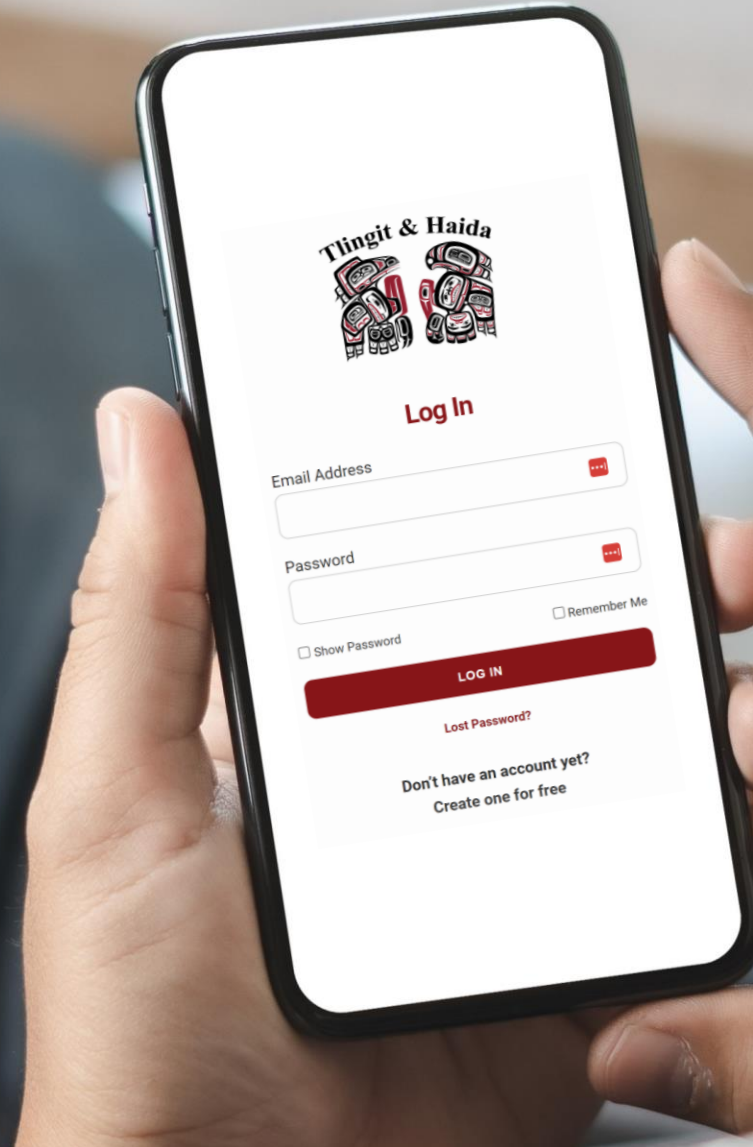
# Culture Heals™ Program

The screenshot shows the homepage of the Culture Heals™ program. At the top, there is a navigation bar with links for 'How It Works', 'FAQ', 'Webinars', and 'Contact', along with 'LOG IN' and 'SIGN UP' buttons. The main header features a road with yellow double lines and the text 'Culture Heals™ Self-Guided Roadmap to Understanding and Addressing Addiction'. Below this is a video player showing Richard Chaljee Esah Peterson, the Tlingit & Haida President, with a 'HOW IT WORKS' button. A section titled 'Powerful Tools To Support You On Your Journey' features a central smartphone displaying 'What You Will Do' with bullet points: 'Learn about addiction, treatment, and how people successfully change', 'Explore your own behaviors, and identify powerful leverage points for change', and 'Assess all your own addictions and co-occurring mental health issues'. Surrounding the phone are six icons representing: '24/7 phone support', '24/7 text resources', 'Tools to help loved ones struggling with addiction', 'Learn about evidence-based tools for change', 'Over 6 hours of video to address addiction', and 'Address both substance and behavioral addictions'.

