

# New Directions for Women Prospective Patient Report



**Independently-verified patient outcomes**

**Covering Patients Discharged Between  
November 29, 2021 & March 31, 2023**



## A Letter From the Founder of Vista Research Group

Dear Friend,

Fifteen years ago, I was in a terrifying place. My 20-year-old daughter was guzzling enough alcohol to potentially kill herself, day after day. After multiple car accidents and trips to the E.R., it was clear her life depended upon our finding effective treatment for her. However, this was easier said than done.

I couldn't find a single rehab that was following up with patients after treatment to find out whether they were doing well or had returned to abusing drugs and/or alcohol. The rehabs I talked to either told me it was impossible to measure addiction treatment success rates or made up preposterous numbers. Over the next five years, I was forced on multiple occasions to decide where to send Karina for treatment based on how nice the salesperson was on the phone, rather than on verified success rate data.

Our family's story has a happy ending. Through sheer luck, we always found effective treatment for Karina. As a result, she's now been in recovery for 10 years. Not only is she the loving mom to three darling little girls, but she travels the country speaking for her company. We've been incredibly blessed!

Once Karina was in long-term recovery, I decided to try to do something about the lack of addiction treatment effectiveness data. This is healthcare, for heaven's sake! Using my experience as a chemical engineer, researcher and software developer, I created a research company that has now monitored over 80,000 patients during addiction treatment and followed up with a third of them after treatment. We've learned a lot.

One thing we've learned is that one year after treatment, **36% of patients** report not having used alcohol or non-prescribed drugs during at least the last 30 days. While this average hasn't changed in thirty years, we also learned that rehabs vary dramatically in effectiveness – some have success rates that are much higher than 36% and some, unfortunately, are much worse.

Nonetheless, the field of addiction treatment has been slow to change. Even today, only a tiny minority of treatment centers are scientifically measuring their outcomes. You're still going to run into a lot of sales people who will claim that 80% (or some such ridiculous number) of their patients are in recovery a year later. As much you want to believe them, I'm afraid [this simply isn't true](#).

[New Directions for Women](#) is one of the innovators in the addiction treatment field who has committed to measuring and continually improving the effectiveness of the treatment they provide. Vista Research Group has been measuring their post-treatment outcomes since November 2021 and I'm honored to report their excellent results to you in this report.

My thoughts and prayers are with you and your loved ones on this difficult journey. Please let me know any way I can help you.



Joanna L. Conti  
Founder & CEO, [Vista Research Group, Inc.](#)  
Co-Founder & CEO, [Conquer Addiction, Inc.](#)

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# BACKGROUND

## About New Directions for Women

New Directions for Women (“New Directions”), located in Costa Mesa, California, has a four-decade history of supporting women, families, and children in their recovery from addiction. The New Directions for Women treatment approach includes a full continuum of care so women can enter treatment at the appropriate intensity for the severity of their disease.

Programs include an onsite social model detox, residential rehab, partial day program (also known as partial hospitalization or PHP), intensive outpatient program (IOP), intensive sober living (ISL), and general outpatient services such as individual and group sessions. Being a women’s only addiction treatment program, New Directions provides gender separate, culturally relevant, and holistic addiction treatment services that meet the special needs of women, women with children, and pregnant women in any trimester who suffer from the chronic disease of addiction, and their families.

This report summarizes data for New Directions patients who discharged between November 29, 2021 and March 31, 2023.

## Research Design

All patients participated in Vista’s INSIGHT Addiction™ progress monitoring research in which they were screened for depression, anxiety, trauma, eating disorders, suicidal ideation, and self-harming behavior shortly after intake. Every week or two thereafter, their clinicians received reports tracking the severity of symptoms of various disorders they were struggling with as well as the strength and frequency of any cravings they were feeling, their satisfaction with treatment, and the quality of their relationships with their closest family members.