- **Launched April 2022** to all Tlingit & Haida people
- **Self-guided roadmap** to understanding and addressing addiction (substance and behavioral)
- **Mobile-friendly online platform**, free for all who sign up to use the program
- **Over 125+ videos**, screening tools, and links to resources
- **Linked with** the Community Behavioral Services Healing Center
- **24/7 phone support** from trained clinicians



# Let's Take a Quick Tour of Culture Heals™



Log In

Email Address

Password

Show Password

Remember Me

[Lost Password?](#)

Don't have an account yet?  
[Create one for free](#)



# Blending Indigenous, Western, and Eastern Healing Practices

## Western

CBT  
EMDR  
Medication  
Psychoeducation



## Indigenous

Story Telling  
Dipping  
Talking Circle  
Drumming



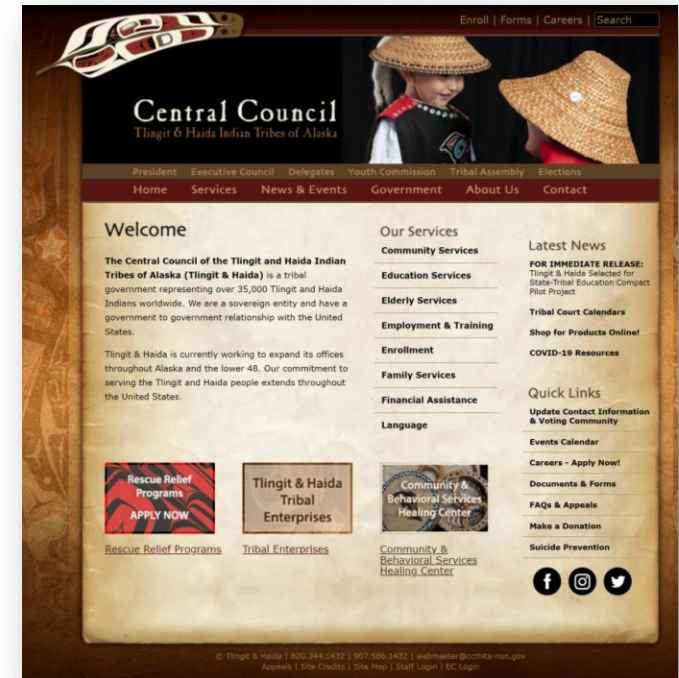
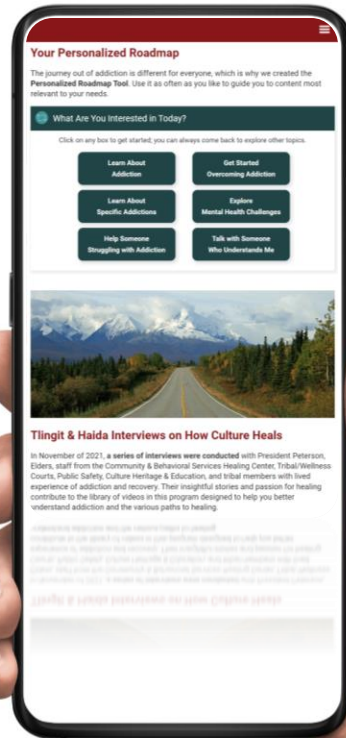
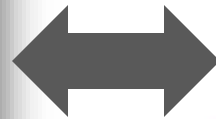
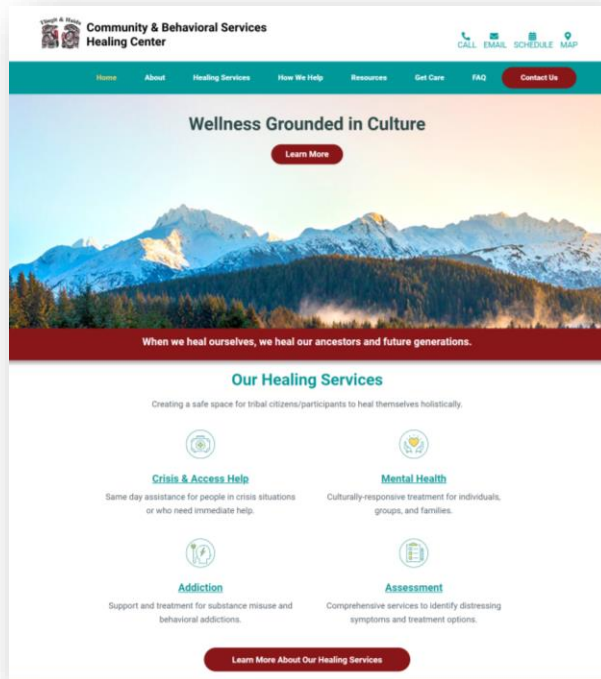
## Eastern