Vista Research Group has been contacting all New Directions patients who spent at least seven days in treatment at one month, six months, and twelve months after discharge. Vista researchers made at least seven attempts to contact them at each time-period via text, email, and phone. To encourage complete honesty, patients participating in the post-treatment research were promised confidentiality and only aggregated results are provided to New Directions.



# POST-TREATMENT ABSTINENCE

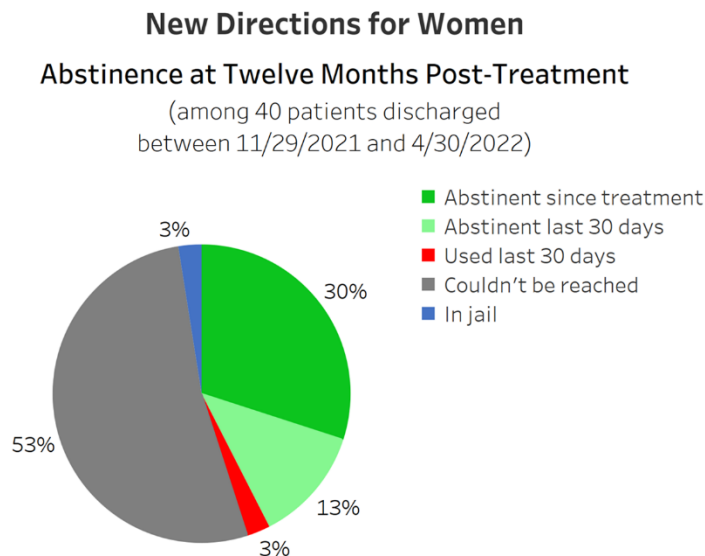
The success rate of an abstinence-based addiction treatment program is the percentage of its patients who are reachable and report refraining entirely from non-prescribed drugs and alcohol for at least the last 30 days at one year post-treatment.

Vista’s research assumes that patients who do not respond to the twelve month post-treatment survey are using. While this may not be the case in every instance, it is a reasonable assumption to make for these reasons:

- Patients who do not respond to Vista’s survey requests are statistically quite different from those who do respond. Non-responders are statistically more likely to have left treatment against medical advice, to have spent less time in treatment, and to be addicted to drugs that are harder to recover from than patients who submitted surveys. All of these factors decrease the likelihood that an individual will be able to recover from addiction.
- A substantial percentage of the patients who don’t respond actually started to take the survey, but stopped when they were asked if they’d taken non-prescribed drugs or alcohol since leaving treatment.

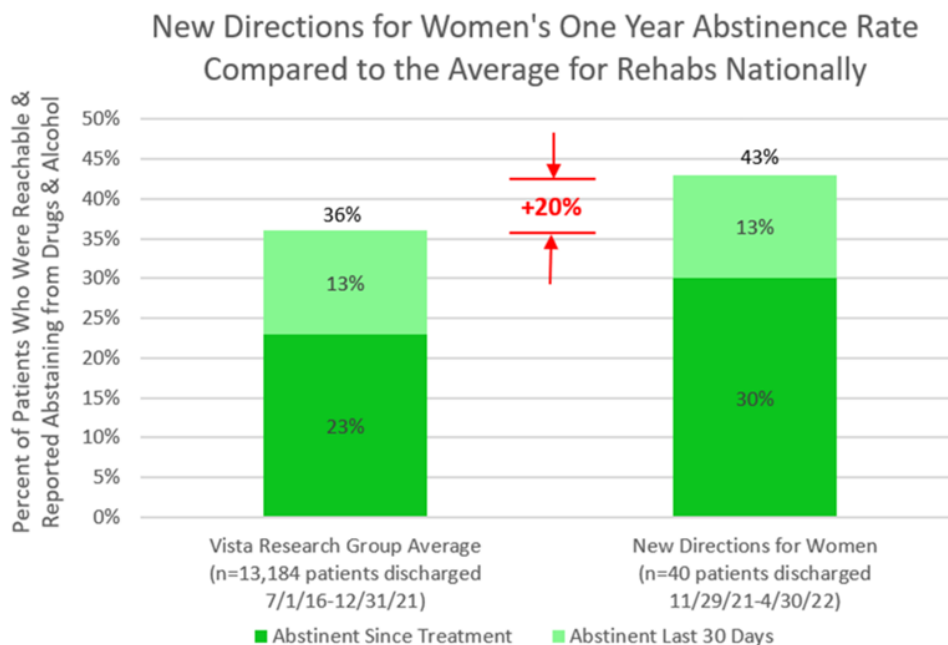
## Twelve Month Post-Treatment Abstinence

Among 40 patients discharged prior to April 30, 2022, 43% were reachable at twelve months post-treatment and said they had abstained from all drugs or alcohol for at least the past 30 days. Another 3% reported having used drugs or alcohol within the last 30 days:



## Comparison to National Norm

New Direction's twelve month abstinence rate of 43% is well above the Vista's 36% average for rehabs nationally:



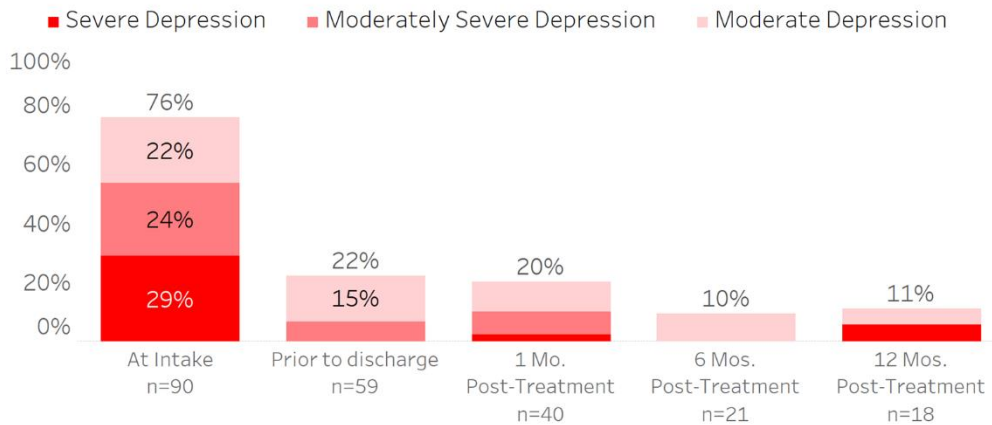
It is important for context to note that Vista's norms are likely to be well above the average for the addiction treatment industry. The reason for this is that treatment centers willing to make the significant investment in tracking their post-treatment outcomes are likely top-quality programs who are confident their outcomes are very good.

# IMPACT OF TREATMENT

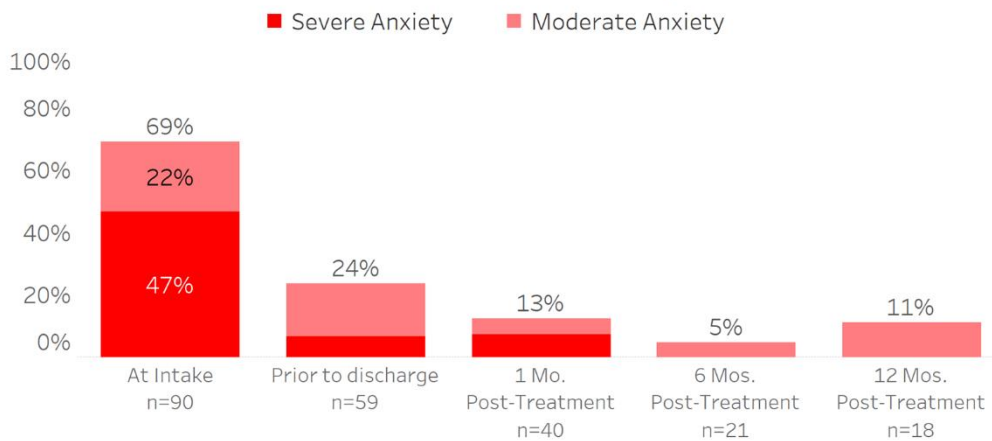
## Reduction in Severity of Co-Occurring Disorders

A high percentage of New Directions patients report moderate to severe symptoms of depression, anxiety and trauma when they enter treatment. Fortunately, most of these patients report feeling much better by the time they leave treatment. Only a small percentage of the patients submitting post-treatment surveys report having moderate to severe symptoms of these co-occurring disorders.