Acupuncture  
Tai Chi  
Meditation  
Yoga





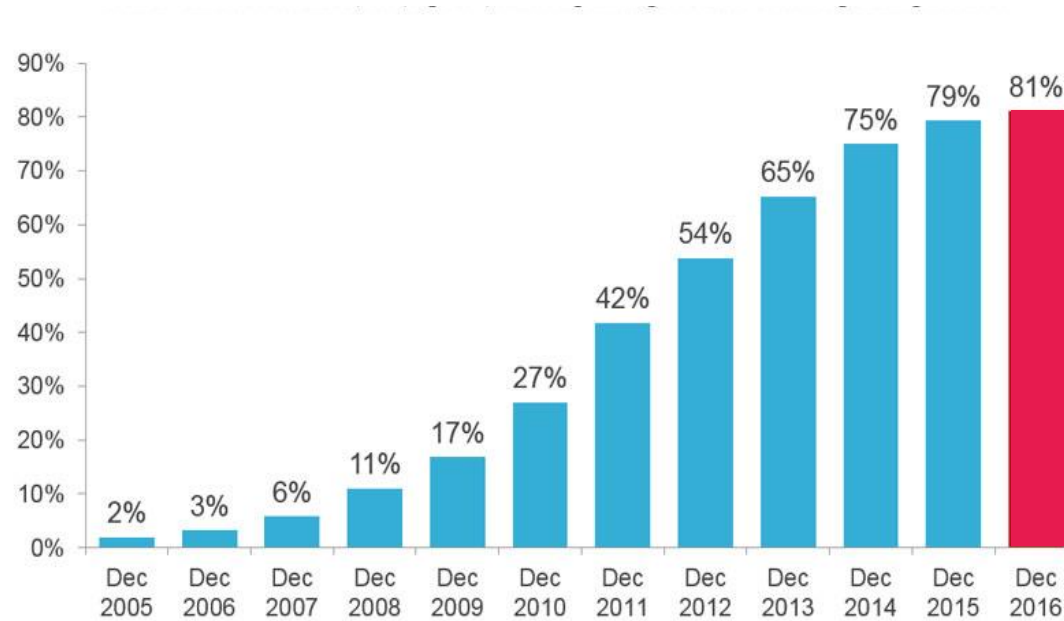
# Meeting People Where They Are At





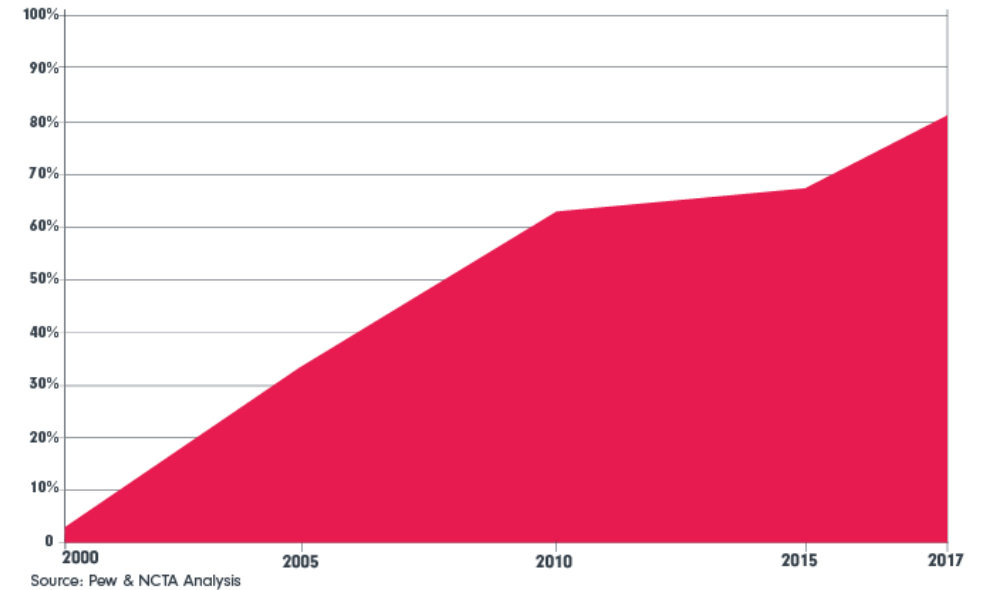
# Emergence of Digital Care Solutions

## Smartphone Penetration of Mobile Phone Market



Source: comScore MobiLens

## Broadband Adoption Over Time



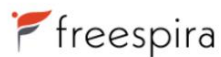


# Dynamic Market and Product Mix

43 Prescription Digital Therapeutics Developers (PDTs) | U.S. 2023



CNS (30)



Oncology (2)



Women's Health (2)



Gastrointestinal (2)



Ophthalmology (2)



Cardiometabolic (4)



Respiratory (1)






# Cautionary Tale

CONTACT US


ABOUT US SCIENCE PRODUCTS NEWS INVESTORS CAREERS



On April 7, 2023, Pear Therapeutics Inc. and its wholly owned subsidiary, Pear Therapeutics (US), Inc. (collectively the "Debtors") each voluntarily filed for Chapter 11 bankruptcy protection in the United States Bankruptcy Court for the District of Delaware (Case Nos. 23-10429, 23-20430). The Debtors intend to pursue a sale of the business or assets under section 363 of the Bankruptcy Code.

Our hope is that our business and/or products will be purchased so that another company can provide them to patients. Pear Therapeutics is not accepting new prescriptions for its products, reSET<sup>®</sup>, reSET-O<sup>®</sup>, and Somyst<sup>®</sup>, nor will refills be dispensed at this time. We will attempt to keep our products available for patients who are already using the products for the duration of the current fill of their prescription, but there can be no assurance that we will be able to do so.

Additional information about the Company's Chapter 11 case may be found on both the Company's website, [www.peartherapeutics.com](http://www.peartherapeutics.com), or the website of the Company's Bankruptcy Claims and Noticing Agent, Stretto, at <https://cases.stretto.com/PearTherapeutics>, or by calling Stretto's hotline at 855.944.1919 (for toll-free U.S. and Canada calls) or 714.252.0860 (for tolled international calls) or via email at [TeamPearTherapeutics@stretto.com](mailto:TeamPearTherapeutics@stretto.com).