**New Directions for Women**  
**Patients with Moderate to Severe Depression Symptoms**  
 (among patients with surveys due up to April 30, 2023)

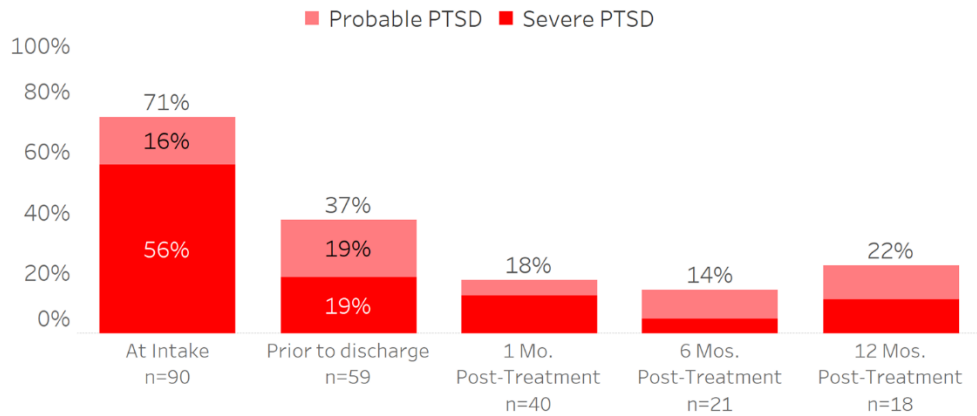


**New Directions for Women**  
**Patients with Moderate to Severe Anxiety Symptoms**  
 (among patients with surveys due up to April 30, 2023)



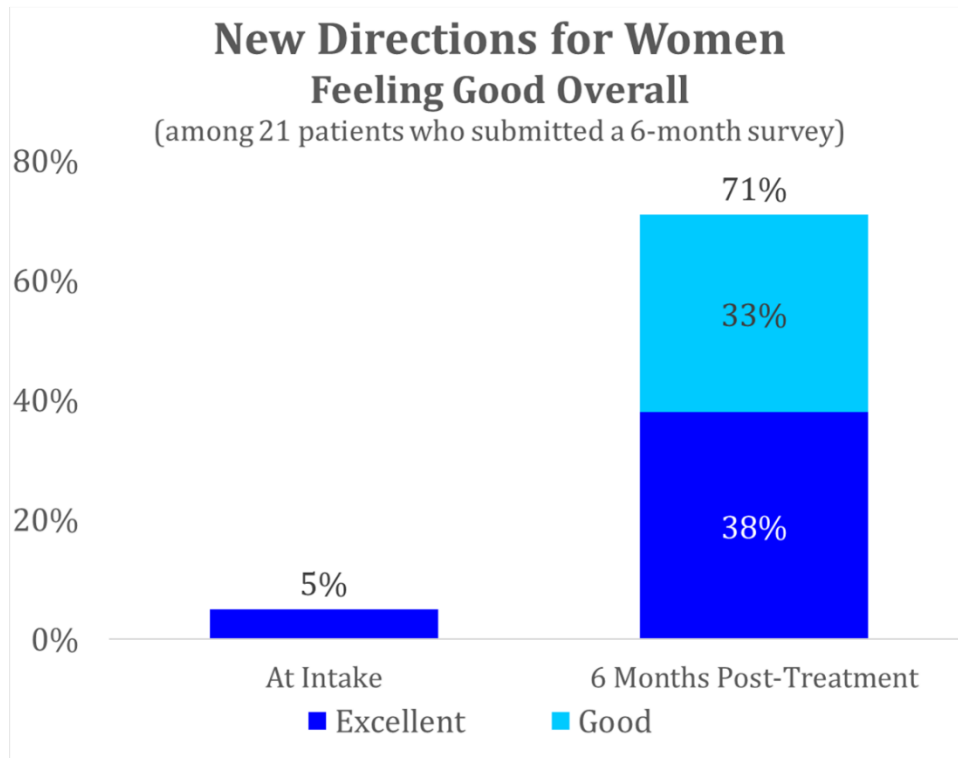


**New Directions for Women**  
**Patients with Moderate to Severe Trauma Symptoms**  
 (among patients with surveys due up to April 30, 2023)