**FEATURED NEWS** Pear Therapeutics Files for Chapter 11 and Will Seek to Sell Assets Through Sales Process →

**Prescription Digital Therapeutics**  
SOFTWARE TO TREAT HUMAN DISEASE

Prescription Digital Therapeutics, or PDTs, are software-based medicines. PDTs are designed to directly treat disease, tested for safety and efficacy in randomized clinical trials, evaluated by the FDA, and prescribed by healthcare providers. PDTs are designed and tested much like traditional prescription drugs with one distinction: rather than swallowing a pill or taking an injection, patients are treated with software.

**Pear Therapeutics**  
THE LEADER IN PRESCRIPTION DIGITAL THERAPEUTICS

At Pear, our mission is clear: we are pioneers in PDTs. Our cross-functional team operates at the intersection of biology and software technology. Pear discovers, develops, and delivers clinically validated software to provide better outcomes for patients, smarter engagement and tracking tools for clinicians, and cost-effective solutions for payers. Every day, we push the boundaries of technology to transform medicine.

Forbes

FORBES > INNOVATION > HEALTHCARE

EDITORS' PICK

## Pear Therapeutics Files For Bankruptcy As CEO Blames Shortfalls On Insurers

Katie Jennings Forbes Staff

I'm a senior writer covering healthcare technology.

Follow

0

Apr 7, 2023, 04:07pm EDT

f  
t  
in



Pear's apps guide users through behavioral therapy. GETTY

Pear Therapeutics, which has three FDA-cleared prescription apps to help treat substance use disorder and insomnia, filed for bankruptcy on Friday, as the company struggled to get insurers to pay for its technology.