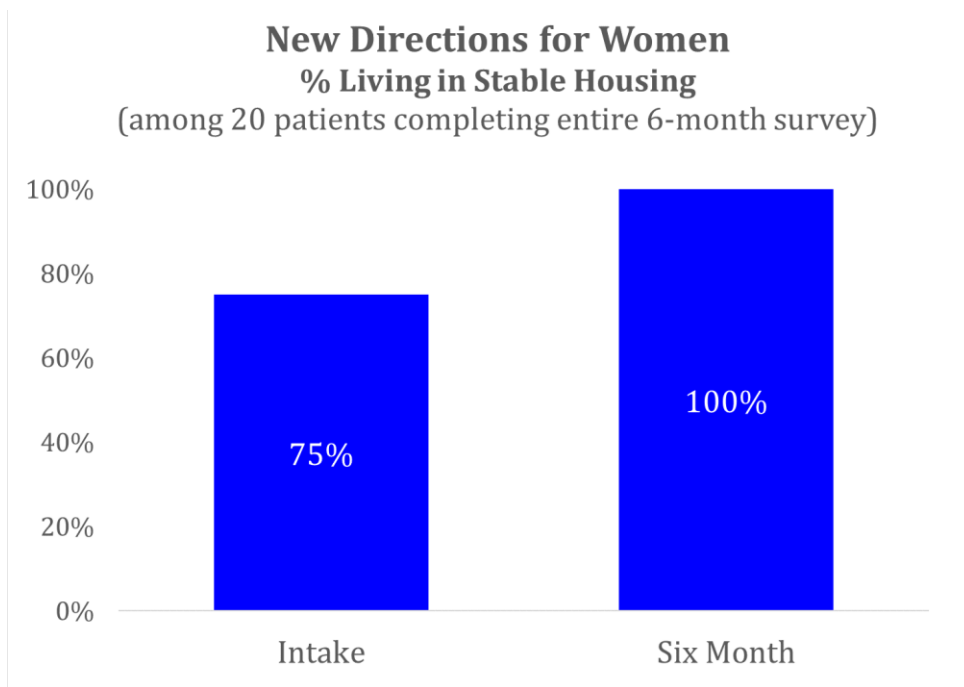


**Improvement in Quality of Life**

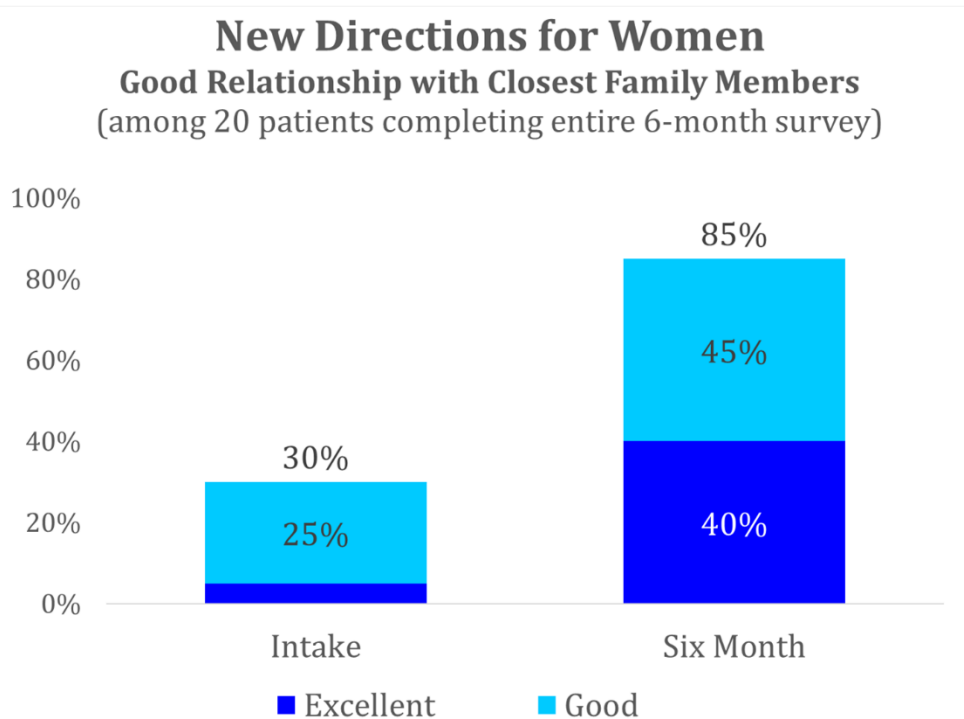
There was a massive increase in the percentage of patients who reported feeling good or excellent between the start of treatment and six months post treatment:



Additionally, while only 75% of the patients responding to the six month survey were living in stable housing at the start of treatment, all reported doing so six months after discharge:



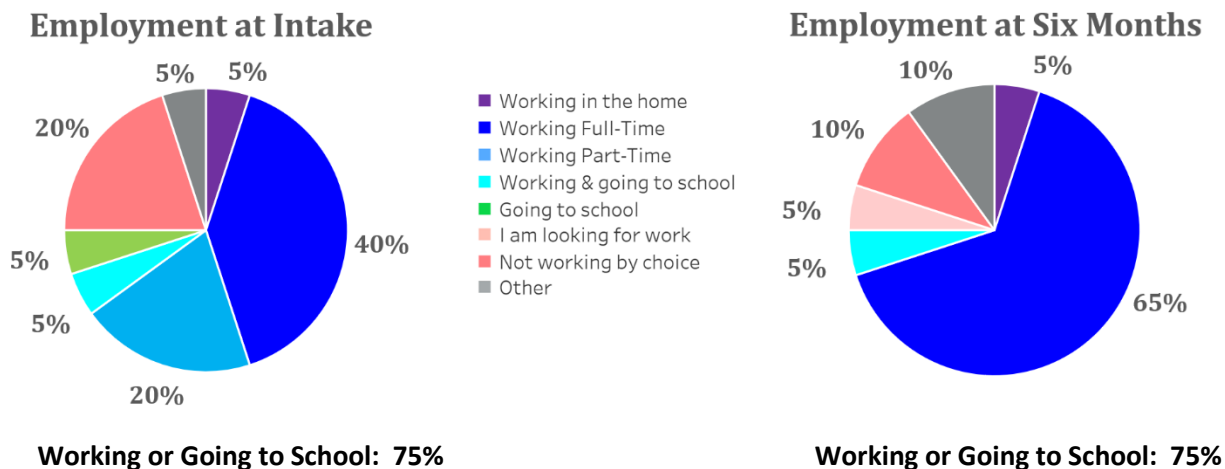
Patients were also substantially more likely to be getting along well with their closest family members, with the percentage of patients rating their relationship as excellent or good increasing from 30% at intake to 85% at six months post-treatment:



While 75% of patients submitting a six month survey reporting working or going to school at both intake and six months post-treatment, the percentage working full-time increased from 40% to 65%:

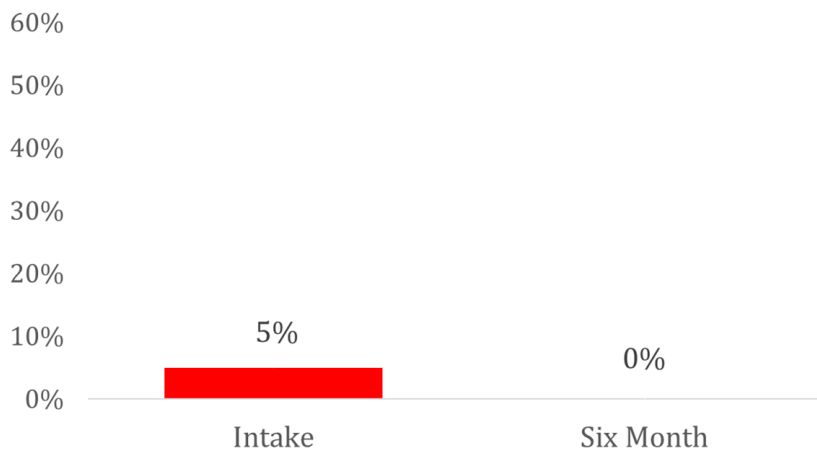
## New Directions for Women Impact of Treatment on Employment

(among 20 patients completing entire 6-month survey)



None of the patients submitting a six-month post-treatment survey reported having been charged with a serious criminal justice offense since they left treatment, compared to 5% who reported at intake that they had been charged in the year prior to treatment:

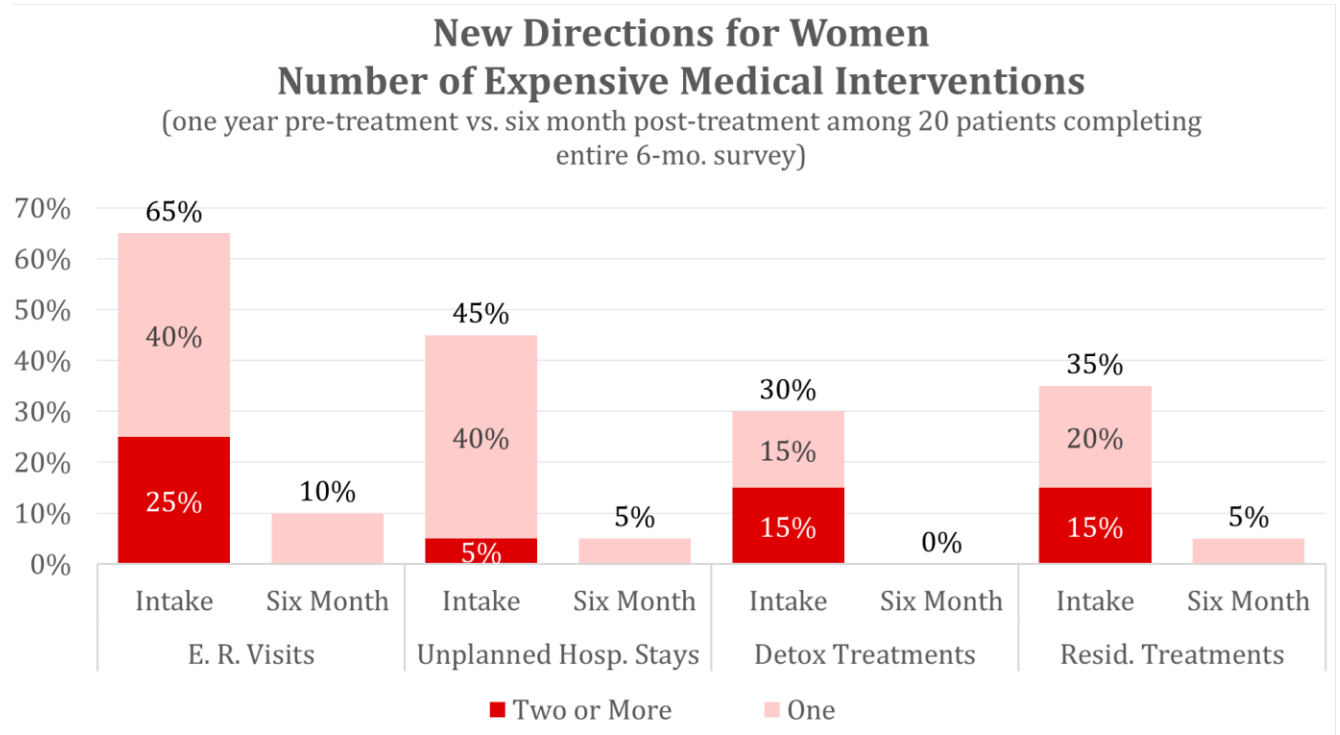
## New Directions for Women % Charged with Serious Criminal Justice Offense (among 20 patients completing entire 6-month survey)