## Start with the basics...

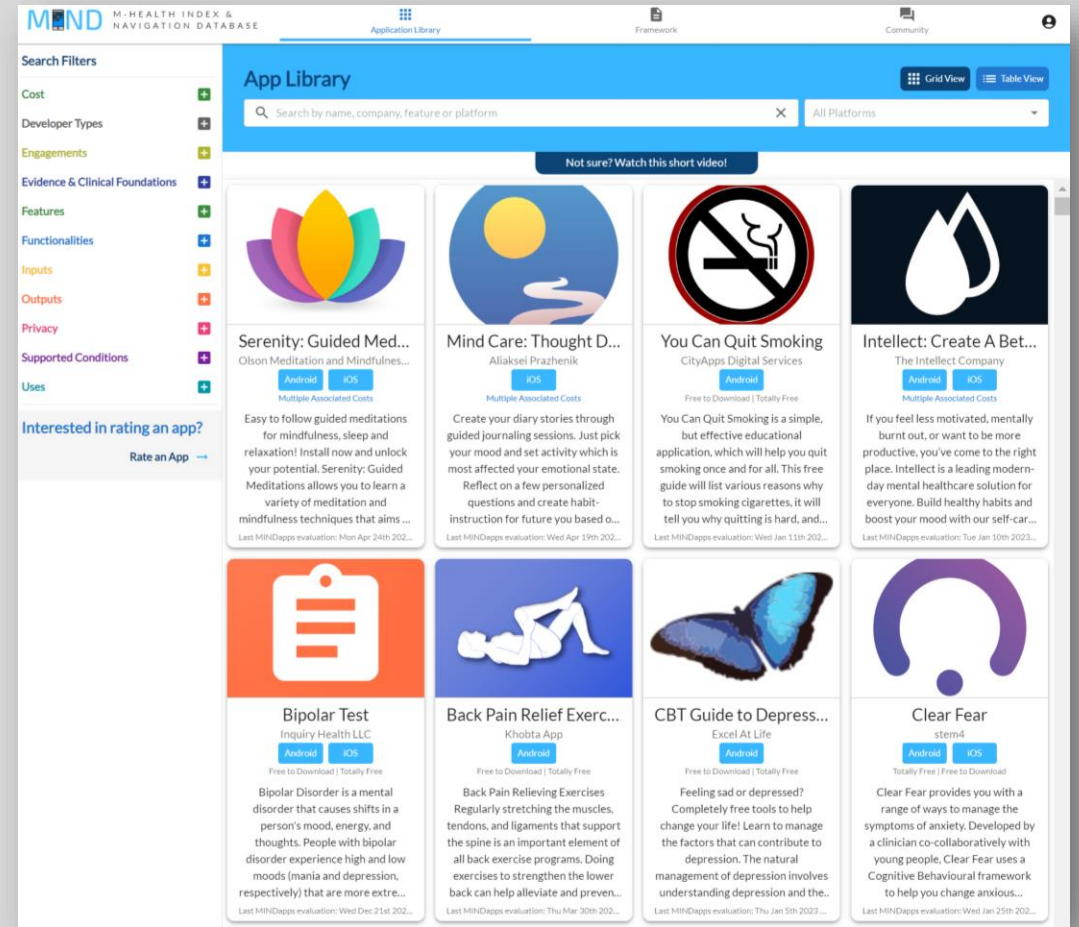
- What is a smartphone?
- How do I access the internet?
- What are apps?
- How do I access them?
- Which apps should I use?
- Are they safe to use?
- Do they work?







# Digital Care Hubs vs. Apps



[www.mindapps.org](http://www.mindapps.org)



# Summary

## Contact Us!

**Tina Woods**

[twoods@ccthita-nsn.gov](mailto:twoods@ccthita-nsn.gov)

**Madison Truitt**

[mtruitt@ccthita-nsn.gov](mailto:mtruitt@ccthita-nsn.gov)

**John Fitzgerald**

[www.dtxgroup.org](http://www.dtxgroup.org)  
[john@dtxgroup.org](mailto:john@dtxgroup.org)