## Reduction in Expensive Medical Interventions

Patients who responded to the 6-month follow-up survey appear to have had fewer expensive medical interventions than would have been predicted based upon their pre-treatment year. However, it must be kept in mind that the interventions reported at intake in the graph below occurred over the course of a year while the post-treatment interventions only covered a six-month time span:



# FACTORS FAVORING ABSTINENCE SUCCESS

The following factors have a substantial impact on the likelihood a patient is able to recover following treatment:

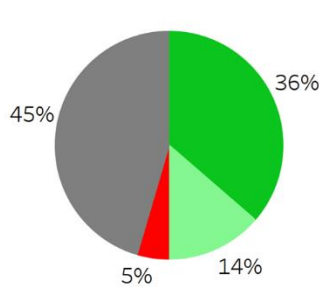
## Successfully Completing Treatment

Fifty percent (50%) of the patients who completed all recommended treatment were abstinent twelve months post-treatment, substantially greater than the 33% among those who did not complete treatment:

### New Directions for Women

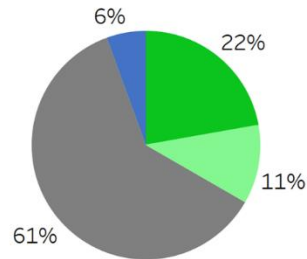
#### Abstinence at Twelve Month - Completed Recommended Treatment

(among 22 patients discharged between 11/29/2021 and 4/30/2022)



#### Abstinence at Twelve Month - Did Not Complete Recommended Treatment

(among 18 patients discharged between 11/29/2021 and 4/30/2022)



- Abstinent since treatment
- Abstinent last 30 days
- Used last 30 days
- Couldn't be reached
- In jail

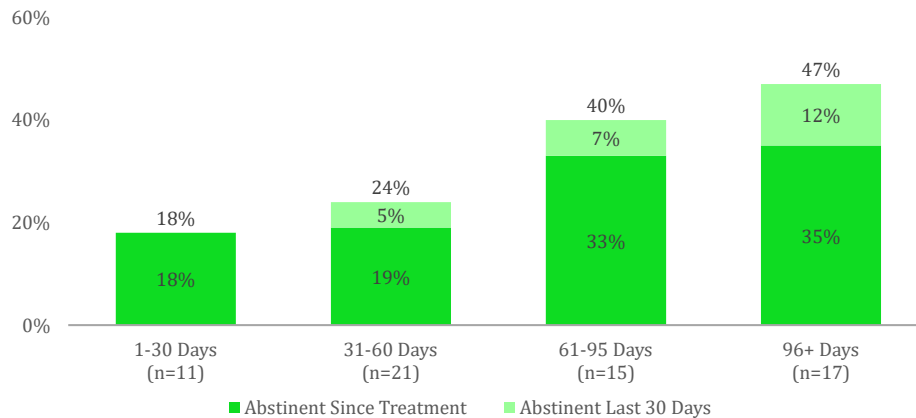
## Length of Treatment

Additionally, abstinence rates increased with the length of time New Directions patients remained in treatment:

### New Directions for Women

#### Six Month Abstinence Rates by Length of Stay

(among patients discharged between 11/29/21 & 10/31/22)



# SATISFACTION WITH TREATMENT

When reached post-treatment, the vast majority of patients reported being very satisfied with the treatment they received at New Directions:

